

NGEnvironment Lesson Plan for
IO3 – Training package for social and green NGO leadership

Modul 5: Testing and prototyping the NGO idea
University of Paderborn, Jennifer Schneider

The aim of this module 5 is to test and prototype the NGO idea. It highlights the importance of distinguished competences to test and prototype NGO idea.

Learning Outcomes: On completion of this workshop, the trainers (learners) will be able to:
 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

| Content and Instruction Method | Timing (minutes) | Materials / Equipment Required | Assessment / Evaluation |
|---|------------------|---|-----------------------------|
| <u>Workshop Opening</u> <u>Trainer Introduction</u> <ul style="list-style-type: none"> • Starting the workshop: The Trainer introduces himself/herself to learners and explains them the learning outcome of the module 5 | <u>5 minutes</u> | <ul style="list-style-type: none"> • Laptop; • Projector; • Flipchart; • PowerPoint, slides; Note-taking materials for learners. | Learners should take notes. |



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| <p><i>Part 1- What is important to found an own NGO</i></p> <p><u>Trainer presentation:</u></p> <ul style="list-style-type: none"> • The trainer shows the learners the Agenda of the module and the learning chapters <ol style="list-style-type: none"> 1) Unit 1: What is important to found an own NGO 2) Unit 2: Running your own NGO idea | <p><u>15 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • Projector; • PowerPoint, slides; • Note-taking materials for learners. | <p>Learners should take notes.</p> |
| <p><u>Trainer presentation:</u></p> <p>Trainer explains the concept and structure of business models:</p> <ol style="list-style-type: none"> 1) What are Business Models? 2) Business Modell Canvas 3) Business Model Canvas and NGO | <p><u>30 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • Projector; • PowerPoint, slides; <p>Note-taking materials for learners.</p> | <p>Learners should take notes and have the opportunity to ask questions</p> |

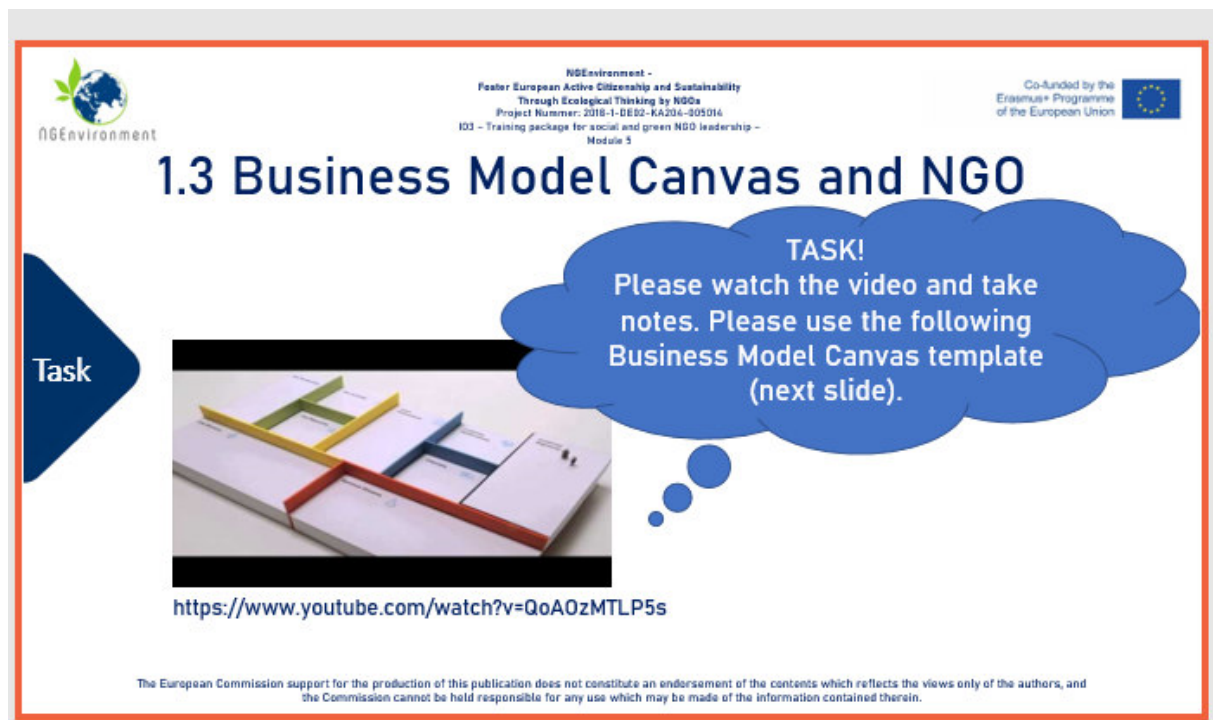


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| <p><u>Group tasks, discussions and reflections</u> Timeslot for questions and discussions around “Business Models”</p> | <p><u>10 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • Projector; • PowerPoint, slides; <p>Note-taking materials for learners.</p> | <p>Learners should take notes and have the opportunity to ask questions</p> |
| <p><u>Group tasks, discussions and reflections</u></p> <ul style="list-style-type: none"> • Trainer moderates the tasks which the group try to solve in single and group work • Learner watch the video and take notes: use of Business Model Canvas template • Results shown in the course | <p><u>15 to 25 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • Projector; • PowerPoint, slides; <p>Note-taking materials for learners.</p> | <p>Learners solve the tasks on paper or directly on laptop/ iPad as self-assessment task All learners should take notes.</p> |
| <p><u>Trainer presentation</u></p> <ul style="list-style-type: none"> • Ongoing with Business Model Canvas and NGO • Summary of the main parts | <p><u>15 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • Projector; • PowerPoint, slides; <p>Note-taking materials for learners.</p> | <p>Learners should take notes.</p> |




