Aaron L. Levitt Social Entrepreneurship Challenge

Workshop 2: Developing and Organizing A Viable Business Model

Saturday Morning
January 25, 2014
Midwest Center for Nonprofit Leadership
Henry W. Bloch School of Management
University of Missouri – Kansas City

Session Agenda

A) Welcome, Introductions, and Overview of Session

B) Group Exercise

C) The Role of the Business Model in Social Venture Development
   1) What is a “Viable Business Model?”
   2) Stages of Venture Development and Viability Assessment

D) What’s Your Venture?
   1) Each participant/team will provide a one- to two-minute explanation (your “elevator speech?”) of your highest potential venture or program idea and explain the central “social value proposition.”

E) The Core: A Strategy That Adds Value
   1) Key Components of a Well-Developed Program Design
   2) Detailed Idea Sketch

F) Central to Success: A Viable Business Model
   1) Market
   2) Money
   3) Management

G) Taking A Quick Look: The Quick Market Test and Scorecard

H) Next Steps

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