YES Club - Youth Entrepreneurs Social Club

youth ENTREPRENEURS

| www.youtheclub.eu |

Social Business Initiatives:

CONCEPT, MODEL & EVALUATION

CONTENTS

CONCEPT

One of the aims of the project was to Develop and recognize the pedagogical, civic, technical (including ICT) and entrepreneurial skills of youth entrepreneurship club members (including disadvantaged young people) in order to facilitate their integration into the labour market through social entrepreneurship, and encourage their initiatives.

Our platform ''youtheclub.eu'' provides an opportunity for young people aged 17-35 to do something useful for them self and for their community, i.e. to create and realize socially innovative project/ initiative, improve their professional skills, become brave leaders and eventually launch their own social business that will create jobs in their hosting countries. Youth entrepreneur's club provides multiple benefits:

- Contact & building partnership with other young people who are interested to the same topic "the social entrepreneurship,
- Improving the entrepreneurship skills & profile of the members of the dub.
- Helping the members to find financial means for the realization of socially innovative project.
- Developing the ability of the dub members to turn their passion into something into a job,
- Supporting young people members of the club to start social business and the solution of self-employment and the employment of others.

The "Social Business Initiatives: Business Canva Model" part on Youtheclub.eu represents a program where participants, enrolled in E-stream courses, apply their learning to develop social business ideas. The initiative culminates with participants completing a Business Canvas Model as a final product of their 12-course learning journey. Each course segment aligns with different parts of the application process, ensuring that the knowledge gained in areas such as financial management is directly applied to their business model development. This structure ensures a practical and integrated learning experience, where theoretical knowledge from the courses is directly translated into actionable business planning.

BUSINESS CANVAS MODEL

The Business Canvas Model is a pivotal element in the "Social Business Initiatives" by Youtheclub.eu. This model guides participants through a structured approach to developing their social business ideas. It covers various aspects, including:

1. **Identifying Community Problems:** Participants define the specific societal or community issues their social business aims to address.
2. **Key Resources:** Identifying necessary resources such as people, finances, and permits.
3. **Social Impact:** Describing both direct and indirect social impacts of the business.
4. **Products or Services:** Detailing the products or services that will address the identified problem, including a prototype or MVP (Minimum Viable Product) for testing.
5. **Clients and Beneficiaries:** Identifying who will pay for the product or service (clients) and who benefits from the social impact (beneficiaries).
6. **Value Propositions:** Explaining the value provided to customers and the social impact generated.
7. **Key Partners and Activities:** Outlining essential partnerships and activities required for business development and social impact measurement.
8. **Team Roles and Responsibilities:** Defining team composition and roles.
9. **Communication Channels:** Strategies for communicating with customers, clients, and the public.
10. **Cost and Revenue Structures:** Planning and projecting costs and revenues, including investment of excess income.

This model is integrated with the E-stream courses, where each course component aligns with a section of the Business Canvas Model, ensuring a holistic and applied learning experience.

The empty Business Canvas Model form can be found attached in annex.

INITIATIVES (APPLICATIONS)

In this part, a collection of some example initiatives, developed by the YES Club beneficiaries, using the Business Canvas Model form, can be found. These examples showcase the practical application of theoretical knowledge acquired through the E-stream courses into tangible social business ideas. Each example illustrates a different aspect of social entrepreneurship, highlighting how participants have uniquely addressed community problems, formulated value propositions, and structured their business models for social impact and sustainability. This section could serve as an inspiration and a benchmark for future participants, demonstrating the effectiveness and versatility of the Business Canvas Model in transforming concepts into actionable social business plans.

Business Canvas Model

Word version to develop your social business

1. **What problem in the community or society does your social business (or innovation) want to solve?**

In Martinique, D'Antilles et D'Ailleurs and the Mouvement Du Nid organization work to support the socio-economic integration into society of migrant women living in severe vulnerability conditions. By now there are more than 160 registered women, 90 in a situation (or at imminent risk) of prostitution for reasons related to basic needs such as access to food and housing; more than half have no health coverage, 90% have no complementary health insurance, the majority has language barriers. Despite being entitled to benefit from state social aid, women strain their income from the informal economy and enter a spiral of poverty.

2. **How does your social business (or innovation) solve this problem?**

Creating a space where they can feel comfortable, welcomed, and through which they can learn gardening and products' transformation until (on the long term) sell productions. The idea is based on restoring an urban garden close to working spaces creating an enjoyable space where people can just have their job-break enjoying handmade juices and empanadas.

3. **What resources do you need to develop a product or service and implement activities? People, finances, access / permits?**

An agronomist
Volunteers
A permit from the Municipality
Money for a contribution to the agronomist and the gardening
A permit for selling (considering that in Martinique informal selling of food is tolerate so the project is feasible without long-term processes)
Equipment for food productions

4. **Describe the social impact that a social business realizes through its products or services.**

4.1. Direct

Socio-economic integration of women

4.2. Indirect

Women empowerment
Supporting diversity
An urban garden in the city center

IV PRODUCT OR SERVICE

5. **Which products or services are created by social innovation that solves this problem?**

Social street – foods
A social urban garden

6. **Prototype (MVP): What is the prototype of each service or product you intend to develop and test, and prove their feasibility and sustainability?**

There are no prototypes apart from the juices/empanadas testing because the requalification of the Garden can be done without any need to test.

V CLIENTS AND BENEFICIARIES

7. **Clients: Who are the clients (individuals, businesses, organizations) who will pay to solve this problem? Who will buy your product / service?**

Anyone can buy. First of all, the workers of the buildings nearby and then, being a urban garden and a street-food, anyone.

8. **Beneficiaries: Who are the beneficiaries of the social impact that this business produces?**

Migrant women in vulnerable conditions and living in the priority neighbourhood of Terres Sanville

VI VALUE – VALUE PROPOSITIONS

9. **Social impact: What value do customers get from your social business?**

- The customer gets the value that buying our products they contribute to the sustainability of an urban garden in their community offering free trainings and services such as cine-forum events.
- Moreover, they help women that they can directly meet (and their child) living in vulnerability conditions.

10. **Customer Value: What value do customers buy from your social business?**

- They buy good quality products and a street-food close to their job activities that enlarge their possibility to enjoy an open air and a longer break not so easy to find in the city center

VII KEY PARTNERS AND ACTORS

11. **Who are the key partners you need to involve from the beginning to successfully develop and start your social business? Do you need special permits, licenses, or approaches to start your social business?**

- I would need the permit of the municipality to "use" the abandoned gardens in the city center
- To understand how to "formalize" the selling of food

VIII KEY ACTIVITIES

12. What activities do you plan to:

12.1.   develop a prototype product or service.

