



Co-funded by the  
Erasmus+ Programme  
of the European Union

# 102 – Induction to Pedagogy for NGO staff

## Module 5 –

## The NGEEnvironment Immersion Programme

## Part 4: Creation of own entrepreneurship ideas

Prepared by  
Rightchallenge



NGEEnvironment

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

ERASMUS+ Programme – Strategic Partnership  
Agreement No.  
2018-1-DE02-KA204-005014



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# Agenda

## 4. Creation of own entrepreneurship ideas

### 4.1 How to do it

### 4.2 Entrepreneurship ideas for social and green entrepreneurs



# Learning Outcomes of Module 5

- ❖ Recognise the importance of Business models and value propositions
- ❖ Be able to reflect on their own resilience and its value in starting a business
- ❖ Understand the chances of being an entrepreneur with an own NGO
- ❖ Be able to develop a structured business plan
- ❖ Be able to pitch for approval of a business idea



# Overview on Module 5: The NGEnvironment Immersion Programme

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
<b>The NGEnvironment Immersion Programme</b>	<ul style="list-style-type: none"> <li>• Understand the characteristics and structure of a Business Model</li> <li>• Understand the importance of the value proposition for NGOs and non-profits</li> <li>• Understand the development process of an NGO</li> <li>• Understand the entrepreneurial process to develop a sustainable business</li> </ul>	<ul style="list-style-type: none"> <li>• Business Models</li> <li>• Value Proposition</li> <li>• Case studies NGOs development</li> <li>• Creation of own entrepreneurship ideas</li> <li>• Opportunity recognition and selection</li> <li>• Business plan</li> <li>• Pitching business ideas</li> </ul>

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



## 4. Creation of own entrepreneurship ideas

Before creating your entrepreneurship ideas, you should do a self-evaluation and ask yourself: “why do I want to start a business?”. Then, you should ask yourself some important questions to figure it out what kind of business you should start:

- ❖ What skills do I have?
- ❖ Where does my passion lie on?
- ❖ What is my area of expertise?
- ❖ How much capital do I need?
- ❖ Am I ready to be an entrepreneur?

Source: McCreary (n.d.)



# 4. Creation of own entrepreneurship ideas

## 4.1 How to do it

“An important aspect of successful business development is to **follow a process of how you will assess a business idea or concept**, decide whether to move forward with the project and build a business, if it is decided to move forward. “(Hofstrand, 2009, p.1)

**STEP 1:**  
Initial idea  
exploration,  
identification and  
assessment

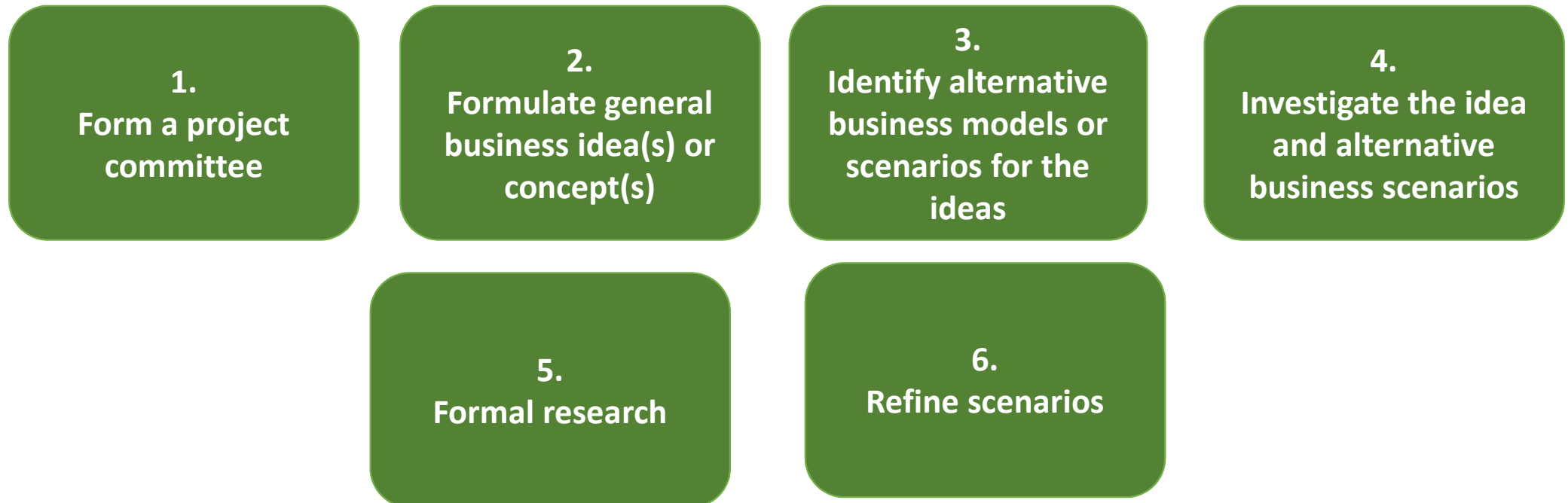
**STEP 2:**  
Idea/concept and  
scenario/model  
deliberation and  
assessment