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| <p><u>Group reflection and discussion</u></p> <p><u>Task</u></p> <ul style="list-style-type: none"> • The trainer explains the task 1) Learner use the Business Model Canvas template to solve the task 2) Learner have to think about his/her own NGO and what is important for founding the business! 3) learner brainstorms 4) learner works in group 5) learner writes down his results for a discussion <p>Trainer finishes the module with a warm goodbye</p> | <p align="center"><u>15 to 25 minutes</u></p> | <ul style="list-style-type: none"> • Laptop; • projector • Pens and note-taking material for learners; | <p>Learners solve the tasks on paper or directly on laptop/ iPad as self-assessment task All learners should take notes.</p> |
|--|---|---|--|

ANNEX 1: “TESTING AND PROTOTYPING THE NGO IDEA MODULE 5”



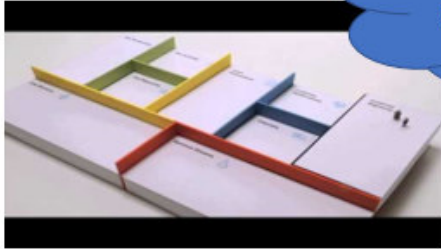
NGEnvironment -
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Module 5

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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=QoA0zMTLP5s>

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Please, enter your answers here:

1) Please take some notes:



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1.3 Business Model Canvas and NGO

Task

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

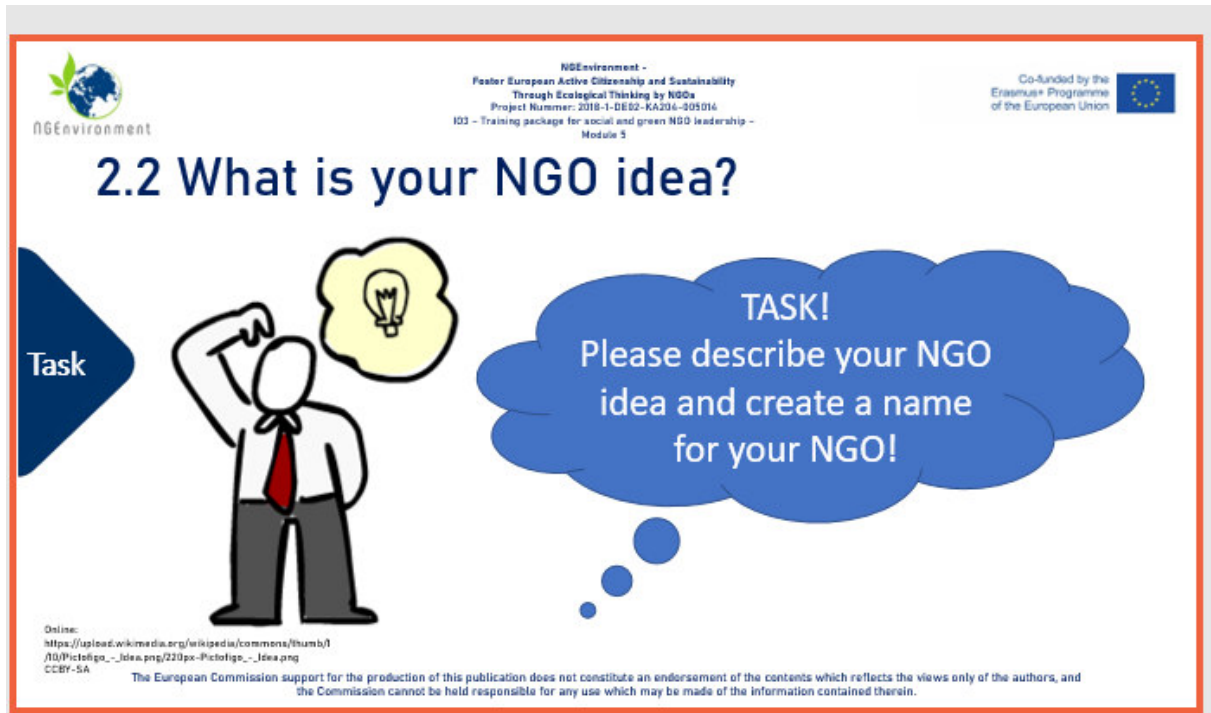
Please use this
 Business Model
 Canvas template

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Business Model Canvas. Adapted by Osterwalder & Pigneur (2010) of the authors, and

Please, enter your answers here:

1) Please use the Business Model Canvas to take some notes:



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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!

Online:
https://upload.wikimedia.org/wikipedia/commons/thumb/1/10/Pictofgo_-_idea.png/220px-Pictofgo_-_idea.png
CC BY-SA

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Please, enter your answers here:

1) Please describe your NGO idea and create a company name:



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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 | |

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Please, enter your answers here:

- 1) Think of your NGO idea! Please use the Business Modell Canvas template to fill in the blanks! Please present your NGO ideas to your group/ partners!**