



# FROM SOCIAL IDEA TO SUCCESSFUL BUSINESS MODEL

## Pact Ukraine Business Model Validation Workshop

### WHAT IS SOCIAL ENTERPRISE?

A new space for innovative, lasting social impact is emerging and growing in popularity in Ukraine and around the world. Social enterprise combines social and environmental benefits with financial sustainability, aligning market forces with forces for good. Both socially motivated non-profit organizations and market driven corporations are recognizing the opportunity for maximized social and financial returns in new social enterprise models.

The growth of this “fourth sector” presents an exciting opportunity, and Pact Ukraine’s Business Model Validation Workshop can help you and your organization to get involved or grow your own enterprises.

### WANT TO GET INVOLVED BUT DON’T KNOW WHERE TO START?

Pact Ukraine’s signature Business Model Validation workshop takes early-stage entrepreneurs on a learning journey, helping them advance their start-up and idea stage social enterprises. Through skills-based trainings, mentoring sessions with subject matter experts, and connections to impact investors. The workshop scopes what it takes to become market ready, provides a safe space to test concepts and assumptions with customers, and delivers feedback and tools so that entrepreneurs walk away empowered, ready to pilot their enterprises, and start creating meaningful impact.

### Who is it for?

- Do you work in the non-profit space?
- Do you long for work in the social impact space but aren’t sure how to get involved?
- Do you/ your organization want to create lasting social impact, but you’re not sure how?
- Do you / your organization have an idea for a business or a concept for creating social impact, but it’s not fully baked?
- Do you want to learn more about how you can use business for social good?

### Topics include:

- Foundational concepts
- Lean canvas scoping
- Customer discovery
- Financial basics
- Guide to funding and investments
- Creating key performance indicators
- Mentor sessions with subject matter experts

If you answered yes to any question above, the BMV Workshop would be a great fit for you!

Customizable for groups or individuals, three to five day workshops.







For more information on duration, details and inclusions, contact:

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