



## 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!





## 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.



what went  
well?



areas of  
improvement