**STEP 3:**  
Go/Non-Go Decision



# 4. Creation of own entrepreneurship ideas

## Step 1: Initial idea, exploration, identification and assessment



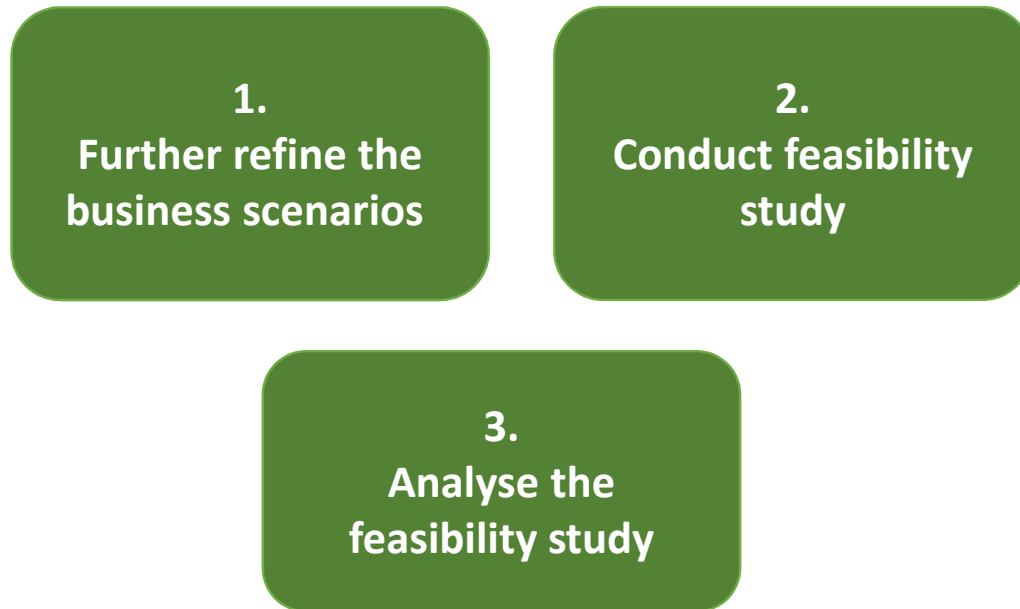
Source (Hofstrand, 2009)

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# 4. Creation of own entrepreneurship ideas

## Step 2: Idea and scenario deliberation and assessment



Source: (Hofstrand, 2009)



Source: *Unsplash*





# 4. Creation of own entrepreneurship ideas

## Step 3: Go/Non-Go decision

**This step involves  
to decide if...**

The project is viable and move forward with it  
It's necessary to do more research or analyse  
additional alternatives

Source (Hofstrand, 2009)



Source: *Pexels*



## 4.2 Entrepreneurship ideas for social and green entrepreneurs

### 1. Choose a social issue

Most of social entrepreneurs are passionate about some particular issues. Despite that, the social issue that you decide to tackle must be important to many others.

### 2. Domain knowledge and research your issue

If you want to tackle a business area that you don't already have strong knowledge, it's important to do a lot of research on the area and the market.

### 3. Get a global viewpoint

Find out who are the relevant innovators related to your area. But it's also important to look beyond your industry, because value parallels can be drawn, and trends understood from social businesses to other sectors.



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Thank you very much for your attention!

Prepared by  
Rightchallenge

ERASMUS+ Programme – Strategic Partnership  
Agreement No.  
2018-1-DE02-KA204-005014



NGEnvironment

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

**Websites:**

<http://www.ngenvironment-project.eu/>  
<http://ngenvironment.eduproject.eu/>

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# Sources

- Hofstrand, D. (2009). Idea Assessment and Business Development Process. Ag Decision Maker. Iowa, USA: Iowa State University Extension and Outreach, Department of Economics
- McCreary, M. (n.d.). The Complete, 12-Step Guide to Starting a Business. Website. Retrieved from:  
<https://www.entrepreneur.com/article/297899>

