SEVEN STEPS TO START A SOCIAL ENTERPRISE

How do Global Problem Solvers make the world a better place?

FORM A GREAT TEAM
Look for traits like creativity, entrepreneurial spirit, social consciousness, teamwork, critical thinking, and digital skills.

IDENTIFY THE PROBLEM
Research an issue you care about. Talk to people affected by it, and understand what they need.

DEVELOP A SOLUTION
Brainstorm ideas, make a design, and build a prototype.

ADD TECHNOLOGY
It’s powerful, and it can help you connect things, understand data, and reach more people, faster.

MAKE A BUSINESS PLAN
You’ll need money and resources to make your solution a reality. A solid plan will inspire others to invest in your idea.

TEST AND IMPROVE
Monitor your solution to see if it is making the impact you wanted. You may need to adapt it to different conditions or situations.

LAUNCH YOUR SOCIAL ENTERPRISE AND SPREAD THE WORD!
Measure what works and what can be improved. Then share it through your social media networks and elsewhere.

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