

# New European Bauhaus Academy

INTRODUCTION TO  
SOCIAL  
ENTREPRENEURSHIP

Zuzana Palová



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# WHAT IS SOCIAL ENTREPRENEURSHIP?

Definition and key principles:

An enterprise that primarily addresses social or environmental issues.

Profit is not the main goal, but only a means to achieve a social mission.

Examples: Integration enterprises that employ people with disabilities.

# SOCIAL VS. TRADITIONAL ENTREPRENEURSHIP

Traditional enterprise:

- Goal: maximising profits for shareholders.
- Management: hierarchical.

Social enterprise:

- Goal: positive social or environmental impact.
- Management: often democratic or employee-involved.
- Profit: reinvested in the enterprise.



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# WHO IS A SOCIAL ENTREPRENEUR?



Character traits:

- Has strong foresight and empathy.
- They care about change, not personal gain.
- Is innovative and able to combine entrepreneurship with a social mission.

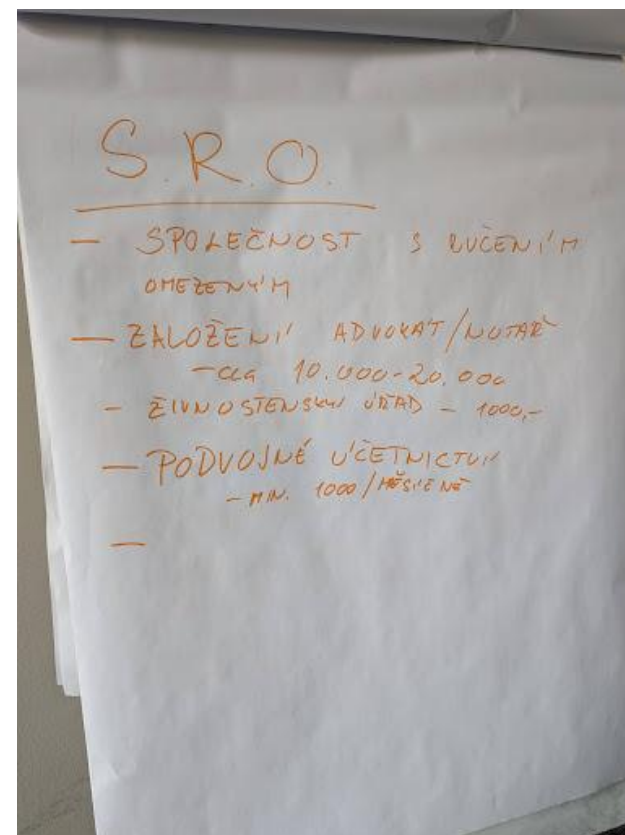


# LEGAL FRAMEWORK IN THE CZECH REPUBLIC

Most common forms:

