



M A S T E R I N G

CONVERSATIONS

Supporting refugee entrepreneurs to extend their network and tell their business story

Annex 4. Template No. 1. How to set up a social enterprise to deliver the programme inspired by the Business Model Canvas

In the following points we present in brief the minimum number of sections that a business plan of an organisation, which wants to deliver the 9 Conversations programme in the form of the BMC must have. You can choose yourself which section can be a starting point when filling in the plan, or just follow the sections sequence as it is written.

Business plan template:

1. General information about social enterprise	
2. What the target group (refugees as customers) need	
3. Value proposition (what your NGO / organisation offering and to whom? why do they value your offer?)	
4. Key partners (such as local businesses to act as case studies)	
5. Key resources you will need (facilitator competences and knowledge, training material for trainer and target group (refugees), recommended facilities for running the course and place to meet, recommended technical platforms for group work as well as for individuals)	
6. Stakeholders (could be local government or whichever organization supports the refugees financially)	
7. Recruitment channels (how do you reach your 9C customers?)	
8. Cost structure (the cost of a course implementation: facilitator salary, place to meet, etc.)	
9. Revenue streams (the possible ways to generate income, fundraising, refugee support programs, training projects, etc.)	