


# WELCOME

SOCIAL  
ENTERPRISE




*Earned Income  
Business Plan*

**Mid-Point Knowledge  
Sharing Session**

January 26, 2022

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# HOUSEKEEPING

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This session is being recorded  
and will be sent to you  
following today's session.

**A Few Zoom Items...**

- All participants are muted.
- Please rename yourself with your name and organization.
- Feel free to share comments and questions in the chat box.
- We'll respond to as many questions as time permits.

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# GET CONNECTED

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## Twitter

- @HartfordFdn
- @Margin\_Mission

## Hashtags

- #SocialEnterpriseAccelerator
- #EarnedIncome

## Facebook

- Hartford Foundation for Public Giving
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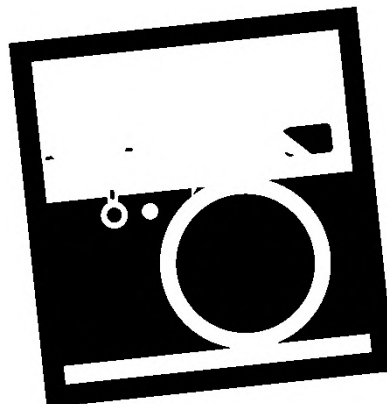


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# SAY "C-H-E-E-Z-E"

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# SUPER SIX

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HARTFORD   
FOOD SYSTEM



 **NOAH WEBSTER HOUSE &**  
WEST HARTFORD HISTORICAL SOCIETY

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# TODAY'S GOALS

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- Provide a basic understanding of the key components of each team's business plan highlights to date
- Share knowledge, learning, successes, challenges, and opportunities that have resulted from the business planning phase of the initiative
- Leverage learning between teams and more broadly to benefit others

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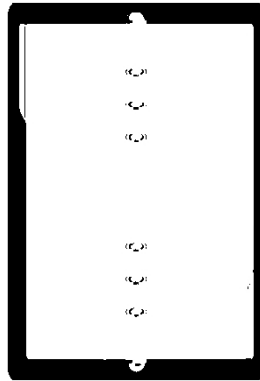


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# AGENDA

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**Wednesday, January 26<sup>th</sup>  
10:00 – 11:30am**

- Goals for session
- NPO presentations: Business Plan Highlights
- NPO Learning and sharing topics
  - Communication
  - “Aha” moments
  - Organizational changes
  - Expect the Unexpected
    - Pleasant surprise
    - Significant hurdle
  - Leveraging the opportunity
- Wrap-up

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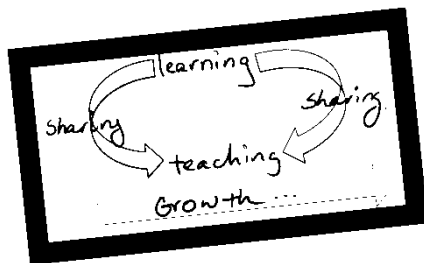


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# PROCESS

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- **Business Plan Highlights**
  - 5-7 minutes per team MAX!
- **Learning and Sharing Topics**
  - 7-8 minutes per topic
  - 1 topic at a time
  - Each team shares BRIEFLY!

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# CONSIDER

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- **Business Plan Development**
  - In progress
  - Various stages of completion
- **Learning**
  - Several similarities
  - Many differences
  - Learning curves vary

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# BIZ PLAN HIGHLIGHTS

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# LEARN & SHARE

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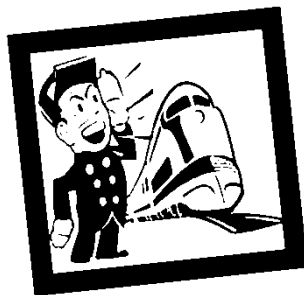


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# COMMUNICATION

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What are the 2 most notable ways your organization has *shared* your business planning work with key stakeholders?

- Clients/customers
- Board
- Staff
- Volunteers
- Donors/investors
- Media
- Others

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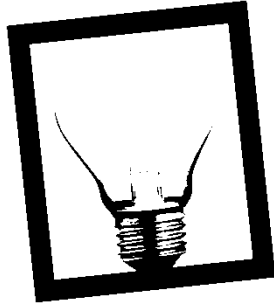


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# "AHA" MOMENTS

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- What are the 2 most notable *insights* or *realizations* your organization has had to date as part of the business planning process?

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# CHANGES

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- What are the 2 most notable *changes* your organization has experienced as a result of the business planning work to date?
  - Internal Changes
    - Culture, Operations, Marketing, Technology, Finance, Partnerships, Other
  - External Changes
    - New Partnerships / Alliances, Collaborations, Funders / Investors, Vendor Relationships, Awareness / Visibility, Other

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# THE UNEXPECTED

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- What was your single most pleasant surprise...and how have you taken advantage of it?
- What was your single most significant hurdle...and how did you overcome it?

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# OPPORTUNITY

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- What is the single most notable way your organization is *taking advantage* of this unique investment in its future?
- What is the single most notable early win your organization has had during the business planning process to date?

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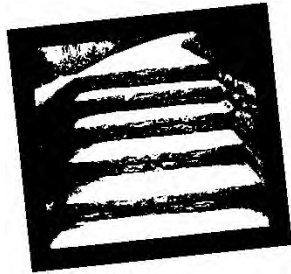
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# NEXT STEPS

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## Where do we go from here?

- **Business plan development continues**
  - Business plans complete by February 18<sup>th</sup>
- **Fast Pitch presentations**
  - March 1<sup>st</sup>
  - March 9<sup>th</sup>
- **Capital raise**
  - Begins after Fast Pitch presentations

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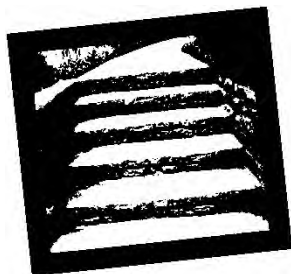


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# NEXT STEPS

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## Phase 2: Business Plan Implementation

- **14 weeks**
  - March 21, 2022 – June 30, 2022
- **Weekly team Zoom meetings**
  - 1 hour
  - Homework in between sessions
- **Focus on:**
  - Bringing business plan to life!

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# THANK YOU

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**CONGRATULATIONS** to the  
“Super Six”!

- We appreciate your hard work and participation!
- Very special thanks to the *Hartford Foundation for Public Giving and NSP team* for supporting this initiative!

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