IO3 – Training package for social and green NGO leadership

Modul 5: Testing and prototyping the NGO idea

Prepared by UPB

NGEnvironment

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

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Learning Outcomes

The aim of this module 5 is to test and prototye the NGO idea. It highlights the importance of distinguished competences to test and prototype NGO idea.
The learning outcomes can be defined as follows:

❖ Learn what is important by founding an NGO

❖ The Business Model Canvas: overview, repetition and practical relevance

❖ Learning skills to test and prototype the NGO idea

❖Examples for running a NGO

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Agenda

Unit 1: What is important to found an own NGO

1.1 What are Business Models?
1.2 Business Model Canvas
1.3 Business Model Canvas and NGO

Unit 2: Running your own NGO idea

2.1 Example for running your own NGO Idea

2.2 What is your NGO idea?

2.3 Closer look: What is important for founding your NGO

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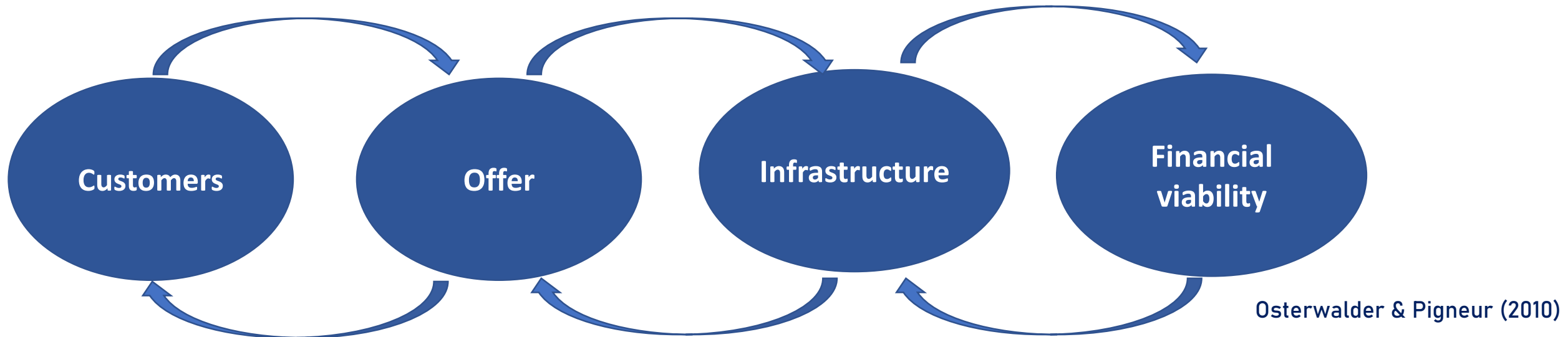Module 5

1.1 What are Business Models?

It "describes the rationale of <u>how</u> an organisation creates, delivers and captures value" (Osterwalder & Pigneur, 2010, p.14)

by articulating

"the logic, the data and other evidence that support a value proposition of the customer, and a viable structure of revenues and costs for the enterprise delivering that value" (Teece, 2010, p.173)

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1.2 Business Model Canvas

In order to facilitate the development or improvement of business structures, proposed the Business Model Canvas as a simple business framework that structures the 9 main blocks of a business model, covering the following areas:

Customers

Offer

Infrastructure

Financial viability

Osterwalder & Pigneur (2010)

