REFLECTION - DESIGN OF A SOCIAL ENTREPRENEURSHIP

CHALLENGE:

The challenge is to implement a social entrepreneurship that offers better job opportunities. Activities to increase people's interest in contributing more to an undertaking of this kind. Spending on unsustainable products and inadequate campaign marketing budgets are a problem. The project is limited in resources, that is, budget and employee time. Social entrepreneurship is basically a non-profit business that seeks to provide a solution to a community problem. We will focus on trying to discover what the members of a social enterprise have as their objective.

SELECTION:

We have gone various activities such as the search for social value and its sustainable development goals. Design thinking tools, so we're ready to try the learning launch tool. Generally speaking, the learning launch is an experiment intended to quickly test an idea and a prototype. A prototype in a social enterprise is to find 1 Mission, 2Vision, 3Impact.

APPLICATION:

For our first learning launch, we focused on the structure of company B. In particular, we wanted to see if we could implement more than three sustainable development goals, projects, and processes to adapt project management methods.
We have as an example the Ballon company that uses 5 sustainable development objectives:
1. End of poverty
2. Quality education
3. Gender equality
4. Reduction of inequalities
5. Sustainable cities and communities

This is why for the design of a sustainable business model in a "company b" our work challenge is reflected in the implementation of these objectives. We carry out research and training to better understand the subject. Then, courses about what a social entrepreneurship is, to structure our tasks and processes in a more agile way. These two sessions occurred within 4 weeks. We hoped to produce a document with a clear description of our new developments.

For our second learning release, we focused on gaining clarity about our exploration techniques. This tested our assumption that our prioritization of techniques is in observation, but we realized that it was the root cause of our challenge of creating a social enterprise. Our team completed an anonymous survey. In addition, to help us with the Guided Visit technique, a tool learned in the entrepreneurship course; The surveys included questions about the problem definition, potential beneficiaries, and feelings about the change, and were conducted within 5 days.

INSIGHT:

By applying the learning release tool, we identified our assumptions and designed releases to test these assumptions about how to suggest being a nonprofit. In addition, we think about the anticipated results, hoping to find that a more streamlined approach would improve the way we view specialized consumer companies, and that both our team and key stakeholders would be quite open to the new way of investing in a good. Social. Our actual results were slightly different from what we anticipated: While we were open to prioritizing business modeling in a social enterprise, key sustainability stakeholders had questions about capital for company design, among others. In the future, we hope to improve and design a prototype with all the key parts.

APPROACH:

Since we've been through various design thinking tools and activities already and are at this stage in the timeline, the learning launch is the right tool. As previously mentioned, our team needs to review the information gained from our first two releases and incorporate this information into future launch designs. Future launch designs should reflect the information gained, the progress made, and approach a compelling solution ready for full deployment.