

I03 – Training package for social and green NGO leadership

Modul 5:

Part 2: Testing and prototyping the NGO idea

Prepared by UPB



NGEnvironment

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

Erasmus+ Programme - Strategic Partnership
AGREEMENT N°:
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Learning Outcomes

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 ideas.

The learning outcomes can be defined as following ones:

- ❖ 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

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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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!

Online:
https://upload.wikimedia.org/wikipedia/commons/thumb/1/10/Pictofigo_-_Idea.png/220px-Pictofigo_-_Idea.png
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2.2 What is your NGO idea?

Task

What would you like to do?

Who will be addressed?

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

Please create a company name!

TASK!

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

2.3 Closer look: What is important for starting your NGO

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

(2) Key partners

(3) Key activities

(4) Key resources

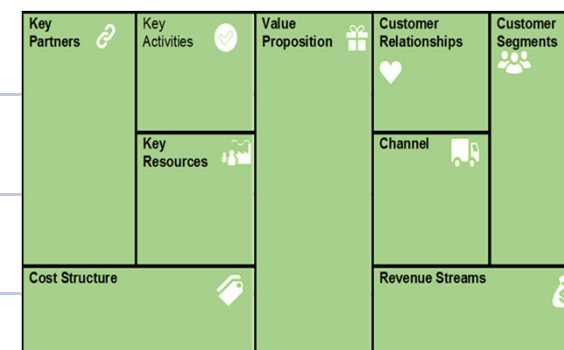
(5) Value propositions

(6) Channels

(7) Customer segments

(8) Cost structure

(9) 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>

2.3 Closer look:

What is important for starting 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+english&q&qs=n&form=QBRE&sp=-1&ghc=2&pq=canvas+model+en&sc=3-15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09>



2.3 Closer look: What is important for starting your NGO



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!

2.3 Closer look:

What is important for starting your NGO

(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!

Task



2.3 Closer look:

What is important for starting your NGO

(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



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2.2 Closer look: What is important for starting your NGO

Task

TASK!

Please, present your Business
Plan!

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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&qsn&form=QBRE&sp=-1&ghc=2&pq=canvas+model+en&sc=3-15&sk=&cvid=3287E869094C42E4B10F3A291FAEEA09>
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