

SVPC 2019 Workshop Schedule

Topics	Brief description	Dates	Faculty/guest resources
1. Introduction to Social Venture www.spu.edu/svpc	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> ▪ Mark Behrends, VP, <i>Pioneer Enterprises</i> ▪ SVPC teaching team and coaches
2. Defining a Social Venture	<ul style="list-style-type: none"> – Describe mission and vision of social enterprise planning (see example: http://www.npr.org/2010/12/30/132444322/change-you-can-invest-in-social-entrepreneurship). – Draft Mission and Vision statements. – Work on <i>Team Contracts</i>. 	January 16	<ul style="list-style-type: none"> ▪ Todd Dunnington, CEO, <i>Skills, Inc.</i> ▪ Mark Oppenlander, Director of Center for Applied Learning, SPU
3. Market Research: Understanding the Nature of the Market to be Served	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> ▪ Gary Karns, Professor of Marketing, SPU ▪ SPU Librarian
4. Evaluation of Social impact	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> ▪ Randy Franz, Professor of Management, SPU
5. Finance and Risk Analysis	<ul style="list-style-type: none"> – Create financial statements that show the enterprise to be sustainable. 	February 6	<ul style="list-style-type: none"> ▪ Ross Stewart, Dean, SBGE and Professor of Accounting, SPU
6. Production and Distribution: Developing and Delivering Products or Services	<ul style="list-style-type: none"> – Refine your product and/or service and distribution plan. – Develop operational requirements (for both the revenue-generating enterprise and the social intervention). 	February 13	<ul style="list-style-type: none"> ▪ Vicki Eveland, Associate Professor of Marketing and Operations, SPU

7. Presentation and Pitching	– Learn and practice skills for success at the SVPC Showcase.	February 20	▪ Mark Oppenlander , Director of Center for Applied Learning, SPU
8. Review of Plan	– “Test drive” plans with the help of a corps of external coaches.	February 27	▪ External coaches