



revenue stream idea generation

Draw a spider-gram. Use blue-sky thinking and develop some potential ideas regarding revenue streams. Keep in mind the assets you/your organisation possesses — both physical and human. This activity is to get you thinking big about money making ventures!



delivery budget

Drawing on information from the sixth lesson, Money Matters, make a rough budget of the costs of delivering your services. Try to include organisational time such as time spent in designing, organising, or delivering the services. Your margins need to be large enough to cover your costs and time. If margins are too tight then you won't be able to generate a financial surplus. You can find more detailed budget templates online if you really want to get into the nitty gritty!

budget item	budgeted amount	actual spent	% of total budget



sales practice

Have a shot at selling your product or services to a friend. Take a holistic approach — make sure to describe what the product or service is, and then detail a few benefits of being involved or using the product. Remember to sell the social enterprise aspect too, highlighting that the product or service will help to sustain the work of your social mission. It might at first be odd selling to friends and family but it can be a good way to practise and grow more confidence. Below, note down some reflections on the pitch.