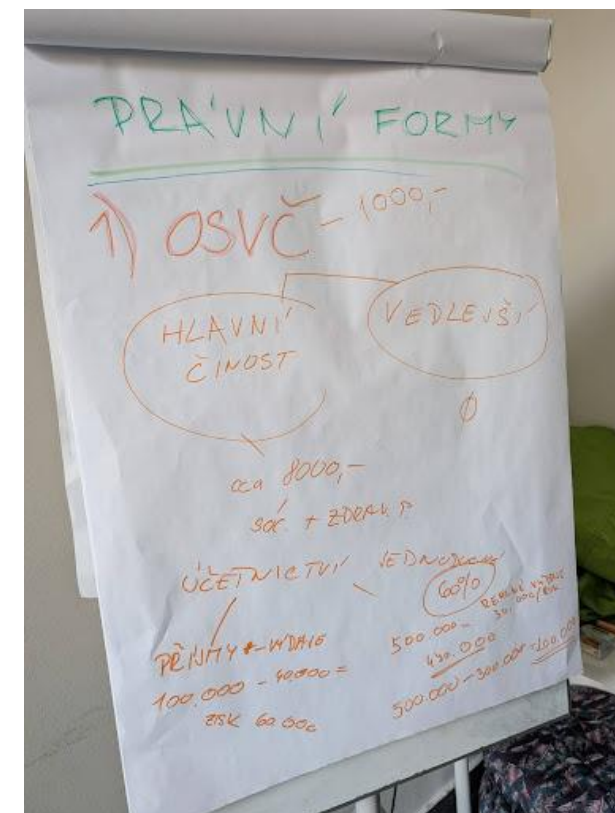
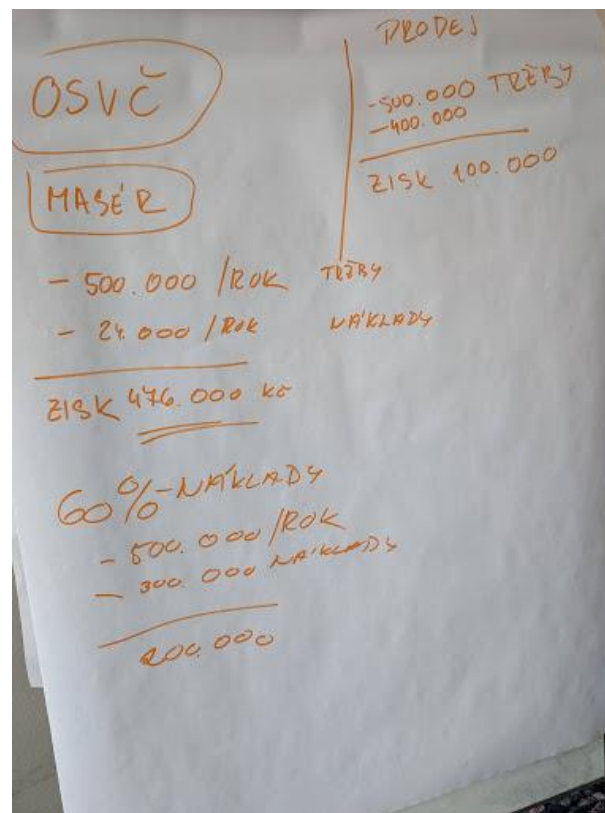
- Company (non-profit organisation engaged in entrepreneurial activities).
- Cooperative (well suited for community projects).
- Limited liability company (LLC) (with a clearly defined social mission in the articles of association)

The photograph taken during the training contains basic information about a limited liability company. It indicates the costs of its establishment by a lawyer or notary and the obligation to keep double-entry accounts with minimum monthly expenses.



# LEGAL FRAMEWORK IN THE CZECH REPUBLIC

Photos from the training illustrate the legal form of self-employment, explain the difference between main and secondary activities, mandatory deductions and accounting methods, and provide practical examples of calculating income, expenses and profits for different types of business activities.



# CRITERIA FOR OBTAINING

## SOCIAL ENTERPRISE

## STATUS

### 1. Social benefit:

- The main objective is to solve a social problem.

### 2. Use of profits:

- Most (at least 50%) of the profits are reinvested.

### 3. Democratic management:

- Employees participate in decision-making.

# HOW TO FINANCE A SOCIAL ENTERPRISE?

## Sources:

- Subsidies and grants: Most often from the EU (EFTA) and state funds.
- Income from own activities.
- Microloans: Targeted loans from banks and funds.
- Crowdfunding: Funding from the public.

# TYPES OF SOCIAL ENTERPRISES

Integration enterprises:

- People with disabilities (e.g. social cafés, laundries).

Environmental enterprises:

- Focused on environmental protection (e.g. waste recycling workshops, recycling).

Community enterprises:

- Provide services to the local community (e.g. community gardens, shops).

# CONCLUSION AND ACTION PLAN

1. What can go wrong: low demand, high costs, strong competition.
2. How you will respond: price adjustment, changing target group, different sales channel.
3. Investors appreciate it when you have alternatives prepared.

**Task:** Write down the biggest risk for your idea and one possible solution.



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BUSINESS PILLARS:  
VISION, MISSION, VALUES  
AND GOALS

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# FOUNDATIONS OF VISION AND MISSION

Objective: to explore your personal vision, mission and values together.

We will show you how to translate them into concrete steps.

