<table>
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<th>Topics</th>
<th>Brief description</th>
<th>Dates</th>
<th>Faculty/guest resources</th>
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</table>
| 1. Introduction to Social Venture [www.spu.edu/svpc](http://www.spu.edu/svpc) | – Describe the value of social ventures, including the impact on society.  
– Show the value to students of the Social Venture Plan Competition.  
– Form teams and brainstorm SVP ideas.                                                          | January 9   | ▪ Mark Behrends, VP, Pioneer Enterprises  
▪ SVPC teaching team and coaches                                                                                                                                  |
– Work on Team Contracts.                                                                                  | January 16   | ▪ Todd Dunnington, CEO, Skills, Inc.  
▪ Mark Oppenlander, Director of Center for Applied Learning, SPU                                                                                                      |
| 3. Market Research: Understanding the Nature of the Market to be Served | – Assess the level of need for the business enterprise and the social service.  
– Introduce methods and tools for understanding the market(s) to be served.  
– Learn how to do market research using the SPU library.                                                | January 23   | ▪ Gary Karns, Professor of Marketing, SPU  
▪ SPU Librarian                                                                                                                                                  |
| 4. Evaluation of Social impact                                         | – Establish methods and indicators to measure the enterprise’s social impact.  
– Review work to date. (Bring market research data and information compiled up to this point.)         | January 30   | ▪ Randy Franz, Professor of Management, SPU                                                                                                                |
| 5. Finance and Risk Analysis                                           | – Create financial statements that show the enterprise to be sustainable.        | February 6   | ▪ Ross Stewart, Dean, SBGE and Professor of Accounting, SPU                                                                                                |
| 6. Production and Distribution: Developing and Delivering Products or Services | – Refine your product and/or service and distribution plan.  
– Develop operational requirements (for both the revenue-generating enterprise and the social intervention). | February 13   | ▪ Vicki Eveland, Associate Professor of Marketing and Operations, SPU                                                                                    |
<table>
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<tr>
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<th>Presentation and Pitching</th>
<th>Learn and practice skills for success at the SVPC Showcase.</th>
<th>February 20</th>
<th>Mark Oppenlander, Director of Center for Applied Learning, SPU</th>
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<td>8.</td>
<td>Review of Plan</td>
<td>“Test drive” plans with the help of a corps of external coaches.</td>
<td>February 27</td>
<td>External coaches</td>
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