- Design with an agronomist of a creole garden
- For products I would start asking the women to realize their best ice-cream juices and empanadas (few quantity) and I would start testing and offering these on the street explaining people that we are testing, and we want their opinion to start selling. So, in term of activities I would say participation to at least 2 markets and 3 days on the street recollecting evaluation.

12.2.   research, discovery and communication with users and clients.

- As above

12.3.   prototype testing.

- Time by time, considering evaluations in point 12.1 I would "adjust" my productions and taste based on feedback from the people until I get a good score
- For the garden no need to testing just restoring

12.4.   pivoting and refining solutions.

- As above

12.5.   measuring the social impact

- Number of people enjoying the garden and sharing with the women
- Happiness of the women
- New customers invited by the permanent ones

12.6.   starting a social business

- 12.6 doesn't come before 12.5? and I also think that 12.4 is a phase continuing after…

Open day with realization of the final products

IX MEASURING SOCIAL IMPACT

13. How will you prove that your model creates social impact? Indicate separately for each key activity or process how the impact is created and measured?

Activity	How the impact is created and measured

1.	Urban garden restored	Number of people enjoying the garden / number of organizations asking for the space for organizing their activities there / mixity of the people enjoying the garden
2.	Street food activities	Women satisfaction / number of new "friends" / relations created by the women / increase of capacity of dialogue of the women with people out from their comfort zone network / number of clients interested on the social value of the products

*Add new rows as many as needed

14. Who is on the team and how do you share responsibilities and roles?

Me coordinating the logistic / the women / the communication with the municipality / the agronomist / looking for funding
A friend taking care of the social networks / the participation to the markets and the street testing / looking for funding
At least 6 women considering that they would need to take turns
The agronomist taking care of the planning of the space
A friend taking care of the financial: basic accountancy: regulation of the space and agreements with the women / cash / equipment for the cc payments / training to the women / redistribution of the selling to the women and calculation of a percentage for the sustainability (maintenance) of the garden

15. What is the division of roles according to the planned activities?

As above

16. How do you communicate with your customers and clients? What is most effective? Which channels are best for users and clients?

- Directly on the street / mouth to mouth
- Instagram and FB stories
- Signals on the city centre

17. How to communicate certain segments of activities with the public?
As above

18. Plan costs for: (1) MVP development and testing; (2) starting a business; (3) operating costs during the first year of operation; (4) cost projection during the first 3 years.

Phase	Estimated overall costs in euros
1. *MVP development and testing*	500 euros for the garden equipment + 1500/2000 EUR for the agronomist + 1500 EUR for equipping the women with row material for the food production + equipment
2. *starting a business*	Licence: should be for free Payment to the women: initially only material (500 EUR) + equipment (already bought for the

	testing) + space (equipment: tables / chairs / drapes / generator): around 2000 EUR Equipment for CC payment: 90 EUR
3. *operating costs during the first year of operation*	PP TIME: 21.000 euro (7000 EUR each pp involved) Street Food row material (70 EUR * day) = 20.160 EUR 4 WOMEN: 8 hours * week each * 15 EUR * hour = 11.520 EUR each * TOTAL WOMEN: 46.080 EUR Indirect costs: 1500 EUR*year Total operating cost year 1: 88.740 EUR
4. *cost projection during the first 3 years*	Cost' projection for the 3 years: PP TIME: 63.000 euro (7000 EUR each pp involved*YEAR) Street Food row material (70 EUR * day*3 YEARS) = 60.480 EUR Indirect costs: 4500 EUR External service * financial: 16.000 EUR 4 WOMEN: 8 hours * week each * 15 EUR * hour = 11.520 EUR each * TOTAL WOMEN: 46.080 EUR * 3 YEARS = 138.240 EUR Total cost projection : 282.220 EUR

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

19. How do you plan to invest your excess income?

- Payment to the women and of the staff
- Maintainace of the Garden

XIV REVENUE STRUCTURE

20. *Plan revenue for:*

20.1.   the first year after starting a business, for each product or service.

Earnings selling street food: 126.000 EUR calculating as it follows:
Selling of 40 combos (2 empanadas + juice) per day on a total of 350 dd*year = 14000 combos sent at 9 EUR each

Considering risks of selling: 20 combos (empanadas + juice) out of 40 per day
Total earnings = 63000 EUR (In this case however, also the investment will be lower for row material since we will buy fresh fruit according to selling)

Earnings renting space on Sunday for birthdays / events etc. (STREET FOOD EXCLUDED) = 50 EUR * 10 SUNDAYS in 1 year = 500 EUR

Total earnings full selling: 126.500
Total earnings low selling: 63.500

21. Revenue projections for the first 3 years.

Earnings full selling street food: 378000 EUR calculating as it follows:
Selling of 40 combos (2 empanadas + juice) per day on a total of 350 dd*year * 3 years = 42000 combos sent at 9 EUR each

Earnings full renting space on Sunday for birthdays / events etc. (STREET FOOD EXCLUDED) = 50 EUR * 48 SUNDAYS * year = 2400 EUR

Considering risks
Of selling: 20 combos (empanadas + juice) out of 40 per day * 3 years
Total earnings = 189000 EUR (In this case however, also the investment will be lower for row material since we will buy fresh fruit according to selling)

Of renting space on Sunday: 10 Sundays out of 48 * year for birthdays / events etc. (STREET FOOD EXCLUDED)
Total earnings = 30*50 EUR = 1500 EUR

Total earnings full selling + full renting: 380.400 EUR
Total earnings low selling + low renting: 190.500 EUR

Business Canvas Model

Word version to develop a your social business

I BASIC INFORMATION

1. **What problem in the community or society does your social business (or innovation) want to solve?**

1. Social isolation: Many people feel lonely and disconnected from their community.

2. Lack of access to services: In my community, people do not have access to certain services, either because of economic or other constraints.

3. Social inequality: In my community there are social inequalities, that is people with different socioeconomic levels.

4. Lack of a sense of community

5. Waste of resources

2. **How does your social business (or innovation) solve this problem?**

The Time Bank offers a way to connect with other community members, build trusting relationships and reduce social isolation, offering a way to obtain and exchange services and skills that they might not otherwise be able to afford or access. This can help reduce differences between people at different socio-economic levels. In addition, the time bank can help create a sense of community in which people support each other and can help reduce the waste of resources by encouraging exchange

II KEY RESOURCES

3. **What resources do you need to develop a product or service and implement activities? People, finances, access / permits?**

- An Online platform that allows members to exchange services.

- A team of employees who manage the platform and help members connect with each other.

- A physical space to organize meetings, workshops and events.

III SOCIAL IMPACT

4.   Describe the social impact that a social business realizes through its products or services.

4.1. Direct:

- Creating a more united and collaborative community through the exchange of skills and services.