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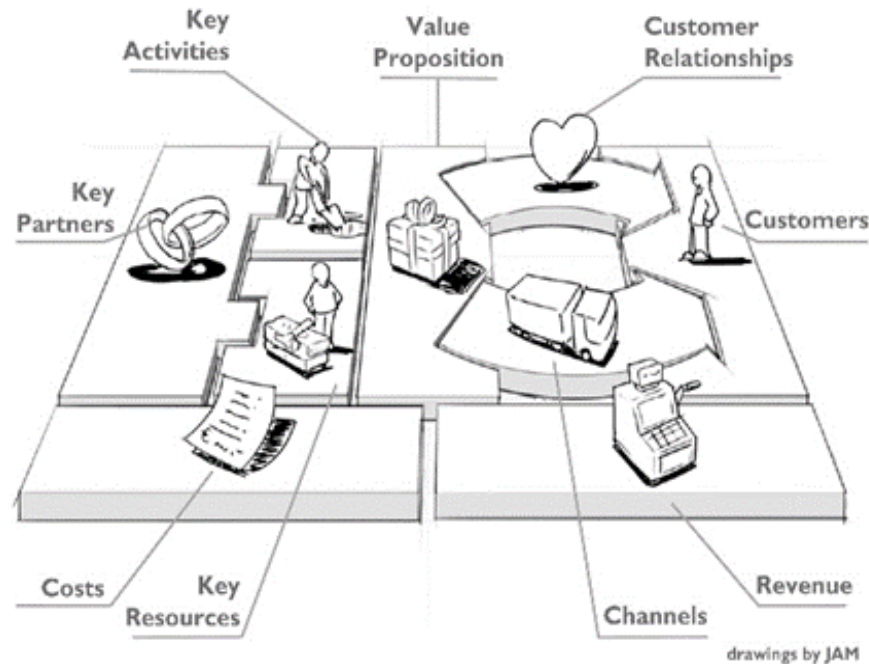Module 5

1.3 Business Model Canvas and NGO

The Business Model Canvas can also be applied in NGOs, non-profit organisations, charities and for-profit social ventures.

The only main difference is the focus of the enterprise, because many social enterprises don't focus only in profitable activities, but also in social and environmental issues.
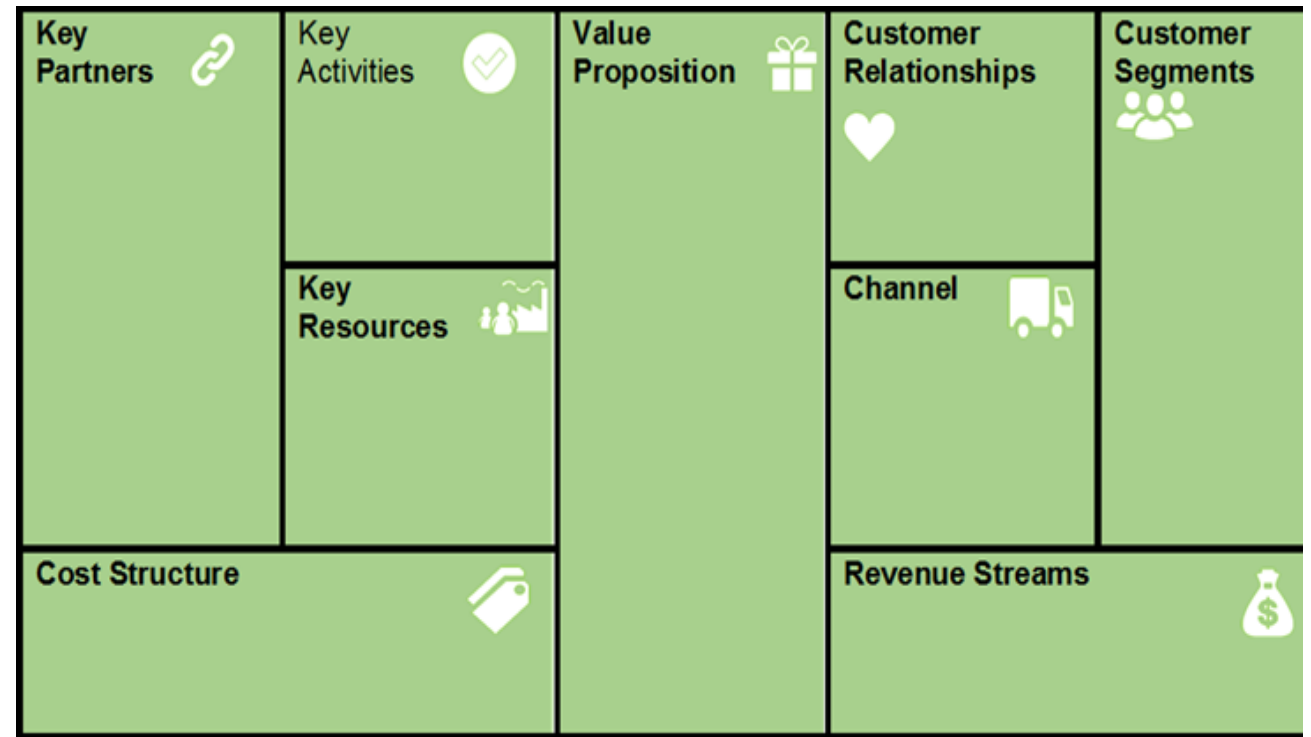
Qastharin & Liu (2014)

