

# VENTURES IN SOCIAL ENTERPRISE:

A business plan for earned income

SIX WEEK PRACTICUM

WEDNESDAY MORNINGS

8 a.m. - noon

September 9 – October 14

Regis University

3333 Regis Blvd.

Denver, CO



A workshop series to support nonprofit professionals as they explore, design and – consider – an earned income venture.

## SIX WEDNESDAY MORNING WORKSHOPS WILL HELP ATTENDEES...

- » Identify an earned income project to meet funding challenges and growing program needs;
- » Explore how possibly “greening your product” may support Mayor Hickenlooper and Governor Ritter’s state sustainability Initiatives;
- » Discuss how social enterprise can support workforce development and our local economy;
- » Gain insight from local area subject experts to sharpen your idea, market, financials, funding and impact;
- » Develop an idea within the framework of business plan.

Facilitator: **NANCY FELL**

Regis University Affiliate Faculty  
Triple Bottom Line Partners, Founder  
[nancyfell@3blp.com](mailto:nancyfell@3blp.com)

Nancy has introduced and guided the development of hundreds of social enterprise concepts and partnership models throughout the world.

Information: Beth Parish – [bparish@regis.edu](mailto:bparish@regis.edu)

Fee for class: \$500 – to register please go to [www.regonline.com/socialenterprise](http://www.regonline.com/socialenterprise)



John J. Sullivan Endowed  
Chair for Free Enterprise



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## SEPTEMBER 9

### Social Enterprise, Sector Partnerships and Sustainability

Welcome remarks: **Mike Rogue**, Executive Director, Denver Office of Strategic Partnerships

**David Henninger**, Executive Director, Bayaud Enterprises

**Beth Parish**, Program Director, John J. Sullivan Endowed Chair for Free Enterprise, Regis University

Course Description, Concept Development and Triple Bottom Line Business Plan™: Developing a Map to meet Mission, Market and Margin:

**Nancy Fell**, Master of Nonprofit Management, Affiliate Faculty and Triple Bottom Line Partners, Founder

## SEPTEMBER 16

### Social Enterprise Denver: Leadership in the Field

**Dan Mondragon**, Work Options for Women

**Tamra Ryan**, Women's Bean Project

**Lynn Price**, Ashoka

- » Identifying a project to match mission, market and margin
- » Developing the key components of your product, project or service
- » Creating social and environmental impact

## SEPTEMBER 23

### Marketing Meets Social Networking = Public Relations

**Beth Parish**, Facilitator

- » Building market basics: Linda Irwin, Regis University, Affiliate Faculty
- » Social networking and social media: Rosie Branstetter, Colorado Nonprofit Technology and Communications Group
- » Pzazz! Packing a punch in public relations: Diane Mulligan, Mulligan Consulting

## SEPTEMBER 30

### The Numbers: Product Pricing, Cash Flow and UBIT

**Michael Whitehead Bust**, Foxhall Consulting

- » Startup expenses, cash forecasting, profit, COGS and (Oh no! A loss?)
- » The truth about UBIT: Unrelated Business Income Tax: risk and rewards

## OCTOBER 3

### Saturday Morning Special Facilitated Work Session

- » Regis University MBA students help Social Entrepreneurs

## OCTOBER 7

### Finance and Funding: A Capital Idea!

**Kevin Johansen**, Angel Capital Summit

**Brian Burke**, US SBA Access program

**Jeff Pryor, Ed.D.**, Executive Director, Anschutz Family Foundation

- » Alternative Funding Strategies
- » Philanthrocapitalism
- » Building a social enterprise venture fund

## OCTOBER 14

### Practicing and Presenting Your Pitch (P3)

- » Tying your plan modules together and preparing for your Board of Directors and/or funding request
- » Logo sketch for your venture provided by local area graphic artists
- » Practice your pitch with group support and feedback
- » Next step: networking for success