



***IO2 - Induction to Pedagogy for NGO staff***  
***Module 5 – The NGEnvironment Immersion Programme***

**Module 5 Evaluation Assessment**

The Assessment is available on H5P in the following link:

<https://vanessagomes.h5p.com/content/1290928623683892287>

**1. A business model is...**

- a) A holistic framework for finding a systematic way to unlock long-term value for an organisation while delivering value to customers and capturing value **(correct answer)**
- b) A limited framework to understand, design, and test your business assumptions in the marketplace
- c) All the above

**2. In the third-party funded business model...**

- a) The objective is to minimise the negative social and environmental impacts, and maximise the positive
- b) **Products and services are paid from a third party that request to an enterprise to fulfil a mission, which may be of a social, ecological or public service nature (Correct answer)**
- c) All the above

**3. What is a value proposition?**

- a) Is the aggregation, or bundle of benefits that a company offers to customers
- b) Aims to give customers a clear, concise and transparent idea of how a business may be relevant to them
- c) All the above (correct answer)**



#### 4. The value proposition canvas...

Insert youtube video: <https://www.youtube.com/watch?v=ReM1ugmVfP0>

- a) helps you to understand what your customers want and to create products and/or services that match their needs
- b) has two different dimensions: in the customer profile, you describe your customer understanding. In the value map, you describe how you're going to create value for your customer
- c) All the above (correct answer)**

#### 5. Why Charity:water is one of the most known and trustable non-profits in the world?

Insert video: <https://www.youtube.com/watch?v=rphhfy4qCfc>

- a) Due to the organisation's 100% donation model (correct answer)**
- b) Because it brings clean water to developed countries
- c) All the above

#### 6. What is the first step for the development of a business idea?

- a) idea and scenario deliberation and assessment
- b) idea exploration, identification and assessment (correct answer)**
- c) Go/Non-Go Decision

#### 7. What are the uncertainties that social and green entrepreneurs face?

- a) Work in uncharted environments that generate uncertainty
- b) Unpredictable competitive responses
- c) All the above (correct answer)**



## 8. The business plan...

a) aims to describe and communicate a for-profit or non-profit project, and how it can be implemented, either inside or outside an organisation

b) Includes 5 main steps: research, strategy, calculation, draft, revise and proofread

c) All the above (correct answer)

## 9. What is a business pitch?

a) is a presentation of your business to an investor or group of investors through several communication channels, such as a conversation, a letter or e-mail. The main goal of a business pitch is to get the necessary funding for your business plan

b) Is your verbal business card. It's the first thing that your customers or future investors will hear from your business

c) All the above (correct answer)

## 10. The elevator pitch...

a) is a brief presentation where you resume your product, idea or organisation in a short period of time (correct answer)

b) Should have a maximum duration of 10 minutes

c) All the above