

SVPC Workshop Schedule 2013

Topics	Brief description	Dates	Faculty/guest resources
1. Introduction to social venture www.spu.edu/socialventure	- Describe the value of social ventures, including the impact on society. - Show the value to students of the Social Venture Plan Competition - Form teams - Brainstorm SVPC project ideas	January 9, 2013	- Jeff Van Duzer (Dean SBE and Professor) - Tom Everill, CEO, NW Center <www.nwcenter.org> - Teaching team
2. Defining a social venture	- Describe overview of social enterprise planning (See example: http://www.npr.org/2010/12/30/132444322/change-you-can-invest-in-social-entrepreneurship) - Read at least one of the SVPs posted on Blackboard - Refine rough draft mission statements of each team.	January 16, 2013	- Karen Lee, CEO, Pioneer Human Services <www.pioneerhuman.com> - Mark Oppenlander
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. - Doing market research in the library. - Turn in Team Contract (see Appendix B in syllabus)	January 23, 2013	- Jeanne Wintz, PhD, Executive Vice President, Custom Research, Gilmore Research Group - Cindy Strong, Liaison Librarian SBE/Education
4. Production and distribution: Developing and delivering products or services	- Define the specifications of both the profit generator and the outcomes for society. - Develop product or service and channels of distribution. - TURN IN DRAFT OF MARKETING SECTION	January 30, 2013	Sandy Gibb, Director of Manufacturing & Sales at PROVAIL
5. Finance and risk analysis	- Create financial statements that show the enterprise to be sustainable. - Tool: Financial Workbook (Blackboard)	February 6, 2013	Ross Stewart, Professor of Accounting

6. Evaluation of social impact	– Establish measures for the social impact of the venture – Review work to date. (Bring hard copy of work on plan accomplished up to this point.) – TURN IN DRAFT OF FINANCE & OPERATIONS SECTIONS	February 13, 2013	▪ Randy Franz, Associate Professor
7. Presentation	– Learn and practice skills for showcasing.	February 20, 2013	▪ Mark Oppenlander , Director of Center for Applied Learning
8. Review of plan	– “Test drive” plans with the help of a corps of external coaches – Submit electronic version of executive summary and financial forecast to Rainer Seitz (rainer@spu.edu) – and bring hard copy of these to class.	February 27, 2013	▪ External coaches