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1.3 Business Model Canvas and NGO

What are the components of the Business Model Canvas?

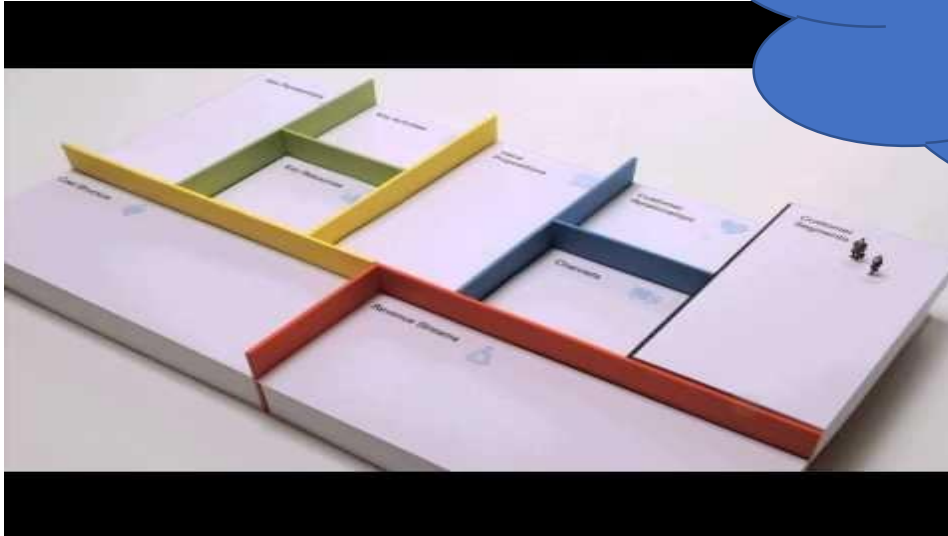Business Model Canvas. Adapted by Osterwalder
& Pigneur (2010)

Business Model Canvas. Adapted by Osterwalder & Pigneur
(2010)

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1.3 Business Model Canvas and NGO

