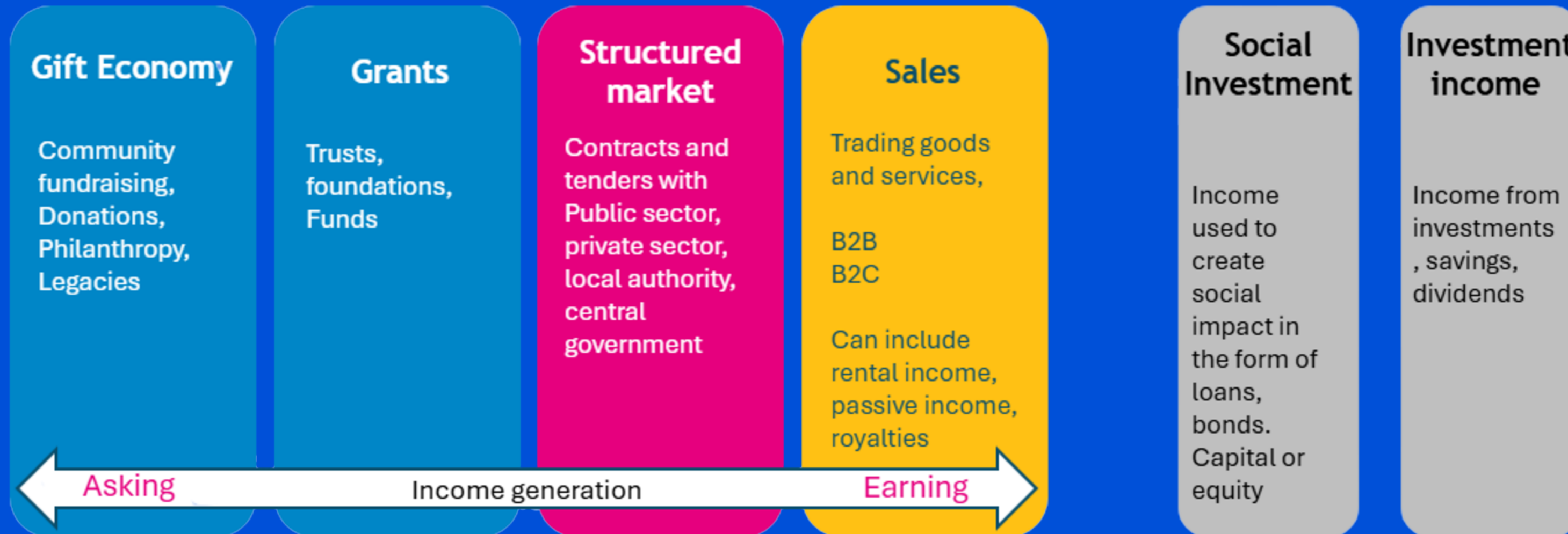


# GETTING STARTED WITH *SOCIAL ENTERPRISE*



**SCHOOL  
FOR SOCIAL  
ENTREPRENEURS**

# INCOME DIVERSIFICATION



# BENEFITS OF TRADING



Financial  
sustainability



Increased  
independence



Employment  
& Skill  
Development



**GREATERT  
IMPACT**



**SCHOOL  
FOR SOCIAL  
ENTREPRENEURS**

# SET UP FOR SUCCESS

## WHAT TO THINK ABOUT



Legal structure



Costing and Pricing



Target right customer



Route to market



Mindset

## WHAT TO DO



Seek out advice



Pilot and research



Social business model



Start with market that loves you



Lean into familiar areas

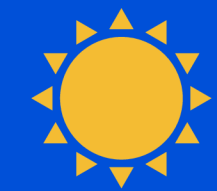


**AND MOST  
IMPORTANTLY**

GET SUPPORT FROM

# SCHOOL FOR SOCIAL ENTREPRENEURS (SSE)

NOT THE ENERGY COMPANY



Education



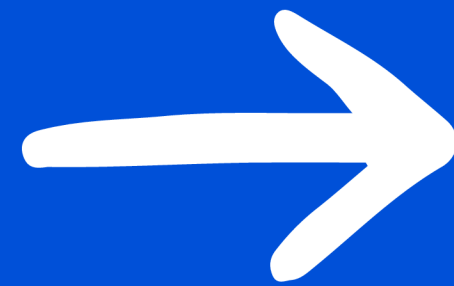
Funding



Networks




Social enterprise



# SSE PROGRAMME 10+ days over 6 - 18 Months

## WHAT YOU GET

 Learning and development programme

 Match Trading Grant

 Network of other social enterprises

 Access to markets

**IT IS FREE,  
YOU DO HAVE TO APPLY**

## OUTCOMES

 Generate more income from trading

 Resilient, growing organisation

