

## Groupwork Guidelines

### Halfway Report

Students are expected to deliver a report of their social enterprise, focusing on the PROBLEM ANALYSIS and IMPACT GAP CANVAS (this work will be later used for the final report – GW II). It is expected to have:

- A **deep dive analysis of the chosen problem** of the social enterprise, summarized with a complete layered **problem tree**;
- A **deep analysis of existing players** – be broad and don't only look after players within the chosen geography and industry;
- A complete summary of the analysis conducted through the use of an **Impact Gap Canvas**;
- **Three** (or more) **exploratory interviews with stakeholders**, evidencing the INE aspect of the problem. This will help a lot in understanding the field, as well as with the final version of the report, to be delivered at the end of the semester.

*Other technicalities (if you are struggling with format/style decisions, we leave you some optional instructions): Submit a PDF document; Preferred reference style is APA; 5 pages max, excluding cover page, references, and annexes; Times New Roman 12; 1,5 spacing.*

### Final Report

The group work will consist of create a solid **business case** of a **pilot solution** for a social/ environmental problem based on the course main topics and frameworks.

The group work should have:

- A brief and catchy Executive Summary;
- *The contents of the half-way report (it will not be graded again)*
- A good **Theory of Change** (the final one you have chosen).
- We would expect to see a great (social) **value proposition** – clarity on how you would create such value and how you would be better than others already addressing this issue?
- We expect a complete description of the **Business Model** and **Impact model**; Use the frameworks to help you out (any of those we teach in class, like the SBMC, or even adapt it to your own needs - if you can justify it!);

- Make sure your **social enterprise is financially viable**. Where is the money to fund your work come from? Where will you spend it? Think of revenue streams and high-level costs. Think of sources of funding from the social finance class, if applicable. A very basic P&L statement is expected.
- How could you **scale** your operations and ensure revenue streams and growth? - What assumptions would have to be guaranteed? Are there **risks**? Where might you fail?
- How would you **assess your impact** (quantitatively and qualitatively)?
- Have a well thought out **End Game** – be prepared to lose your job if you are successful enough!
- Whenever you can do it, **test your assumptions** in the field – do you need the cooperation of certain stakeholders? We encourage you to go and talk to them! - whenever useful get testimonials, interviews... Entrepreneurs permanently look for “temporary workable certainties”.

*Other Technicalities (if you are struggling with format/style decisions, we leave you some instructions): Submit PDF document; Preferred reference style is APA; 10 pages max, excluding cover page, references, and annexes; Times New Roman 12; 1,5 spacing; larger pictures/diagrams/maps should be annexed.*

**Note:** the information provided in the halfway report won't be judged (or graded) in the final/full report – changes are allowed but only encouraged if they become more adequate to the new context, if applicable.

#### **General guidelines:**

- Reports should always include:
  - Table of contents / Index
  - Introduction and conclusion (excluded from the page-limit)
  - References/Bibliography.
- Don't forget to show evidence of your work – appendices are key!
  - They must be referenced in the main text, or they won't be considered. (<https://rasmussen.libanswers.com/faq/33090>)

***The use of AI is allowed (and encouraged) — ensure it is mentioned on the report and that the information is fact-checked.***