Task

TASK!
Please watch the video and take notes. Please use the following Business Model Canvas template (next slide).
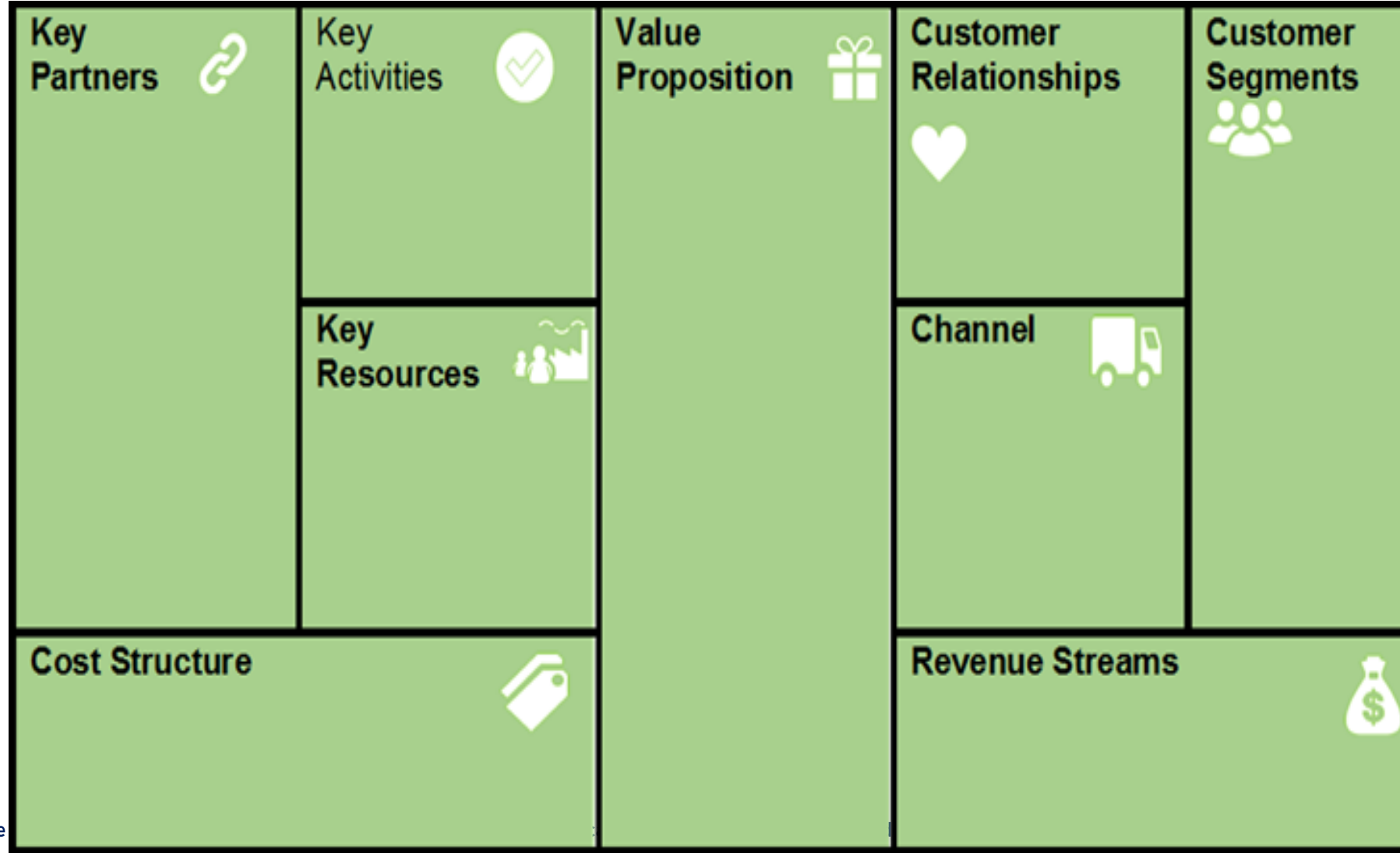
https://www.youtube.com/watch?v=QoAOzMTLP5s

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1.3 Business Model Canvas and NGO

Please use this Business Model Canvas template

Task

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		**Channel**	

Cost Structure

Revenue Streams

Business Model Canvas. Adapted by Osterwalder & Pigneur (2010)

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1.3 Business Model Canvas and NGO

Summary of the main parts of the Business Model Canvas

Revenue streams → How an organisation **create several revenue streams** to generate **cash flow in a continuous way**

Key resources → The essential resources to **create value for customers**

Key activities → **The essential activities and actions** that an enterprise must do to **make their business running.**

Key partnerships → **The network of partners and suppliers** that optimise and improve the business model

Cost structure → All the costs associated to **the operationalisation** of the business model.

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2.1 Example for running your own NGO Idea

2.2 What is your NGO idea?

2.3 Closer look: What is important for founding your NGO

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Unit 2: Running your own NGO

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2.1 Example for running your own NGO Idea

Protect the turtles

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2.1 Example for running your own NGO Idea

Protect the turtles

Plastic waste in the sea:
oceans threaten to suffocate from plastic waste

Help needed:

injured turtle and egg laying

Development of a turtle care
station with medical supplies

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2.2 What is your NGO idea?