Introductory exercise:

Everyone says one thing that bothers them most at work or in society.

# VISION, MISSION AND VALUES

- Vision = where I want to be, the ideal future state;
- Mission = why I exist, what is the meaning of my work;
- Values = principles that guide me.

## Example

Personal vision: "I want to live in an environment where my work helps others."

Company mission: "Our mission is to make travel easier for people by providing them with affordable and safe flights."

# VISION BOARD

Definition: A vision board is a visual tool that helps you clearly formulate and visualise your goals and dreams.

## Practical task

Now create your own vision using images, words or symbols that capture how you want your professional life to look in 5–10 years. It's not about art, but symbolism.

# SETTING GOALS AND PLANNING STEPS

Setting goals correctly using the SMART method:

S (Specific) – the goal must be specific;

M (Measurable) – it must be measurable;

A (Achievable) – it must be achievable;

R (Relevant) – it must be meaningful and useful;

T (Time-bound) – it must have a clearly defined time frame.

# PEER SHARING

Peer sharing is the mutual sharing of experience and knowledge between people at a similar level, where they learn from and inspire each other.

## Task

"In pairs, introduce each other to your vision, key values and one SMART goal. Listen and respond positively."



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## BUSINESS MODELS

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# BUSINESS MODEL

A business model, or commercial model, is a basic concept that describes how a company creates, delivers, and captures value. Simply put, it's a plan for how a business will make money.

It is not a business plan, which is much more detailed and contains specific financial calculations, but rather a holistic structure that summarizes the key elements of the business.



# WHY IS A BUSINESS MODEL IMPORTANT?

It helps companies clearly define their activities and strategy.

It allows you to think about what value the company has and what its competitive advantage is.

It serves as a tool for innovation and testing new ideas.

For visualization and quick compilation of a business model, a tool called Business Model Canvas is often used, which clearly displays all nine of the above elements on one page.

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# THE MOST COMMON BUSINESS MODELS

## 1. Subscription Model

- This model is based on regular payments (monthly, annual) for access to a product or service. Revenues are more stable and predictable. Examples include streaming services such as Netflix, software (SaaS) such as Adobe Creative Cloud, or food delivery services such as Dáme jídlo Plus.

## 2. Freemium Model

- Freemium combines "free" and "premium."

Users get a basic version of the product or service for free, but for advanced features, ad removal, or additional content, they have to pay. Typical examples are Spotify, Dropbox, or many mobile games.

## 3. E-commerce Model

# THE MOST COMMON BUSINESS MODELS

## 4. Marketplace Model

- A marketplace creates a platform that connects buyers and sellers. The company that manages the marketplace usually takes a commission on each transaction. Examples include platforms such as Airbnb (housing rental) or Etsy (handicrafts).

## 5. Ad-supported Model

- This model provides content or a service for free, but generates revenue from selling advertising space. It can usually be found on social networks (Facebook, Instagram), search engines (Google), or news portals.

## 6. Sharing Economy Model

# THE MOST COMMON BUSINESS MODELS

## Direct-to-Consumer (D2C)

Companies that use the D2C model sell their products directly to end consumers, without intermediaries such as wholesalers or retailers. This allows them to have more control over their brand, prices and customer relationships. Examples include many small online stores selling clothing, cosmetics or food products.



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# BUSINESS CANVAS MODEL



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# 1. CUSTOMER SEGMENTS

‘Customer segments’ describe one or more groups or entities that the model will target. Customers are the source of revenue in a business model, and each model must contain at least one customer.

Customers can be described as specific institutions or representatives of individual groups that have a common need that our offer meets. Customer segments can be divided into several categories by type.

## 2. ADDED VALUE

Here you describe the value your product or service brings to customers. What problem do you solve or what need do you satisfy?

This could be price, speed, design, convenience or uniqueness.

Example: Your vegan coffee shop offers:

Unique taste: coffee is made from a special blend of beans.

A healthier alternative: all products are 100% vegan.

A sustainable approach: the coffee comes from fair trade sources and is served in reusable cups.



## 3. CHANNELS

Channels describe how your value reaches customers.

These are distribution, sales and communication channels.

