



school for
social
entrepreneurs

INCUBATOR PROGRAMME 2014 IRELAND

**HAVE AN IDEA FOR A
PROJECT OR BUSINESS
THAT WILL BENEFIT
YOUR COMMUNITY?
WE CAN HELP YOU MAKE
IT A REALITY.**

JOBS!



SSE Ireland's 6 month Incubator Programme offers a unique combination of personal and professional support for 25 entrepreneurial individuals with an idea for a start-up social or environmental venture.

What SSE offers:

- A learning environment that is student-led, action-oriented and relevant to growing your venture.
- Practical sessions with experienced social entrepreneurs and business people working on areas such as marketing, fundraising, business skills and planning, legal structures and communications, as well as work-life balance
- A network of fellow social entrepreneurs, from across Ireland, who are at a similar stage, to share ideas, provide encouragement and connections

- Demonstrate passion, drive and commitment to the idea/project, as well as personal integrity
- Have ownership of the idea/project and autonomy for decisionmaking
- Be available to commit to a 6-month programme and attend all Study Sessions and Action Learning Sets
- Be available for the Programme Induction – April 4th & 5th, 2014
- Commit at least 2-3 days per week (outside the Study Sessions) to working on your project

The programme involves:

- Access to tools and resources that help build your venture
- Social enterprise tours.
- Events, networking and gatherings with interesting people from all across the entrepreneurship and enterprise space.
- Opportunity to be mentored by experienced social entrepreneurs and business people

Am I eligible?

You must:

- Have an idea for a project or business with a social or environmental benefit

Our learning approach

SSE's learning process is powered by action and reflection, and is far removed from traditional educational and training programs. There are no lectures, but seasoned social entrepreneurs to question and learn from. There are no textbooks, but real life case studies. There are facilitated small group problem solving sessions (Action Learning Sets), one-on-one support, mentoring and lots of opportunities to learn from peers and business experts. SSE programs provide a unique student-centered package of support and development. We will help you develop the skills you need to grow your enterprise and give you the confidence and legitimacy to make it a success.

PROGRAMME ELEMENTS

our programme is made up of 7 two day study sessions and 5 action learning sets as per the schedule below. As appropriate, students will be matched with a mentor, with the expectation that you will meet 4 times (for approximately 1 hour) during the programme when it is mutually convenient.

1. Study Sessions

Real people telling real stories and accessing expertise.

SSE's study sessions focus on a series of themes (e.g. business planning, communications, legal issues etc.) to support you to develop the skills, clarity, confidence and networks to develop your ventures. Each study session features:

a) Eyewitnesses:

Over the course of the programme, students listen, learn, question and network with social entrepreneurs and seasoned practitioners who come to the SSE to share their experiences and offer expertise and advice. Eyewitnesses don't lecture, they engage and share their own insights on successes and failures.

b) Expert sessions:

SSE draws on our highly skilled pool of experts to share their knowledge to help students develop skills in core areas essential to the development of their ventures.

2. Action learning sets

Where insight leads to action.

Action Learning Sets are a core part of SSE's learning programme where a facilitator works with small groups of students to help them overcome stumbling blocks, dilemmas and

issues facing their ventures. Students take turns in sharing a current challenge and are supported to reflect on the issue from different perspectives.

Peers pose open questions in a non-judgemental atmosphere but do not give advice. This empowers students to become experts of their own challenge and accelerates their own learning and insight. Initially, these sets will be run by trained facilitators who will work with the group to develop their facilitation skills with the goal of the group to be self-facilitating at the completion of the programme.

3. Mentoring

Network with your mentor.

You will be matched with a mentor with skills and experience that can work with you on developing yourself as a social entrepreneur and/or areas of your venture. These mentors will be drawn from a talent pool of business executives and seasoned entrepreneurs.

Date	Format	Programme
April 4th & 5th	Study Sessions 1	Getting Started, Pitching & Telling Your Story & Introduction to Action Learning
Week of April 14th (½ day)	Action Learning Set (ALS)	First Action Learning Session (ALS) with Facilitator Day and Time to be agreed with each sub-group
April 29th & 30th (Tue & Wed)	Study Sessions 2 Enterprise Tour	Social Impact & Business Plan/ Model 'Customer/ Client' Discovery
Week of May 12th (½ day)	ALS	ALS with Facilitator Day and Time to be agreed with each sub-group
May 27th & 28th	Study Sessions 3	Relationship with Money & Money Management Attracting Investment & Fundraising
Week of June 9th (½ day)	Action Learning	ALS with Facilitator and some self facilitation Day and Time to be agreed with each sub-group
June 27th & 28th	Study Sessions 4	Legal & Governance Attracting Investment/ Fundraising & Mid-Way Evaluation
Week of July 7th (½ day)	Action Learning	ALS with Facilitator and some self facilitation Day and Time to be agreed with each sub-group
July 25th, 26th	Study Sessions 5 Enterprise Tour	Personal Leadership Personal Sustainability
Sept 9th, 10th	Study Session 6	Communications & Partnerships Six month action plan
Week of Sept 22nd (½ day)	Action Learning	ALS with Facilitator and some self facilitation Day and Time to be agreed with each sub-group
Oct 10th, 11th	Study Sessions 7	Business Model & Action Plan - Revisited Pitching, Reflections & Evaluation
Nov 6th	Graduation	Closeout & Graduation

Venue: All sessions will held in our rooms at the Fumbally Exchange (or nearby location) Dates: Sessions are held on both week-days and Saturdays. There is some flexibility to change exact dates in consultation with the group – but we will aim to fix dates 2-3 months in advance.



What qualifications do I need?

SSE does not require applicants to have any specific qualifications. We ask only that you are enthusiastic, determined and committed – driven by your cause or project as much as driving it! We are seeking people with an entrepreneurial mindset, who are committed to their mission, and who understand the community they are aiming to serve.

What are the costs involved?

The full cost of the programme is €8,000, however thanks to the generosity of the JPMorganChase Foundation and The Atlantic Philanthropies we are able to offer the programme at a highly subsidised rate as follows.

Employed €450 Unemployed €150

Payments can be staged over the programme duration and we work to ensure that financial constraints do not stop a successful applicant from participating on the programme. We ask that applicants from established organisations pay the full cost. Limited organisational bursaries are available as well as significant discounts for non-profits and public bodies. Students are required to cover the cost of their own travel, food and accommodation.

What will be expected of me?

In addition to attending the 14 face-to-face programme days, 5 Action Learning Sets and meetings with your mentor, we expect that you will work on your project at least 2 days per week. It is essential that you have dedicated time to work on your venture to put your learning into action.

You will need a good level of personal resilience. SSE's experience has shown that our students put their passion and drive behind their ventures and they need to be able to work through the challenges that may emerge throughout the learning process. You also need to be able to take on feedback from your peers within a small and large group setting.

And you need to be open to exploring how to raise at least 25% of your project's future income from business activities.

The Incubator Programme may not be for you if you:

- Want a theoretical understanding of social entrepreneurship
- Do not have approaches for financial and emotional sustainability for the period of the programme
- Have a full time job unrelated to your venture and cannot get the time off to do the programme and work on your venture
- Are not able to travel to every

study session – as attendance is compulsory (80% attendance is required to graduate)

HOW TO APPLY

Applications are now open for the Incubator Programme 2014 and close Monday March 17th at 11am, 2014. To start the application process please download an application form from our website www.sseireland.org. If you have any questions about any aspect of the programme we would love to hear from you. Please drop us a note at info@sseireland.org (including a contact number) and we will get back to you within one working day.

Early Applications Welcome

*Colman Farrell
Lynda Stopford*