

Using market mechanisms to solve social challenges



social
business
creation

www.socialbusinesscreation.hec.ca

Company name

Version (date completed)

Business description

1. What is the nature of your social enterprise?

(Ref: Section 1 of Social Business Module)

Explain briefly

Social Bricoleur

Constructionist

Social Engineer

2. State your enterprise's mission

(Ref: Section 3 of Social Business Module)

3. What is its mission orientation?

(Ref: Section 1 of Social Business Module)

Explain briefly

Mission-centric social enterprise

Mission-related social enterprise

Mission-unrelated social enterprise

4. What is the nature of your current opportunity?

(Ref: Section 3 of Social Business Module)

Explain briefly

Vision-oriented

Crisis-oriented

5. Describe your current opportunity

(Ref: Section 3 of Social Business Module)

Prevalence

Relevance

Radicalness

Urgency

Accessibility

7. Social enterprises are change agents. What change does your enterprise focus on?
(Ref: Section 2 of Social Business Module)

Support from stakeholders

Stakeholder analysis form

Checklist of materials to be submitted as proof of social support (all must be dated no earlier than May 2016).
Supporters must be identifiable.

Stakeholder analysis

Hand signature or e-signature with an endorsement statement

Audio or video record of endorsement

Social media (quantity of "like", "follower", "share", "tweet", etc.)

Report from petition platforms (e.g., www.change.org)

Others

Please post your stakeholder analysis as well as social support proof to a cloud-based storage (e.g. Google Drive, Microsoft OneDrive, Dropbox, etc.) and enter in the box instructions on how to retrieve the materials.