



**ideas wanted.
change needed.
apply here.**



senco
Social Enterprise
Network of
Central Ontario

senco.io

We Can Solve This Together.

Our communities are facing challenges like never before. Challenges like putting food on tables, roofs over heads, ensuring there is clean water to drink, and programs to support those who it need it most.

It is no longer enough to just work a job. We need businesses and places within organizations where people's ideas on how to solve these challenges are allowed to contribute grow and flourish.

Let us at SENCO and Georgian's Centre For Changemaking and Social Innovation **help you** or your organization take the first step to building out a Flourishing Social Enterprise™

 **Georgian** | Centre for Changemaking
and Social Innovation



Build your business through an innovative curriculum.



Unlike traditional business incubator programs, SENCO's unique 3 Series framework gives you a systems approach to designing a strongly sustainable business model using the Flourishing Business Model Canvas™.

Our curriculum was designed by social innovation, business and non-profit experts. Their goal was to ensure you have action-based facilitation sessions, the time to prototype and test, along with online learning resources in a cohort feedback structure. **You will build your business while you build your network.**



Ideation and Feasibility

So, you want to initiate a social enterprise but need some help exploring your idea in more detail? Or, you have a problem and need some help in defining the right solution? Once your solution is identified, we will workshop your social enterprise idea(s) through a feasibility honesty loop where you will be challenged to assess the feasibility of your idea against core concepts found in the Flourishing social business model canvas.

What you get:

- Examine an organizational, community, or societal problem and define/frame the optimal solution
- Tools to initiate a social enterprise
- Test and prove feasibility of your solutions
- Build the case of support for your initiative for your board and/or stakeholders
- Get peer feedback and support
- Expand your regional networks

Dates & Locations

Barrie/Midland/Orillia/Bracebridge
October 10th, 17th & 24th 3-7pm
Collingwood/Owen Sound/Orangeville
November 7th, 14th & 21st 3-7pm

Developing your Flourishing Social Enterprise Business Model

Using the Flourishing Social Enterprise™ canvas as our starting point, we will put together the tools you need to kick-start your initiative. These sessions will work you through a prototyping loop to make sure you are testing your idea before 'going live'. **Successful prototyping unlocks access to additional community support including resource dollars.**

What you get:

- Learn how to pivot and understand how to gain traction with your model
- You get a completed flourishing business model canvas and plan
- How to 'pitch' your Social Enterprise's story
- Assembling your value proposition for your stakeholder audiences
- You get the opportunity to access to community start-up resources
- Access to entrepreneurship and business mentors (and/or other service provider support)

Dates & Locations

Barrie/Midland/Orillia/Bracebridge
January 9th, 16th, 23rd 3-7pm
Collingwood/Owen Sound/Orangeville
February 6th, 13th & 20th 3-7pm

Pitching, Scaling and Impact Measurement

You have launched, or are almost ready to launch, your social enterprise! Congratulations. You now need to focus your time and effort on ensuring you have the necessary tools to support your initiative through the roller coaster of running an enterprise. Through case study exploration, we will explore issues of evolving structure, scaling, building teams, impact evaluation and resilience.

What you get:

- How to 'pitch' your Social Enterprise's story
- Tips and tools in scaling your model and approach to ensure you are building and sustaining an initiative that will truly flourish!
- Access to new resources such as deep dive case studies and a network of people in the same place as you - often facing the same (or similar) startup challenges.
- A framework for tracking and evaluating impact.

Dates & Locations

Barrie/Midland/Orillia/Bracebridge
April 10th, 17th & 24th 3-7pm
Collingwood/Owen Sound/Orangeville
May 8th, 15th & 22nd 3-7pm



Registrants across all 3 Series will have access to an online course curriculum in partnership with the Social Enterprise Institute. Combine these in-person colabs alongside your online learning, will offer a full package of theory, practice through prototyping, will ready you for success in building, launching and sustaining your new enterprise!