

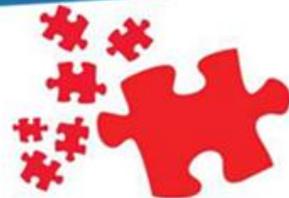
*IARS PRESENTATION
FOR
PROMYSE*



IARS 7TH INTERNATIONAL CONFERENCE

About the Project - PROMYSE

PROMYSE aimed to develop social entrepreneurship models and transfer expertise from successful social entrepreneurship models identified in various countries, develop an integrated online tool and a successful methodology for youth capacity building, and highlight bottom-up approaches in addressing healthcare service needs.



IARS and PROMYSE

- Promyse in the UK started by researching the challenges and needs of the target group: young people and ESL's.
- The overall aim of the empirical research was to analyse the challenges facing young people pursuing social entrepreneurship and the opinions, experiences and needs of different groups of young people for pursuing social entrepreneurship.



Challenges

- Inability to open a business bank account before 18yo, yet can't start a business or access financing (loans, grants etc) without one.
- ESLs have more difficulties building up a network
- ESL's were considered less likely to have capital or collateral to access loans or mortgages to start up their businesses, or to afford start-up costs (overheads, etc).
- Lack of formal qualifications reducing their attractiveness to investors due to the assumption they are less able to succeed

Research – Intellectual Output 1

The first Intellectual Output consisted of a mixed-methods research project finding out the needs and interests of young people, as well as examining best practise in national contexts. This mixed-methods research was conducted through:

- Quantitative data about young people's socio-economic status, needs, interests and work expectations and experiences, as well as relevant experience and knowledge of social entrepreneurship (16-25 y/o)
- Qualitative information concerning best practices in the context of the UK conducted through interviews and focus groups with social enterprises. Small enterprise owners across London (30-50 y/o)

Research

IARS conducted one focus group with social enterprises, local government enterprise initiatives and youth works, later consulting with our own youth trainers and their young people. This focus group worked with Bizzie Bodies, Tower Hamlets EBP, Momentum World Europeers and Tree Shepherd.

In this focus group, skills required to become a successful entrepreneur were derived (not gained through classroom training):

- Knowledge of business administration – financial management or accounting methods
- Research methods - to conduct research into their target market.
- Decision-making skills - develop strategies for their business, identify their own weakness and dislikes
- How to nurture relationships
- Equality and diversity were vital lessons to be taught, particularly what they mean in practice.

IO2- Self-Learning Course

Developed by the Diversity Development Group with contributions from all partners, this online course was created to give young people the opportunity to learn about social entrepreneurship and increase their skills in the field.

The course is available through the online platform: <https://e-learning.promyse.eu/>

Youth Advisory Board

- “All modules were particularly useful”
- “We appreciate the use of a diverse set of information sources, including media content, which made the course much more interactive and dynamic,
- Problems with the format and style (i.e. inconsistencies in font style and format of sections).
- Additionally, within every module, sections did not follow the order displayed on the left side of the page.

YAB’s feedback have been recorded and incorporated in the final version of the e-platform.

E-Learning course

Structured across three main subject areas:
Entrepreneurship, Sector Knowledge and
Management Skills

Module 1: Social Entrepreneurship Profile	KMOP, Greece
Module 2: Customer-Centric Design in Service Delivery	DDG, Lithuania
Module 3: Health and Social Security Sectors	DDG, Lithuania
Module 4: Communication Strategies	KMOP, Greece
Module 5: Creating a Social Business	DIESIS, Belgium
Module 6: Social Business Management	DIESIS, Belgium
Module 7: Creating a Social Business Plan	ICSE, Italy
Module 8: Financing Your Social Enterprise	IARS, UK
Module 9: Social Value Creation	ICSE, Italy
Module 10: Social Impact Planning and Measurement	IARS, UK

Module 8

The overview of Module 8 highlights the misconception that entrepreneurs need existing capital to start a social entrepreneurship and identifies different sources of acquiring funding and registering a social enterprise. This module covers sources of funding for a social enterprise, how to pitch for funding, developing a viable marketing plan for funding, developing an elevator pitch for potential investors and developing an exit strategy.

Module 10

This module determines the different strategies of impact evaluation, and the importance of social impact in changing the social, economic and environmental conditions in which you operate. It demonstrates the importance of understanding, measuring and communicating impact for marketing purposes, and to attract funders and contracts.