Task

TASK!
Please describe your NGO idea and create a name for your NGO!

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2.2 What is your NGO idea?

Task

What are your going to do?

**TASK!
Please describe your NGO idea and create a name for your NGO!**

Who will be adressed?

- Who is your typical customer?
- Describe where your typical customers are based

Please create a company name!

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2.3 Closer look:
What is important for founding your NGO

(1) Executive Summary about your mission, your vision, your puropse

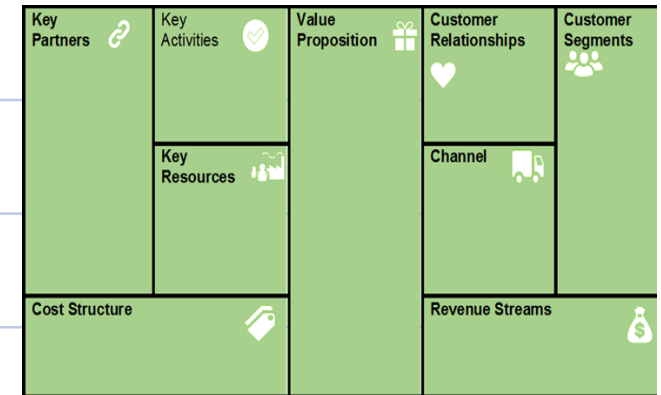(2) Key partners

(3) Key activities

(4) Key resources

(5) Value propositions

(6) Channels

(7) Customer segments

(8) Cost structure

(9) Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channel	
Cost Structure			Revenue Streams	

Parts from Canvas Model: Link:
https://www.bing.com/search?q=canvas+model+english&qs=
n&form=QBRE&sp=-1&ghc=2&pq=canvas+model+en&sc=3-
15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09

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2.3 Closer look:
What is important for founding your NGO

(1) Executive Summary:

We want to protect turtles in Bali, Indonesia. (etc.)

(2) Key partners: veterinarians, volunteers, ecologists, etc.,

(3) Key activities: collect donations, clean beach, dissemination, care for the turtles

(4) Key resources: Donates and volunteers

(5) Value propositions: Help the turtles

(6) Channels:

(7) Customer segments:

(8) Cost structure:

(9) Revenue Streams:

Parts from Canvas Model: Link:
https://www.bing.com/search?q=canvas+model+engli
sh&qs=n&form=QBRE&sp=-
1&ghc=2&pq=canvas+model+en&sc=3-
15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09

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2.3 Closer look:
What is important for founding your NGO

Task

TASK!
Think of your NGO idea!
Please use this Business Model Canvas
template to fill in the blanks!
Please present your NGO idea to the group!

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2.3 Closer look:
What is important for founding your NGO

Task

(1) Executive Summary

(2) Key partners

(3) Key activities

(4) Key resources

(5) Value propositions

(6) Channels

(7) Customer segments

(8) Cost structure

(9) Revenue Streams

TASK!

Think of your NGO idea!

Please use this Business Model Canvas template to fill in the blanks!

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2.3 Closer look:
What is important for founding your NGO

Task

(1) Executive
Summary

(2) Key partners

(3) Key activities

(4) Key resources

(5) Value propositions

(6) Channels

(7) Customer segments

(8) Cost structure

(9) Revenue Streams

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2.2 Closer look:
What is important for founding your NGO

Task

TASK!

Please present your Business
Plan!

Thank you very much for your attention!

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Sources

❖ Canvas Model (Online 30.01.2020); Link:https://www.bing.com/search?q=canvas+model+english&qs=n&form=QBRE&sp=-1&ghc=2&pq=canvas+model+en&sc=3-15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09

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❖ Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Games Changers and Challengers.* USA: John Wiley & Sons

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❖ https://www.youtube.com/watch?v=QoAOzMTLP5s