- Reducing social exclusion and loneliness by providing a way to connect people and build relationships of trust.

- Access to services and skills that would otherwise be inaccessible to some people, which can improve their quality of life.

- Encouraging active participation and empowerment of members, which can lead to greater community engagement and social responsibility.

4.2. Indirect

- Poverty reduction by providing people with a means to obtain services they cannot afford.

- Promotion of social equality by allowing people to exchange services and skills regardless of their financial situation.

- Reducing waste of resources by encouraging the exchange and reuse of skills and services.

- Promotion of learning and education through the exchange of skills and knowledge.

IV PRODUCT OR SERVICE

5.   **Which products or services are created by social innovation that solves this problem?**

- Online platform: A product that allows time bank members to connect with each other and exchange services and skills online. The platform could include tools to schedule exchanges, record time and skills, and send and receive feedback and assessments.

- Mobile App: An app that allows time bank members to access the online platform from their mobile devices and receive notifications about exchanges and events.

6. <u>**Prototype (MVP**</u>**): What is the prototype of each service or product you intend to develop and test, and prove their feasibility and sustainability?**

- Online platform: The prototype of an online platform could include a basic version of the platform that allows members to register, create profiles and search and schedule service exchanges. To test the viability and sustainability of the platform, user testing and feedback could be conducted to iterate and improve design and functionality.

- Mobile app: The prototype of a mobile app could include a basic version of the app that allows users to access the online platform from their mobile devices and receive notifications about exchanges and events. To test the feasibility and sustainability of the application, user tests could be conducted and feedback collected to iterate and improve the design and functionality.

V CLIENTS AND BENEFICIARIES

7. <u>Clients:</u> **Who are the clients (individuals, businesses, organizations) who will pay to solve this problem? Who will buy your product / service?**

Community members may be willing to pay for access to the online platform or mobile app that allows them to connect with other members and schedule exchanges of services and skills.

Local organizations, such as municipalities or businesses, may be willing to pay for consulting services or time bank starter kits to support the creation and maintenance of the time bank.

Investors looking to support social initiatives might be interested in investing in the time bank and its products or services to help promote the exchange of skills and strengthen the local community.

8. <u>Beneficiaries:</u> **Who are the beneficiaries of the social impact that this business produces?**

Beneficiaries of a time bank would be community members participating in the skills and time exchange platform

VI VALUE – VALUE PROPOSITIONS

9. **Social impact:** What value do customers get from your social business?

- Access to skills and services: Time bank members can access skills and services they may not be able to afford otherwise. This can improve their quality of life and well-being, and allows them to access services they might not otherwise have.

- Community Building and Solidarity: By participating in the Time Bank, members can meet and connect with other community members who share their interests and skills. This can foster a sense of community and solidarity in the community.

- Skills development: By participating in the exchange of skills and services, members can improve their existing skills and learn new skills from other community members. This can improve your employability and increase your self-esteem and sense of accomplishment.

- Saving time and money: Exchanging skills and services through the time bank allows members to save time and money compared to buying services at market prices.

- Contributing to sustainability: By promoting a more sustainable and collaborative approach to the consumption and production of goods and services in the community, the Time Bank contributes to the sustainability of the community and the overall welfare of society.

10. **Customer Value:** What value do customers buy from your social business?

In a time bank, members do not buy any value, but exchange skills and services with each other at no cost or at very low prices. Instead of buying services, members contribute to the platform by offering their own skills and services, allowing them to access services they might otherwise not be able to afford. The value members receive from a time bank comes from their participation in the platform and the ability to exchange skills and services with other community members. The values that members can obtain through the time bank are described in the above response on the social impact of the practice.

VII KEY PARTNERS AND ACTORS

11. **Who are the key partners you need to involve from the beginning in order to successfully develop and start your social business? Do you need special permits, licenses or approaches to start your social business?**

- Community members: They are the foundation of the time bank and should be involved in all stages of the development and implementation of the time bank.

- Community leaders: They can help promote and spread the idea of the time bank in the community and can provide logistical and administrative support.

- Community organizations: They can be an important source of support for the bank of time, either through the donation of space or resources, the promotion of the platform through their networks or participation in the platform.

- Local companies: They can support the bank of time through the donation of resources or participation in the platform.

- Local governments: They can support the initiative through the allocation of resources and financing, as well as through the promotion of the time bank at the local level.

- Technology developers: They can provide technical support for the creation and maintenance of the platform.

VIII KEY ACTIVITIES

12. **What activities do you plan to:**

12.1. **develop a prototype product or service;**

Design and prototype the platform: This action involves the creation of a basic prototype of the digital platform that allows time bank members to connect and coordinate time exchanges.

12.2. **research, discovery and communication with users and clients;**

Market research and needs analysis: Before starting to develop the platform, it is important to investigate the viability of the time bank in the community and analyze the needs and preferences of potential members.

12.3. prototype testing;

- Registration and selection of members: Clear procedures must be established to register and select members who wish to participate in the platform.

- Member training: It is important to provide training and guidance to members on how to use the platform and how to exchange skills and services effectively.

12.4. pivoting and refining solutions;

Refine the prototype: This action involves improving the prototype based on user feedback and feedback. This may include adjusting platform functionality, improving user-friendliness and experience, and adding additional features as needed.

12.5. measuring the social impact

Evaluation and continuous improvement: It is necessary to periodically evaluate the performance and effectiveness of the time bank and make continuous improvements according to the comments and needs of the members.

12.6. starting a social business

Promotion and marketing: It is important to promote the bank of time through different marketing channels to attract new members and raise awareness about the platform.

13. How will you prove that your model creates social impact? Indicate separately for each key activity or process how the impact is created and measured?

Activity	How the impact is created and measured
1. Design and prototype the platform	- Number of users who have used the platform and reported improvements in their quality of life. - Number of users who have used the platform to share their skills and knowledge with other community members. - Number of users who have used the platform to obtain services or goods that they would not otherwise have been able to obtain.
2. Market research and needs analysis	- Percentage of users who have joined the platform because it meets a need identified in the market analysis and needs. - Percentage of users reporting having received services or goods that meet their needs through the platform.
3. Registration and selection of members	- Number of new members joining the platform and using its services. - Percentage of members belonging to community groups who have historically had difficulty accessing services and opportunities.
4. Refine prototype	- Number of improvements made to the prototype and its impact on the quality of the platform. - Percentage of users who report having a better user experience after the improvements made.
5. Evaluation and continuous improvement	- Number of exchanges on the platform and their economic or social value. - Percentage of users reporting having obtained services or goods through the platform that they would not otherwise have obtained.
6. Promotion and marketing	- Number of new members who have joined the platform due to promotional and marketing campaigns. - Percentage of members belonging to community groups who have historically struggled to access services and opportunities and who have joined the platform due to promotional and marketing campaigns.