 Develop emotional resourcefulness

 Become a better leader

 Create more impact

# SSE WORKSHOP

## FROM A FEW HOURS TO A FEW DAYS



Essential skills sessions



Short and targeted



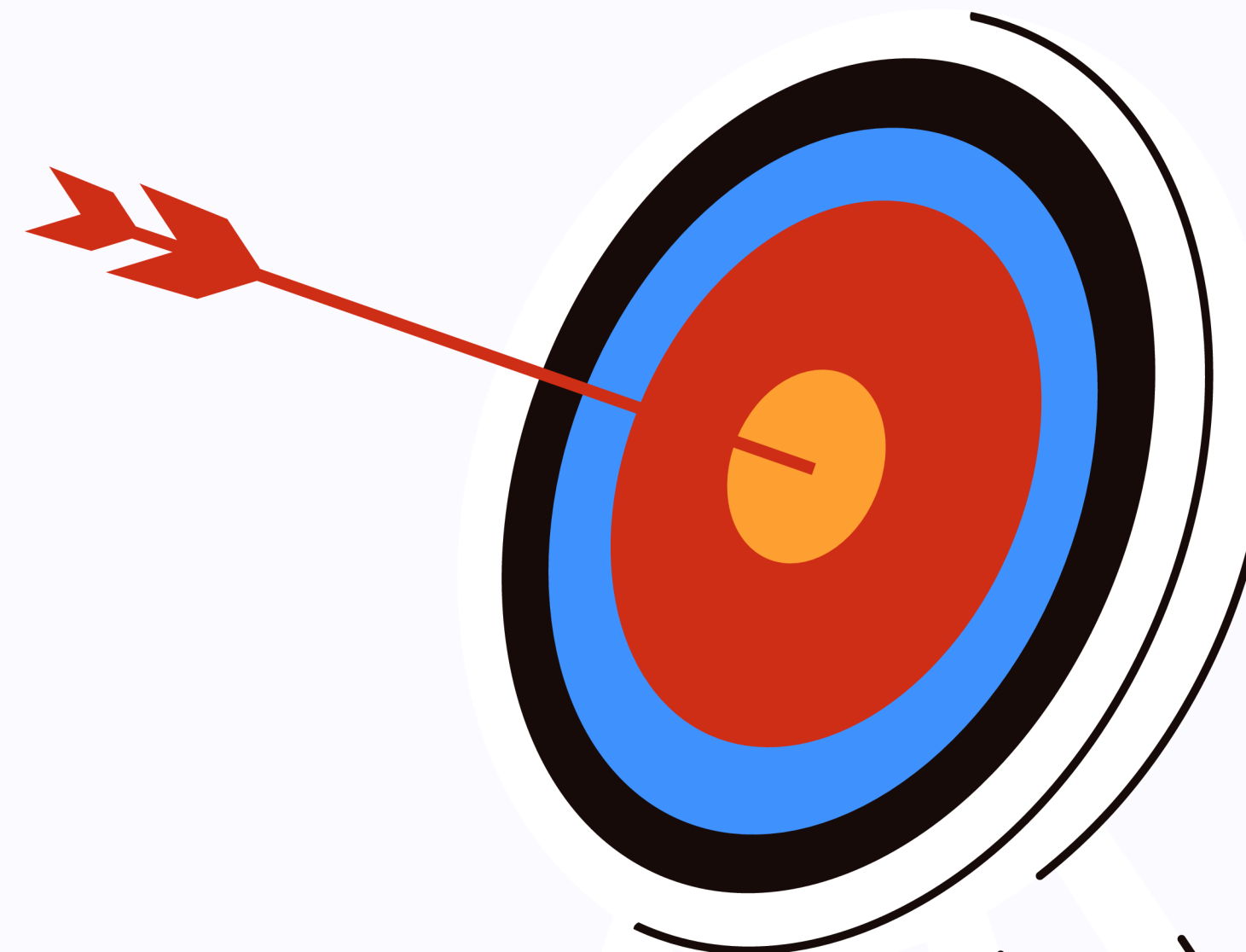
Accessible pricing



Anyone can join

## TOPIC AREAS

- Impact measurement
- Impact storytelling
- Managing finances
- Fundraising
- Working with corporates
- Social business model
- Action Learning facilitation



# SSE RESOURCES

FREE TO ACCESS ONLINE ANYTIME AT THE-SSE.ORG

Accessibility SSE Community Login

SCHOOL FOR SOCIAL ENTREPRENEURS

Learning & support ▾ Funders & partnerships ▾ Our impact ▾ Resources & news ▾ About us ▾

## WE BACK PEOPLE *WITH PURPOSE*

Through practical learning, Match Trading™ grants and expert support, we help people build confidence, skills and connections to grow strong, sustainable enterprises that change lives and protect the planet.

[EXPLORE ALL PROGRAMMES & WORKSHOPS](#)

## EXPLORE OUR LEARNING & SUPPORT

Whether you're starting out or scaling up, find the right path to develop your skills and impact.



**SCHOOL  
FOR SOCIAL  
ENTREPRENEURS**

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