Example: Physical coffee shop where customers pick up their coffee directly on site.

Social media: Instagram and Facebook for promotion, communication and attracting new customers.

Delivery services: cooperation with platforms such as Wolt or Dáme jídlo.

## 4. CUSTOMER RELATIONSHIPS

How will you build and maintain relationships with your customers?

This could be a personal approach, automated services, or a community.

### Example

Personal service: friendly staff at a coffee shop who know their regular customers.

Loyalty programme: a card with stamps, every tenth coffee is free.

Social media community: sharing recipes and organising online competitions.

# 5. REVENUE STREAMS

This block determines how you will earn money.

These are all sources of income.

## Example:

Selling coffee and snacks: one-time income.

Subscription: A monthly subscription that allows the customer to make purchases at a significant discount.

## 6. KEY RESOURCES

What are the most important resources necessary for a business to function?

These include physical, human, financial, and intellectual resources.

### **Example:**

Physical: coffee machine, coffee shop, furniture, tableware.

Human: barista, manager, chef.

Intellectual: unique recipes, brand.

## 7. KEY ACTIVITIES

What are the most important steps you need to take to deliver your value proposition?

**Example:**

Coffee preparation: high-quality and consistent beverage preparation.

Marketing and promotion: Creating content for social media.

Supply management: Ordering raw materials, communicating with suppliers.

## 8. KEY PARTNERS

Who are your most important partners and suppliers that you cannot do without?

Partnerships help you reduce risks and gain resources or opportunities that you do not have.

### **Example:**

Coffee, milk and snack suppliers: partners who provide you with raw materials.

Delivery services: intermediaries for delivering coffee to customers.



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# 9. COST STRUCTURE

Describes all expenses incurred during the operation of your business.

## **Example:**

Fixed expenses: Rent, employee salaries.

Variable expenses: Raw materials (coffee, milk), electricity, water.



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## BUSINESS PLAN

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# WHY A BUSINESS PLAN?

A business plan is a compass.

**Direction:** shows where you are going.

**Communication:** explains your idea to others.

**Control:** checks whether your business is falling apart before it even starts.

# STRUCTURE OF A BUSINESS PLAN

1. Executive Summary
2. Company & Team
3. Product/Service
4. Market & Competition
5. Marketing & Sales
6. Finance
7. Risks & Plan B

Each part answers a specific question:

1. Executive Summary – Why should I be interested?
2. Company & Team – Who is behind it?
3. Product – What exactly are you offering?
4. Market – Who is it for and who are your competitors?
5. Finance – How much will it earn?
6. Risks – What will you do if things don't go as planned?

# EXECUTIVE SUMMARY

The shortest but most important part of the plan. Summarizes the entire business in 1–2 pages. It answers the question: Why does this business make sense?

**Task:** Write 2–3 sentences that would catch the investor's attention right at the beginning.



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# PRODUCT OR SERVICE

1. What you offer (specific description).
2. What customer problem you solve.
3. How you differ from others (unique value).

**Task:** Complete the sentence:

*Our service/product helps the customer \_\_\_\_\_ by \_\_\_\_\_.*

# MARKET ANALYSIS

1. Define your target customer (age, interests, needs).
2. Research competition – who already offers something similar.
3. Estimate market size – how many people could be your customers.

**Task:** Draw your “ideal customer” – write 3 characteristics that describe them.

# MARKETING STRATEGY

1. How customers will find out about you (advertising, social media, recommendations).
2. How you will retain them (loyalty program, service quality, customer care).
3. How you will compete with others (price, quality, approach, innovation).

**Task:** Write down 3 channels you would like to use to reach your customers.

# FINANCIAL PLAN

Key questions:

1. How much will it cost me?
2. How much do I need to sell to survive?
3. How much can I earn?

Break-even point calculation: the moment when income covers costs.

Remember to include a reserve – costs are always higher than expected.

**Task:** Calculate:

1. Fixed costs = 50,000 CZK
2. Profit per unit = 200 CZK
3. How many units must you sell to “break even”?



# RISKS AND PLAN B

1. What can go wrong: low demand, high costs, strong competition.
2. How you will respond: price adjustment, changing target group, different sales channel.
3. Investors appreciate it when you have alternatives prepared.