*add new rows as many as needed

14. Who is on the team and how do you share responsibilities and roles?

- Project manager: responsible for leading the team and ensuring that the project is completed within the established time and budget.

- UX/UI designer: responsible for designing the user interface and user experience on the time bank platform.

- Web developer: responsible for developing and maintaining the time bank platform.

- Marketing specialist: responsible for developing and executing marketing strategies to promote the platform and attract new members.

- Community relations specialist: responsible for building relationships with organizations and community members to encourage participation and promote social impact.

15. **What is the division of roles according to the planned activities?**

Platform design and prototyping:
- Project manager
- Designer UX/UI
- Web developer

Market research and needs analysis:
- Project manager
- Marketing specialist
- Community relations specialist

Registration and selection of members:
- Project manager
- Community relations specialist

Improvement of the prototype:
- Project manager
- Designer UX/UI
- Web developer

Evaluation and continuous improvement:
- Project manager
- Marketing specialist
- Community relations specialist

Promotion and marketing:
- Project manager
- Marketing specialist
- Community relations specialist

XI COMMUNICATION CHANNELS

16. **How do you communicate with your customers and clients? What is most effective? Which channels are best for users and clients?**

- Email: A regular newsletter can be sent to keep members updated on the latest news, events and offers.

- Social media: They can be used to post updates and news, organize events and answer members' questions and comments.

- Time bank platform: The time bank platform itself can include messaging and chat features so members can communicate with each other.

17. **How to communicate certain segments of activities with the public?**

- Social media: They can be used to post updates and news, organize events and answer members' questions and comments.

- Email: A regular newsletter can be sent to keep members updated on the latest news, events and offers.

18. Plan costs for: (1) MVP development and testing; (2) starting a business; (3) operating costs during the first year of operation; (4) cost projection during the first 3 years.

Phase	Estimated overall costs in euros
1. *MVP development and testing*	5000 euros
2. *starting a business*	2500 euros
3. *operating costs during the first year of operation*	2500 euros
4. *cost projection during the first 3 years*	5000 euros

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

19. How do you plan to invest your excess income?

- Investments in new technologies, in the training and development of employees, in the acquisition of new assets, among others

- Improving the quality of service

- Develop new products or services

XIV REVENUE STRUCTURE

20. *Plan revenue for:*

20.1. the first year after starting a business, for each product or service;

- Membership fee: annual or monthly fee to cover the operational expenses of the time bank.

- Donations: Donations from members or sponsors can be a source of income for the time bank.

- Additional Services: Offer additional services, such as workshops, courses and events, which may have an associated cost.

20.2. **revenue projections for the first 3 years.**

- Membership fee: If the number of members increases, the time bank could earn additional income through a membership fee, either annually or monthly.
- Additional Services: As the Time Bank becomes established and gains reputation, it could start offering additional services that could have an associated cost. These services may be provided by members or external collaborators.
- Sponsorships: As the bank of time grows, it could begin to receive sponsorships from companies or organizations that support its mission and vision.
- Grants: The time bank could seek grants from governmental or non-governmental organizations seeking to support social initiatives.
- Crowdfunding: crowdfunding could be another option for the time bank to finance specific projects or operating expenses.

Business Canvas Model

Word version to develop a your social business

I BASIC INFORMATION

1. **What problem in the community or society does your social business (or innovation) want to solve?**

   The main issue I would like to address is awareness of the need for recycling.

2. **How does your social business (or innovation) solve this problem?**
   My business start-up encourages recycling through rewards and the use of new technologies, so young people will connect with this idea and they will disseminate the use of this app that will help alleviate this problem.

II KEY RESOURCES

3. **What resources do you need to develop a product or service and implement activities? People, finances, access / permits?**

   - App development platforms: You can use platforms such as AppSheet, Appy Pie or BuildFire, which offer tools to create apps without programming.
   - Online courses and tutorials: You can find a large number of online courses and tutorials on application development. Some of the most popular sites are Udemy, Coursera, Codecademy and edX.
   - Free-to-use design tools
   - Network of businesses and entities in the area willing to collaborate
   - Agreement with the local municipality to promote the use of recycling containers

III SOCIAL IMPACT

4. Describe the social impact that a social business realizes through its products or services.

A recycling campaign can have a significant positive social impact by promoting sustainable practices that help preserve the environment and reduce pollution. Some of the potential social effects of a recycling campaign include

4.1. Direct
- Awareness raising: The campaign can help increase public awareness of the importance of recycling and the need to protect the environment.

- Behavioural change: It can motivate people to change their habits and start recycling more and better**.**

4.2. Indirect

- Waste reduction: It can help reduce the amount of waste that ends up in landfills or is disposed of in inappropriate places.

IV PRODUCT OR SERVICE

5. Which products or services are created by social innovation that solves this problem?

The creation of an app and QR codes that will help the user to perform recycling and clearing tasks quickly and easily.

6. Prototype (MVP): What is the prototype of each service or product you intend to develop and test, and prove their feasibility and sustainability?

It is a pilot plan that, through an agreement with the local city council and a small network of participating entities, the user can receive compensation if, every time he/she recycles in the containers provided for this purpose, he/she connects with a QR code through an application for mobile devices.
This app will offer two options:
Either donate to benefit a local NGO or accumulate discount points for purchases in local stores.

V CLIENTS AND BENEFICIARIES

7. Clients: Who are the clients (individuals, businesses, organizations) who will pay to solve this problem? Who will buy your product / service?

The main customer will be the municipality, which will see its recycling policies and service improved.

Likewise, the entities that collaborate will also receive as a benefit good publicity for being part of these good practices.

8. <u>**Beneficiaries:**</u> **Who are the beneficiaries of the social impact that this business produces?**

The beneficiaries are:
- On the one hand, the users
- On the other hand, the NGOs that can receive donations.

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VI VALUE – VALUE PROPOSITIONS

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9. <u>**Social impact:**</u> **What value do customers get from your social business?**

- Economic value: Recycling customers can derive economic benefits from their participation, such as earning revenue from the sale of recyclable materials or reducing waste disposal costs.

- Environmental value: By recycling, customers can help reduce pollution and protect the environment.

- Social value: Participating in recycling programs can help customers feel part of a responsible community committed to protecting the environment.

- Educational value: Participating in recycling can help customers gain knowledge about waste management and sustainability.

