

Your Social Enterprise

What are your organization's strengths?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your ideas for a social enterprise?

- 1.
- 2.
- 3.

Choose your favorite idea.

What's your vision for your social enterprises? And how does it directly help your nonprofit?

Who are you selling to? (age, job, buying habits, city — name 3 specific buyer types)

Revenue Check

How much do you need from this idea? \$

How much can you charge for this idea? \$

How many customers do you need?

Customers needed = Funding target ÷ Price

= \$ _____ ÷ \$ _____ = _____ customers (round up)

Is that number realistic? Yes/Maybe/No

Quick feasibility checklist (Yes/Maybe/No):

Do you have the skills on staff?

Do you already know people who will buy this?

Do you need special equipment or supplies and are they available?

Do you have the space?

Will this live inside the nonprofit or as a separate business? (Inside / Separate / Unsure)

What you need to make each sale (one line each)

Who do I talk to (role): _____

Where to find them: _____

What they need to hear/see to pay (one message):

What steps do you need to take to get to a minimum viable product? Who will own completing those steps?

One-sentence decision summary

If this idea works, what will you say? (mission + offer + target)

Send us a photo of your worksheet for a free copy of the Designed For Joy Social Impact Playbook.

Email: maggie@designedforjoy.com

Resources:

[Purchase the Designed For Joy Playbook & Workbook](#)

[Social Enterprise Alliance](#)

[B Corp](#)

[People Planet First](#)

[Social Enterprise Accelerator North Carolina](#)

For Local Resources (not just for B Corps):

[B Local Triangle](#)

[B Local Asheville + WNC](#)

[Charlotte B Corp Collective](#)

Scan for this Worksheet and Direct Links to Resources



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Restoring Hope. Empowering Women.