**Task:** Write down the biggest risk for your idea and one possible solution.



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MARKET  
UNDERSTANDING

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# WHAT IS A MARKET?



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Definition and key principles:

The market is the space where supply (what companies sell) meets demand (what people want to buy).  
The market therefore includes customers and also competition.

**Supply** = what companies sell

**Demand** = what customers want to buy

**Customers** = people who pay for the product

**Competition** = others who offer similar solutions

# WHY IS IT IMPORTANT TO KNOW YOUR CUSTOMER?

If you know who you are selling to, you have a higher chance of success.

**Successful example:** Netflix → understands that people want comfort at home

**Unsuccessful example:** Nokia → failed to see the need for smart functions

# SOURCES OF MARKET INFORMATION

1. Statistics and surveys (Czech Statistical Office, Eurostat, Google Trends)
2. Interviews and questionnaires with customers
3. Online tools (social networks, reviews, competition analysis)

# SWOT

## Strengths (internal, positive)

- Unique service that solves a real customer problem
- Motivated and skilled team
- Low initial costs compared to competitors
- Flexible approach and adaptability

## Weaknesses (internal, negative)

- Limited financial resources
- Lack of brand recognition
- Small customer base at the beginning
- Dependence on a few key people

## Opportunities (external, positive)

- Growing interest in digital/online solutions
- Support programs (EU funding, local grants)
- Expansion to new customer groups
- Possibility to partner with established organizations

## Threats (external, negative)

- Strong competition from larger companies
- Changes in legislation or regulations
- Shifts in customer preferences
- Economic instability reducing customer spending.

# PEST

## Political

- Government support for entrepreneurship and innovation
- EU funding opportunities
- Possible changes in regulations or taxation

## Economic

- Inflation and rising costs of materials/services
- Economic downturns that reduce customer purchasing power
- Opportunities in growing industries (tech, education, sustainability)

## Social

- Increasing demand for flexible and digital services
- Growing awareness of sustainability and social responsibility
- Changing customer preferences (e.g., convenience, online access)

## Technological

- Rapid growth of digital platforms and tools
- AI and automation offering new opportunities
- Risk of fast technological changes



# PORTER'S FIVE FORCES

## ANALYSIS

Useful especially for companies that already face competition. It looks at:

1. Industry competition
2. Threat of new entrants
3. Threat of substitute products
4. Bargaining power of suppliers
5. Bargaining power of customers

# HOW TO UNDERSTAND WHO MY CUSTOMER IS?

1. Ask: “Who has the problem I am solving?”
2. Segment (divide the market into groups)
3. Create a customer persona
4. Observe customer behavior
5. Ask them directly



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STRATEGY

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# MAIN MARKETING OBJECTIVES

- Business visibility: so that people know what you are doing
- Building trust: the customer buys not only the product, but also values
- Sustainability and growth: regular communication supports long-term viability
- Impact communication: show measurable benefits (e.g. number of people employed, trees planted)

Example: Ecological cleaning products – the customer contributes to nature protection (biodegradable, returnable packaging).

# **SPECIFICS OF SOCIAL ENTERPRISE MARKETING**

- Marketing sells the "why", not just the "what"
- Storytelling: client stories, product journey from production to customer
- Visual communication: photos, infographics, short videos, reels
- Emotions increase memorability and encourage action

Example: An organization collects clothes – the story of a specific family, before and after photos, sharing on social media.