10. <u>**Customer Value:**</u> **What value do customers buy from your social business?**

- Social value: Clients may receive social value by participating in a project that has a positive impact on their community and society at large.
- Emotional value: Customers may feel an emotional connection to the social project and experience feelings of satisfaction, pride or gratitude.
- Economic value: Clients may receive an economic benefit from participating in a social project that allows them to earn income or save money.
- Educational value: Clients may receive educational value by participating in a social project that enables them to acquire new and useful skills, knowledge or experiences.

VII KEY PARTNERS AND ACTORS

11. Who are the key partners you need to involve from the beginning in order to successfully develop and start your social business? Do you need special permits, licenses or approaches to start your social business?

City Hall/ Public Services and Mobility Section
Network of merchants in the area
NGO that wants to collaborate

We will need to draw up an agreement that specifies how each project will be carried out, what part each partner must carry out, details the rights and obligations of each partner and establishes how long the project will run for.

VIII KEY ACTIVITIES

12. What activities do you plan to:

12.1.   develop a prototype product or service;

Identify users and their needs: It is important to identify potential users of the app. This can be done through surveys, interviews or usability tests.

Design the app structure: The structure of the app should be clear and easy for users to navigate. This involves deciding how users can access different functions.

Create screen sketches: Screen sketches can help visualize the app design and interaction with users. These sketches can be hand-drawn or created in specialized software.

Create an interactive prototype: Using prototyping software, an interactive prototype of the app can be created. This prototype will allow designers and users to test the app's functionality and make adjustments before creating the final version.

Perform usability testing: It is important to perform usability tests with real users to get feedback and suggestions on the app's functionality and user experience.

Make improvements and adjustments: Based on user feedback, improvements and adjustments can be made to the prototype design to ensure that the app is easy to use and meets user needs.

12.2.   research, discovery and communication with users and clients;

Define the target audience
Conduct market research
Use online marketing techniques: social media

12.3.   prototype testing;

The prototype will be tested on a small group, chosen by the project partners for three months. Depending on the outcome, changes may be made to the use of the app, the rewards, etc.

12.4.   pivoting and refining solutions;

After testing the prototype, the necessary adjustments will be made for the proper functioning of the product.
This will be done by the creator of the app together with the partners.

12.5.   measuring the social impact

Outcome indicators: These are quantitative measures of the direct and indirect results of the project. Outcome indicators are used to assess the impact of the project on the community, such as the number of people benefiting from the project.

Cost-effectiveness analysis: Cost-effectiveness analysis measures the cost of achieving a specific outcome. This measure is used to compare the costs of the project with the benefits obtained.

Cost-benefit analysis: Cost-benefit analysis measures the monetary value of the benefits obtained by the social project. This measure is used to compare the costs of the project with the monetary benefits obtained.

Social value analysis: Social value analysis measures the social value of a project. This metric is used to measure the impact of the project in terms of social value, such as poverty reduction or increased equity.

Quality of life assessment: Quality of life assessment measures the impact of the project on the quality of life of the community. This measure is used to assess the impact of the project on people's daily lives.

12.6.   starting a social business

Starting a social business involves identifying a social problem, developing an effective and sustainable solution, establishing an appropriate legal structure, building a strong and committed team, and measuring and evaluating the social impact. With the right commitment and dedication, a social business can have a significant impact on society and create positive change in the community.

- Identify a social problem: It is important to identify a social problem that has a significant impact on the community. The magnitude of the problem and the need for an effective solution must be assessed.

- Develop a solution: Once the social problem has been identified, an effective and sustainable solution must be developed. Innovation and technology can be used to develop new and creative solutions.
- Create a sustainable business model: It is important to create a sustainable business model to finance the project and achieve a significant social impact. Different sources of funding can be used, such as donations, social investments and crowdfunding.
- Establish a legal structure: It is important to establish an appropriate legal structure for the social business. You can opt for a social enterprise structure or a nonprofit organization, depending on the objectives of the social business.
- Create a team: It is essential to have a strong and committed team that shares the vision of the social business and is motivated to make a positive impact on society.
- Measure and evaluate the social impact: It is important to measure and evaluate the social impact of the business to ensure that the objectives are achieved and the positive impact on the community is maximized.

IX MEASURING SOCIAL IMPACT

13. **How will you prove that your model creates social impact? Indicate separately for each key activity or process how the impact is created and measured?**

Social impact is that which society perceives as a source of well-being, either because it creates new opportunities, addresses needs, empowers people or contributes in some other way to the betterment of society.

Activity	How the impact is created and measured
1.Awareness campaign on recycling	Public perception and behavior towards recycling through questionaries
2. Use of the mobile phone application	Counting users using the app
3. Recycling workshop for schoolchildren	Number of attendees and skills learned
4. Satisfaction Questionnaire	Score obtained

*add new rows as many as needed

X TEAM

14. **Who is on the team and how do you share responsibilities and roles?**

The team consists of three people:

- A computer scientist with knowledge about apps and social networks who will be in charge of the design and implementation of the application and QR codes.
- A youth worker who will be in charge of the recycling awareness campaign and the activities for dissemination and use of the application.
- A youth worker who will carry out the work of finding partners, collaborators and will be in charge about working with the city council too.

15. **What is the division of roles according to the planned activities?**

The computer scientist will be in charge of the "How to use the app" activity
The youth workers will be in charge of will be in charge of activities with children and youth, as well as the creation of networks of collaborating entities.

16. How do you communicate with your customers and clients? What is most effective? Which channels are best for users and clients?

Undoubtedly the best form of communication today is through social networks.
Its advantages are many:
- Low environmental impact
- They are close to the young population
- They create immediate impact
- They provide high visibility on results
- Allows the creation of networks of people with similar interests.
- Allows networking

17. How to communicate certain segments of activities with the public?

For young audiences:
- The greatest communication effort will be worked through social networks with digital campaigns, creation of forums, hashtags, etc.

For the older population:
- We will focus on the use of posters in places where citizens usually go such as: medical centres, social centres, parks, posters for businesses, etc.

XII COST STRUCTURE

18. Plan costs for: (1) MVP development and testing; (2) starting a business; (3) operating costs during the first year of operation; (4) cost projection during the first 3 years.

Phase	Estimated overall costs in euros
1. *MVP development and testing*	1000€
2. *starting a business*	500€
3. *operating costs during the first year of operation*	500€
4. *cost projection during the first 3 years*	1500€

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

19. How do you plan to invest your excess income?

Everything we earn through this company will be reinvested in app maintenance and creating awareness campaigns
On the other hand, what users earn is for donation.

XIV REVENUE STRUCTURE

20. *Plan revenue for:*

20.1.   the first year after starting a business, for each product or service;

- Performance analysis and improvements: Perform a detailed analysis of the app's performance during the first year of operations and determine what improvements can be made to enhance user experience and increase profitability.

