



Venture Ethically

A teachers guide for designing Impact- Driven Startups

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Designing Impact-Driven Startups

Tool Relevance

In today's world, entrepreneurial ventures cannot exist without social responsibility. The expectation is no longer just about innovation and profit, it's about giving back, acting ethically, and addressing real problems in real communities. That is why ventures must do more than function, they must serve. Entrepreneurs are not just builders of ideas but architects of social impact.

Overview

This guide equips educators with a structured framework to help students modify pre-defined business models to meet local challenges. The focus is not on creating something new from scratch, but on creatively reinventing something existing in a way that reflects empathy, ethics, and impact.

How it works

- Students are assigned a pre-defined modern venture
- They are also assigned a community, a social problem, and a constraint
- They explore how to adapt the business to serve the community
- They must create a “give-back” mechanism integrated into the business
- They present their socially responsible redesign as a final pitch

Sample Application: “Edubot” Reinvented

Venture: Edubot → a chatbot that tutors students in math and science

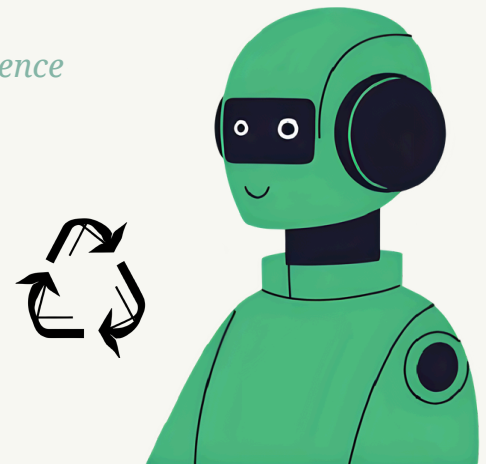
Community: A suburb with frequent power outages

Problem: Girls dropping out due to caregiving responsibilities

Constraint: Poor access to digital wallets

Redesign Plan:

- Introduce SMS-based EduBot that works without internet
- Install solar-powered study kiosks via NGO partnerships
- Offer flexible learning modes for girls with family duties
- Hire local youth as 'EduBot Guides' for peer tutoring
- Provide micro-scholarships funded by platform revenue



Instructions for Educators

1. Introduce the Project as a tool for adapting a modern pre-defined business venture to meet the needs of a community, solve a problem, and embed ethical, responsible give-back strategies.

Each student team will:

- ① Adapt an existing business idea
- ② Solve a real-world social problem
- ③ Ensure the venture gives back to the assigned community
- ④ Present their ethical solution by the end of the week

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2. Assign Ventures and Challenge Sets

Utilize the [Random Generator Tool](#)

Start-up	Community	Problem	Constraint
Post-it as FixIt Tool	Post-colonial urban center rebuilding public services	Limited access to affordable healthy food	Small business economies are expensive
PackPal	Densely populated informal settlement near factories	Lack of job readiness skills among high school graduates	No formal address system for deliveries
SkyView Shots	Isolated coastal suburb with growing tourism	Rising rent forcing residents to move frequently	Cultural resistance to female entrepreneurship
LearnNest	University town with many international students	Electricity outages disrupting online work and study	Unstable electricity supply during peak hours
ClickReach	Flood-prone city zone with informal housing	Mental health issues related to social pressure and isolation	Language diversity without translation services
Printify 3D	Peri-urban neighborhood with unreliable internet	High digital addiction and screen fatigue among students	Frequent internet shutdowns during protests
AppHive	High-rise apartment district with limited green space	School dropout among teen girls due to early caregiving roles	High cost of importing tech tools
WorkNet	Urban tech hub with high youth unemployment	Local businesses can't compete with large online platforms	No public funding for new startups
TalentBox	Isolated coastal suburb with growing tourism	Frequent flooding destroying small business stock	Local government approval process is slow
RepairPod	University town with many international students	Dependence on diesel generators harming air quality	High rates of informal employment
FoodLoop	Flood-prone city zone with informal housing	Limited access to professional mentors or networking	Public schools lack tech infrastructure
SpeakEZ	Peri-urban neighborhood with unreliable internet	Unemployment among youth with disabilities	Social stigma around mental health topics
HygieneX	High-rise apartment district with limited green space	Online misinformation and lack of media literacy	Low digital literacy among middle-aged users
HealthBridge	Urban tech hub with high youth unemployment	Informal vendors struggle with cashless payments	Community distrust in online platforms
	Old industrial district with struggling art scene	Cultural divide between new-tech and long-time residents	High risk of cybercrime in online transactions

to assign each team the [Project Concept](#) defined by:

- 1 Start-up Venture
- 1 Community
- 1 Problem
- 1 Constraint

Distribute the Student Workbook, Impact Canvas & Peer Assessment Form

3. Guide Exploration and Planning

Encourage students to:

- Understand how the original venture works
- Research or reflect on the assigned community
- Use the Impact Canvas to start redesigning
- Focus on empathy, sustainability, and responsibility



4. Support Ethical Thinking

Example questions:

- “What are the unintended consequences of your idea?”
- “How does your solution support fairness or inclusion?”
- “How does this business benefit the community beyond profit?”

5. Facilitate the Pitch

Each student team should present:

- Their adapted venture
- What makes it ethical and community-centered
- Their measurable impact or give-back plan

Use the assessment sheet and peer feedback form for teacher and student scoring.

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6. Assessment Criteria

- Creativity and Relevance of the adaptation
- Community Fit and ethical awareness
- Clarity and Feasibility of the give-back strategy
- Engagement and Communication during the pitch



Expected Learning Outcomes

- Recognition of the role of social responsibility and ethics in contemporary entrepreneurship
- Adaptation of existing business models to solve real-world community challenges
- Application of creative problem-solving under defined constraints
- Integration of empathy in the design of inclusive, community-centered solutions
- Clear and persuasive communication of venture ideas through structured pitches
- Effective collaboration and constructive peer evaluation
- Use of structured design tools for planning and presentation

Tools and Materials

- List of 35 start-up ventures with summaries
- Challenge Landscape document (communities, problems, constraints)
- [Digital randomizer tool](#)
- Worksheets, canvas template, assessment sheet & feedback form

Next Steps for Educators

1. ***Integrate into Entrepreneurship or Innovation Modules*** → Use the toolkit as a hands-on project within business, economics, or innovation curricula, reinforcing both startup thinking and social responsibility.
2. ***Run as a Pop-Up Innovation Lab or Challenge Week*** → Implement the project as a focused design sprint or startup lab across 3–5 days, ideal for project weeks, extracurriculars, or entrepreneurship fairs.
3. ***Facilitate Community Engagement or Real-World Connections*** → Invite NGOs, local businesses, or civic leaders to provide input and evaluate student ventures. This bridges classroom learning with authentic impact
4. ***Embed as a Capstone Project in Entrepreneurship Curriculum*** → Use *Venture Ethically* as a culminating activity where students apply their understanding of business models, market fit, innovation, and ethics. This will shift the focus from “profit-first” ventures to purpose-driven entrepreneurship, helping students build ventures that solve real problems and contribute meaningfully to society.