# TARGET GROUP AND SEGMENTATION

1. Identification of customers, partners, donors and supporters
2. Segmentation by age, interests, values, motivation to purchase
3. Social enterprises often aim for ethical values, local production, environmental responsibility

Example: Eco shop – younger families (25–40 years old), interested in a healthy lifestyle and sustainability

# COMMUNICATION CHANNELS (ONLINE)

- Website: product offering, company story, impact
- Social networks: Instagram (visuals), Facebook (community), LinkedIn (partners), TikTok (younger audience)
- Newsletters and blogs: tips, news, people's stories, invitations to events
- See Contents: short videos, reels showing production, employees, impact

Example: Recycled bag production workshop → photos and video on Instagram + newsletter with new collection



# COMMUNICATION CHANNELS (OFFLINE)

1. Workshops and events: personal experience
2. Local events: local festivals, markets, charity events
3. Cooperation with the media: articles, radio interviews, TV
4. Print materials: flyers, posters, catalogs – complement online-communication

Example: Social enterprise – bag sewing workshop → subsequent promotion on Instagram + newsletter

# BRANDING AND BRAND BUILDING

- Values: the customer understands the purpose of the business at the first contact
- Logo and visual identity:: colors, font, graphics reflecting mission
- Tone of communication: friendly (e.g. café) or professional (consulting organization)
- A unique story: connected to the mission, regularly remembered

Example: "To" "You buy – you bet" + tree logo → every purchase has a specific impact

# THE PROCESS OF CREATING A MARKETING STRATEGY

1. AnaMarket analysis and target groups
2. Definition of mission and values
3. Goal setting: increase awareness, sales, acquire partners
4. Channel selection: online / offline / combination
5. Creating a content plan: posts, articles, campaigns
6. Storytelling and impact visualization: number of people employed, trees planted
7. Measuring and evaluating effectiveness: reach, sales, feedback

Example: Fair trade teas – 3x weekly Instagram, 1x monthly newsletter, 2x annual impact report



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## UNDERSTANDING THE MARKET

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# WHAT IS A MARKET?

Definition and key principles:

- A market is a space where supply (what companies sell) and demand (what people want to buy) meet. Customers and competitors are therefore part of the market.
- Supply = what companies sell
- Demand = what customers want to buy
- Customers = people who pay for the product
- Competition = others who offer similar solutions



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# HOW CAN I UNDERSTAND WHO MY CUSTOMER IS?

- Ask yourself, "Who has the problem I am solving?"
- Segment (divide the market into groups)
- Create a persona
- Observe customer behaviour
- Ask them directly



# SOURCES OF MARKET INFORMATION

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# SWOT



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# PORTER'S FIVE FORCES ANALYSIS

This is particularly useful for companies that already have competition. It monitors:

- Competition within the industry
- Threat of new competitors
- Threat of substitute products
- Bargaining power of suppliers
- Bargaining power of customers



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## PITCHING AND PRESENTATIONS

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# INTRODUCTION

- Pitching = a concise and compelling presentation of a business, product or service
- Social enterprise = economic goal + social/environmental impact
- Pitch objective: to attract investors, partners and customers and build trust

Example: Café employing people with disabilities – buying coffee = meaningful work



# KEY ELEMENTS OF SUCCESSFUL PITCHING

- Introduction and grabbing attention: question, statistic, short story
- Problem: specific and easy to understand
- Solution and value proposition: unique and better than the competition
- Social/environmental impact: figures, statistics, client stories
- Market and target group: know your customers and market size
- Business model: revenue, sustainability
- Call to action: investment, partnership, cooperation



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# PITCH EXAMPLE



"Every year, millions of plastic bags are thrown away. We make bags from recycled materials and employ disadvantaged people. Over the past year, we have employed 10 people and produced 5,000 bags. The investment will enable us to expand production and increase our impact on the community."

# **PRESENTATION STRUCTURE (PITCH DECK)**

- Slide 1 – Introduction: name, logo, short hook
- Slide 2 – Problem: current challenge, figures
- Slide 3 – Solution: product/service, unique benefit
- Slide 4 – Impact: social/environmental impact, figures, images
- Slide 5 – Market and customers: market size, target group, competition
- Slide 6 – Business model: revenue, sustainability, scalability
- Slide 7 – Team: who is behind the business, roles, experience
- Slide 8 – Call to action: what you want from your audience



# TIPS FOR A SUCCESSFUL PITCH

- Be concise: ideally 3–5 minutes
- Visual support: images, graphs, photographs, short videos
- Storytelling: authentic stories from practice, strong examples
- Prepare answers to questions: financing, market, impact
- Practise aloud: timing, fluency, persuasiveness



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