- Development of new features: Identify new features that can be added to the app to improve its value to users and competitiveness in the market.

- Expansion of user base: Continue to utilize various marketing strategies to attract new users and increase the existing user base.

- User community management: Foster interaction between app users and create a recycling community to increase user loyalty and retention.

- Competition monitoring and analysis: Monitor and analyze competitors to detect new opportunities in the market and stay abreast of current trends in recycling and sustainability.

- Technology and security updates: Stay updated with the latest trends in technology and security to ensure that the app is protected against security threats and functions properly across all platforms.

- Partnerships and collaborations: Seek partnerships and collaborations with companies or organizations that share similar values regarding sustainability and recycling, to increase the app's visibility and impact in the market.

20.2. revenue projections for the first 3 years.

In the first three years, we expect to reach approximately 3,000 users in the city. Additionally, we will increase the number of recycling containers from 35 to 150. It's also possible to expand to two new municipalities if the first year's results are positive.
We expect to renew the agreement with the city council in two years and extend it for at least another two.
On the other hand, the environmental impact can be measured with the help of the municipal waste service by tracking the total tons of recyclables. We hope to reach more than 30 NGOs to donate to and that these donations are significant.

TAM CHAY – A VEGAN RESTAURANT

"Tam" means "heart" and "chay" means "vegetarian" – "Tam Chay" means "Make and eat veggie cuisine with full of my heart!"

I BASIC INFORMATION

1. What problem in the community or society does your social business (or innovation) want to solve?

There are two main issues happening at my hometown (Bac Giang). First of all, many farmers are struggling of selling their products due to small and unwell-organizing business. For each harvest season, they usually suffer lost because they could not find the market for their products, or their products are not good enough. Another problem that I have seen is that religious tourism has become more and more popular which attracts thousands of tourists per day. However, if the authorities and stakeholder could not manage well, many historical constructions could be damaged and the environment could be polluted. Last but not least, many women at my hometown is suffering physical and mental abuse by their husband. At my hometown, man is a breadwinner, woman usually stays at home taking care of children and do farming, the income mostly comes from the husband. For many families, women are considered as burden of the family, hence, sometimes, they are treated unequally.

2. How does your social business (or innovation) solve this problem?

There are many pagodas at my hometown, which is recognized by UNESCO as national heritages. I would like to take this advantage to open restaurants to guarantee the outcome of farmers' products, create employment to local women and raise awareness of tourists. In addition, all food served at the restaurants are vegan, decorated by eco-friendly constructions, which somehow, not only provide nutritious dishes for customers but also inspire them with mind of protecting the environment.

II KEY RESOURCES

3. What resources do you need to develop a product or service and implement activities? People, finances, access / permits?

For human resources, I have business partners who have experiences related to food and beverages to run a restaurant. We also have chef and well-experienced staff can train local women so that they can be confident and adopt with their job easily. For finances, we call for investment from business partners.

We have close connection with government, relevant authorities, non-profit organizations and clubs. Thanks for that, we could get support from our community. During running business, we also created social projects to solve problems such as pollution, ect.

III SOCIAL IMPACT

4. **Describe the social impact that a social business realizes through its products or services.**

4.1. Direct
- Provide sustainable income for farmers.
- Protect the cultural, historic and religious values.

4.2. Indirect
- Women are empowered to live independently.
- Guests and customers could enjoy fresh and nutritious food in religious areas.

IV PRODUCT OR SERVICE

5. **Which products or services are created by social innovation that solves this problem?**
- Diverse kinds of vegan food sold offline for tourists.
- Combo vegan set for someone who use food for worshipping at their own house at the first and fifteenth or special occasion following the Lunar calendar.
- Cooking and training classes for women to learn skills and languages.
- Design the restaurant with eco-friendly materials like bamboo to avoid carbon footprint.
- Do not sell single-plastic products, instead, encourage tourists by refilling or recycle, ect.

6. **Prototype (MVP): What is the prototype of each service or product you intend to develop and test, and prove their feasibility and sustainability?**

- For running a restaurant, we could not only provide stable income for suppliers and local staff, but also raise awareness for everyone, especially, customers to protect the environment as well as religious place of interests.
- First, we will create traditional food and others types of vegan inspired from Thailand, India, Malaysia and European by taking the advantage of local products.
- Besides, working hours, we also arranged time for staff to enhance and improve their skills as well as knowledge, promoting them at higher positions to that they can lead their teams as well their lives.
- Limit waste by tourism project and create eco-friendly buying habits buy refilling or selling green products for customers.

V CLIENTS AND BENEFICIARIES

7. **Clients: Who are the clients (individuals, businesses, organizations) who will pay to solve this problem? Who will buy your product / service?**
- Tourists

- Local citizens.

8. <u>**Beneficiaries:**</u> **Who are the beneficiaries of the social impact that this business produces?**

- Farmers, local women, local people, the heritage and environment.

VI VALUE – VALUE PROPOSITIONS

9. <u>**Social impact:**</u> **What value do customers get from your social business?**
- Healthy and fresh dishes.
- Religious values from vegan food.
- Eco-friendly service.
- Cultural stories.

10. <u>**Customer Value:**</u> **What value do customers buy from your social business?**
- Religious values.
- Social responsibility
- Historical preservation.

VII KEY PARTNERS AND ACTORS

11. **Who are the key partners you need to involve from the beginning in order to successfully develop and start your social business? Do you need special permits, licenses or approaches to start your social business?**

During my time at high school and university, I have connection with a group of students and businessmen at my hometown. For high-qualified human resources, my business partners will be in charge of co-operating my business financially. In addition, to run a business, I have an amount of full-time and part-time staff such as students who have graduated or local women.

My neighbours are farmers who plant different kinds of vegetables and fruit each season, hence, ingrediencies are always available.

Besides, promoting local tourism advertisement along with environmental protection are supported and encouraged by the government. More than that, there is no type of business model that I am planning at my hometown, which is persuasive for authorities.

VIII KEY ACTIVITIES

12. **What activities do you plan to:**

12.1. **develop a prototype product or service;**
- Build an eco-friendly vegan restaurant.
- Setup a signature menu with well-known local food.

12.2. **research, discovery and communication with users and clients;**

- Daily report for each kind of service and food by offline and online evaluation.
- Active communication with customers by asking them whether or not satisfy with our service or food.
- Observe customers' reaction.
- Following the number of loyal customers.

12.3.   prototype testing;

- Grand opening day
- On the 15th and 1st of Lunar New Year, when the number of tourist is higher than usual.

12.4.   pivoting and refining solutions;
- Evaluate the effectiveness and follow detailed plans.

12.5.   measuring the social impact

- Observing customers' habits.
- Analysing business report.
- Research from staff.

12.6.   starting a social business
- Involve the participant of local women, running a restaurant at a village where is enriched by national historical places of interest such as old pagodas. s

IX MEASURING SOCIAL IMPACT

13. How will you prove that your model creates social impact? Indicate separately for each key activity or process how the impact is created and measured?

Activity	How the impact is created and measured
1.Harvesting farming products	Select high-qualified farming products for restaurant.
2.Cooking signature food	Set-up a menu with local food in vegan version
3.Creating eco-friendly space	Design and construct a green restaurant, close with the nature by eco-friendly material without air-conditioners,…
4.Adversting and social campaigns	Offline and online marketing and social activities to advertise the business as well as sharing and training for local people.

*add new rows as many as needed

X TEAM

14. Who is on the team and how do you share responsibilities and roles?
- My business partners will be responsible for finance and legal parts.
- Young people who graduated from universities want to start up and take internship could join teams
- Local people will be trained to work as chef assistant, waitresses, ect.

15. What is the division of roles according to the planned activities?

16. How do you communicate with your customers and clients? What is most effective? Which channels are best for users and clients?

- Offline: Direct research customers' satisfaction by making report or direct question.
- Online: Receiving online feedback on many social networking sites.

17. How to communicate certain segments of activities with the public?
- Observing customer's travelling habits.
- Analysing business's report to see farmer's and staff income.
- Observe staff's attitude towards jobs.

XII COST STRUCTURE

18. Plan costs for: (1) MVP development and testing; (2) starting a business; (3) operating costs during the first year of operation; (4) cost projection during the first 3 years.

Phase	Estimated overall costs in euros
1. *MVP development and testing*	7000
2. *starting a business*	19000
3. *operating costs during the first year of operation*	7000
4. *cost projection during the first 3 years*	40000

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

19. How do you plan to invest your excess income?

- Creating religious tours for tourists.
- Opening cooking class for vegan enthusiasts.
- Selling cultural handy-crafts.
- Connecting with local hometown to set-up accommodation for them.
- Franchising restaurant's brand to expand vegan chains.

XIV REVENUE STRUCTURE

20. *Plan revenue for:*

20.1.   **the first year after starting a business, for each product or service;**
With thousands of customers per day, especially, on special occasions, the demand for vegan food is huge. The income should be stable, but need to invest on campaigns and training. Hence revenue for the first year could not cover the beginning investment.

20.2.   **revenue projections for the first 3 years.**
Until the third year, there should be more products and connections, the revenue will be more stable, especially, we could pay more for staff and invest more in social projects along with running a restaurant.

EVALUATION METHODS

The evaluation of the initiatives is defined by 17 criteria factors, each of the criteria evaluated in a scale from "Not at all" to""Completely", with maximum amount of points for all criteria altogether being 20 points.
The scale arranged as follows:

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	5*	10*	15*	20*

the amount of points is subject to the criteria

17 criteria factors are divided into 14 sections, somehow linked to the e-learning courses on the youtheclub.eu platform:

- I. Basic Information
- II. Key resources
- III. Social Impact
- IV. Product or service
- V. Clients and beneficiaries
- VI. Value propositions
- VII. Key partners and actors
- VIII. Key Activities
- IX. Measuring Social Impact
- X. Team
- XI. Communication Channels
- XII. Cost Structure
- XIII. Excess revenue (revenue -expenditure))
- XIV. Revenue Structure

The full empty evaluation form followed by the evaluation list of submitted YES Club Social Busniness Canvas applications can be found attached in annex.

EVALUATION CRITERIA

1.

1. Is the addressed problem of a social nature and to what extent does it treat the social problem of the country?

2.

2. To what extent the required resources are clearly stated and specified?

3.

3. To what extent is the social impact clearly described and specified, direct as well as indirect?

4.

4. The extent to which the product or service seems likely to solve the described social problem?

5.

5. To what extent is the service or product prototype feasible and sustainable?

6.

6. To what extent are clients clearly specified and defined?

7.

7. To what extent are beneficiaries clearly specified and defined?

8.

8. To what extent is the value of social business realistic?

9.

9. To what extent is the value of social business clearly defined and explained?

10.

10. To what extent does the applicant demonstrate awareness of the need to involve key partners?

11.

11. The applicant clearly has an elaborate plan of activities that seems feasible and is in line with solving a social problem.

12.

12. The applicant has a clearly developed plan and methods of checking the social impact of the business he/she is developing.

13.

13. The applicant has a team building plan with clearly defined responsibilities and roles.

14.

14. The applicant has a developed communication plan towards customers, clients and the public.

15.

15. The applicant has a clear and feasible financial plan for all stages of the development of business.

16.

16. The applicant has a clear overall plan on how to invest capital in business development.

17.

17. The applicant has a clear detailed plan of costs and investments both for the first and for the first three years of business development.

ANNEX

1. Business Canvas Model: Word version to develop your social business
2. Business Canvas Model Evaluation form
3. Evaluation list of submitted YES Club Social Business Canvas applications

Business Canvas Model

Word version to develop your social business

I BASIC INFORMATION

1. **What problem in the community or society does your social business (or innovation) want to solve?**

2. **How does your social business (or innovation) solve this problem?**

II KEY RESOURCES

3. **What resources do you need to develop a product or service and implement activities? People, finances, access / permits?**

III SOCIAL IMPACT

4. **Describe the social impact that a social business realizes through its products or services.**

4.1. **Direct**

4.2. **Indirect**

IV PRODUCT OR SERVICE

5. **Which products or services are created by social innovation that solves this problem?**

6. **Prototype (MVP): What is the prototype of each service or product you intend to develop and test, and prove their feasibility and sustainability?**

V CLIENTS AND BENEFICIARIES

7. **Clients: Who are the clients (individuals, businesses, organizations) who will pay to solve this problem? Who will buy your product / service?**

8. **Beneficiaries: Who are the beneficiaries of the social impact that this business produces?**

VI VALUE – VALUE PROPOSITIONS

9. **Social impact: What value do customers get from your social business?**

10. **Customer Value: What value do customers buy from your social business?**

VII KEY PARTNERS AND ACTORS

11. **Who are the key partners you need to involve from the beginning in order to successfully develop and start your social business? Do you need special permits, licenses or approaches to start your social business?**

VIII KEY ACTIVITIES

12. **What activities do you plan to:**

12.1.   **develop a prototype product or service;**

12.2.   **research, discovery and communication with users and clients;**

12.3.   **prototype testing;**

12.4.   **pivoting and refining solutions;**

12.5.   **measuring the social impact**

12.6.   **starting a social business**

IX MEASURING SOCIAL IMPACT

13. **How will you prove that your model creates social impact? Indicate separately for each key activity or process how the impact is created and measured?**

Activity	How the impact is created and measured
1.	
2.	
3.	
4.	

*add new rows as many as needed

X TEAM

14. **Who is on the team and how do you share responsibilities and roles?**

15. **What is the division of roles according to the planned activities?**

XI COMMUNICATION CHANNELS

16. **How do you communicate with your customers and clients? What is most effective? Which channels are best for users and clients?**

17. **How to communicate certain segments of activities with the public?**

XII COST STRUCTURE

18. **Plan costs for: (1) MVP development and testing; (2) starting a business; (3) operating costs during the first year of operation; (4) cost projection during the first 3 years.**

Phase	Estimated overall costs in euros
1. *MVP development and testing*	
2. *starting a business*	
3. *operating costs during the first year of operation*	
4. *cost projection during the first 3 years*	

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

19. **How do you plan to invest your excess income?**

XIV REVENUE STRUCTURE

20. *Plan revenue for:*

20.1.   the first year after starting a business, for each product or service;

20.2.   revenue projections for the first 3 years.

Business Canvas Model
Evaluation form

Applicant name: _____

I BASIC INFORMATION

1. **Is the addressed problem of a social nature and to what extent does it treat the social problem of the country:**

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

II KEY RESOURCES

2. **To what extent the required resources are clearly stated and specified.**

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

III SOCIAL IMPACT

3. **To what extent is the social impact clearly described and specified, direct as well as indirect?**

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

IV PRODUCT OR SERVICE

4. **The extent to which the product or service seems likely to solve the described social problem?**

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

5. To what extent is the service or product prototype feasible and sustainable?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

V CLIENTS AND BENEFICIARIES

6. To what extent are clients clearly specified and defined?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

7. To what extent are beneficiaries clearly specified and defined?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

VI VALUE – VALUE PROPOSITIONS

8. To what extent is the value of social business realistic?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	5	10	15	20

9. To what extent is the value of social business clearly defined and explained

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

VII KEY PARTNERS AND ACTORS

10. To what extent does the applicant demonstrate awareness of the need to involve key partners?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

VIII KEY ACTIVITIES

11. The applicant clearly has an elaborate plan of activities that seems feasible and is in line with solving a social problem

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

IX MEASURING SOCIAL IMPACT

12. The applicant has a clearly developed plan and methods of checking the social impact of the business he/she is developing?

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

X TEAM

13. The applicant has a team building plan with clearly defined responsibilities and roles

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

XI COMMUNICATION CHANNELS

14. The applicant has a developed communication plan towards customers, clients and the public

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	2	4	6	8

XII COST STRUCTURE

15. The applicant has a clear and feasible financial plan for all stages of the development of business

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	3	6	9	12

XIII EXCESS REVENUE (REVENUE – EXPENDITURE)

16. The applicant has a clear overall plan on how to invest capital in business development

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	5	10	15	20

XIV REVENUE STRUCTURE

17. The applicant has a clear detailed plan of costs and investments both for the first and for the first three years of business development

scale	Not at all	To a small extent	Moderate	To a large extent	Completely
points	0	5	10	15	20

Summary table

Please fill in number of awarded points for each of the criteria?

Scale number (criteria)	Maximum possible points	Awarded points
1	8	
2	8	
3	12	
4	12	
5	12	
6	8	
7	8	
8	20	
9	12	
10	8	
11	12	
12	12	
13	8	
14	8	
15	12	
16	20	
17	20	
maximum	**200**	

Evaluation list
of submitted YES Club Social Business Canvas applications

Applicant name	Country	Project name	Rank	TOTAL points	1. Is the addressed problem of a social nature and to what extent does it treat the social problem of the country:	2. To what extent the required resources are clearly stated and specified.	3. To what extent is the social impact clearly described and specified, direct as well as indirect?	4. The extent to which the product or service seems likely to solve the described social problem?	5. To what extent is the service or product prototype feasible and sustainable?	6. To what extent are clients clearly specified and defined?	7. To what extent are beneficiaries clearly specified and defined?	8. To what extent is the value of social business realistic?	9. To what extent is the value of social business clearly defined and explained	10. To what extent does the applicant demonstrate awareness of the need to involve key partners?	11. The applicant clearly has an elaborate plan of activities that seems feasible and is in line with solving a social problem	12. The applicant has a clearly developed plan and methods of checking the social impact of the business he/she is developing?	13. The applicant has a team building plan with clearly defined responsibilities and roles	14. The applicant has a developed communication plan towards customers, clients and the public	15. The applicant has a clear and feasible financial plan for all stages of the development of business	16. The applicant has a clear overall plan on how to invest capital in business development	17. The applicant has a clear detailed plan of costs and investments both for the first and for the first three years of business development	Comments
maximum points for criteria					8	8	12	12	12	8	8	20	12	8	12	12	8	8	12	20	20	
Santo Astorino	Spain	NeedsUp - A social time bank	1	147	6	6	9	9	6	6	4	10	9	6	9	9	8	6	9	15	20	
Ruth Gualda	France	Green health	2	142	6	8	6	6	6	8	8	15	6	4	9	6	8	4	12	10	20	
Hanh Nguyen	Vietnam	TAM CHAY	3	137	6	6	9	9	6	8	8	15	6	6	9	4	6	6	9	9	15	
Blanca Baeyens	Spain	ReciCycle	4	116	4	4	9	6	6	4	4	10	6	6	12	9	6	4	6	5	15	
Marina Massouf	France	M. PAINTING	5	88	6	6	6	3	6	8	8	10	3	6	6	0	6	4	0	10	0	
Roselen Charles	France	ROSI MATINIK local vegetable	6	85	4	4	6	6	3	8	8	5	3	6	6	0	2	4	0	10	10	
Clara Badenes Torres	Spain	Tutoring 4 Meals	7	70	6	6	6	3	3	6	6	5	6	2	3	3	2	2	6	5	0	
Linh Trần Diệu	Vietnam	TIMH - Tradition in my heart	8	64	4	6	6	6	3	2	2	5	6	2	3	3	3	4	6	3	0	
Careli Vivas	Argentina	Bio Cueros ARG	9	43	4	2	3	3	3	4	0	5	3	2	3	0	4	2	0	5	0	
Thị Kim Chung Bùi	Vietnam	CBT in Nghe An	10	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Moringa Vida	Argentina	Moringa Vida	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Submitted in Spanish
Despina Kouts	Greece	Virtual School	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	The applicant submitted socially innovation project instead of Social Business Canvas
Motivation ForLife	Greece	Vintage for all	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Application is not submitted in required application form and therefore it was not possible to evaluate it according the evaluation criteria