

# why me?

I'VE BEEN HAVING

- OPPORTUNITIES -

SINCE I WAS BORN.

MANY OTHERS HAVEN'T.

23 Passionate Brazilian 4 years involved in Social Business, though never started my own

Family business in Agriculture

Bachelor in Marketing and final thesis in Social Business I'VE BEEN HAVING
- OPPORTUNITIES SINCE I WAS BORN.

MANY OTHERS HAVEN'T.

Program Officer at Yunus Center AIT, Thailand

Social
Innovation
course
certificated by
UPEACE (UN)

why not me?



SPREAD SOCIAL BUSINESS PRACTICES

AMONG THE RURAL COUNTRYSIDE OF BRAZIL

IN ORDER TO MINIMIZE POVERTY AND

CREATE OPPORTUNITIES

THROUGH CAPACITY BUILDING.

# social problems

THE RURAL COUNTRYSIDE IS BEING LEFT OUT.

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| POOR QUALITY OF LIFE |
| UNEMPLOYMENT OF MIGRANTS IN FARMING |
| DEPARTURE OF YOUTHS |
| LACK OF ACCESS TO SOCIAL INNOVATION PRACTICES AND KNOWLEDGE |
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# resources

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| WARM AND CREATIVE POPULATION |
| FERTILE LAND |
| LOCAL COMPANIES KEEN TO START SOCIAL PROJECTS |
| EASY ACCESS TO LOCAL GOVERNMENT |
| KNOWLEDGE AND EXPERIENCE IN SOCIAL INNOVATION |-
| LOTS OF JOY |
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# solution

LOCAL COMPANIES

LOCAL COMMUNITY

SOCIAL IMPACT HUB

Vilareja

LOCAL GOVERNMENT YOUNG CHANGEMAKERS

- 1 -

SOCIAL BUSINESS
CONSULTANCY
(SUPPORT
AND
DEVELOPMENT)

- 2 -

WORKSHOPS FOR CHANGEMAKERS

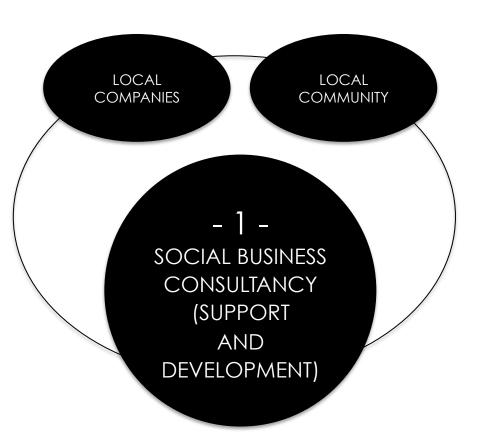
but how?
through
Capacity
Building

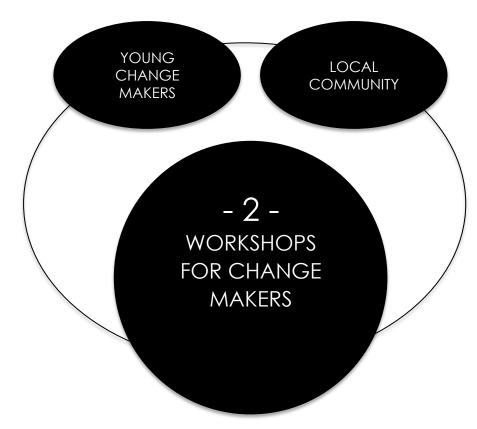
## **Corporate Social Investment**

Develop CSI instead of CSR or charity.

#### Shared Value + Co-creation

Win-win situation between companies and community, relating what makes sense to companies to what the community really needs.





# Active-learning courses based on Co-creation

Bring changemakers to the countryside in order to learn from concepts, from doing and from the community.

#### **Human Centered Design**

Promote Social Innovation through Design Thinking.

# but where? at my great grandpa's old farm

2km from the town

# what about money?

Cost Structure	Financial Sustainability					
Initial	CSI Support CSI Development					
Farm basic renovation						
Social Innovation Course train the trainer	Social Innovation Workshop					
Monthly	Research and insights					
Salaries						
Operational bills						
Daily materials						
Social Innovation Workshop						

# aggressive

Workshops on the field Farm Renovation at first year

Source of Investment:
Bootstrapping
Crowdfunding
(Investor)

# \_\_\_\_ 2 ways

# conservative

Workshops at universities Farm renovation later on

Source of Investment:
Bootstrapping

Aggressive	YEAR 1			YEAR 2			YEAR 3			YEAR 4		
	Unique cost Times per year Total			Unique cost Times per year Total			Unique cost	Times per year Total		Unique cost Times per year		Total
	Costs											
Farm renovation 1	12.000	1	12.000,00	5.000	1	5.000,00	5.000	1	5.000,00	3.000	1	3.000,00
Social Innovation course	2.000	1	2.000,00	0	1	-	0	1	-	0	1	-
Salaries	1.200	10	12.000,00	2.500	12	30.000,00	3.500	12	42.000,00	4.000	12	48.000,00
Operation	1.000	10	10.000,00	1.500	12	18.000,00	1.500	12	18.000,00	1.500	12	18.000,00
Social Innovation Workshop	500	14	7.000,00	400	12	4.800,00	400	16	6.400,00	400	16	6.400,00
Total Cost			43.000,00			57.800,00			71.400,00			75.400,00
	Revenue											
CSI Support	2000	3	6.000,00	3000	3	9.000,00	3000	4	12.000,00	4000	5	20.000,00
CSI Development	5000	1	5.000,00	5000	4	20.000,00	5000	6	30.000,00	5000	6	30.000,00
Social Innovation Workshop	1500	14	21.000,00	2000	12	24.000,00	2200	12	26.400,00	2200	16	35.200,00
Research and Insights	2000	0	_	2000	2	4.000,00	2000	4	8.000,00	2000	6	12.000,00
Total Revenue			32.000,00			57.000,00			76.400,00			97.200,00
Net Profit			-11.000,00			-800,00			5.000,00			21.800,00

2017 Initial investment: 43.000 2018

2019 Break Even 2020 Start Pay Back

Conservative	YEAR 1			YEAR 2			YEAR 3			YEAR 4		
	Unique cost	Times per year	Total	Unique cost	Times per year	Total	Unique cost		Total	Unique cost	Times per year	Total
	Costs											
Farm renovation 1	0	1	-	10.000	1	10.000,00	8.000	1	8.000,00	8.000	1	8.000,00
Social Innovation course	2.000	1	2.000,00	0	1	-	0	1	-	0	1	-
Salaries	1.000	10	10.000,00	2.000	12	24.000,00	3.500	12	42.000,00	4.000	12	48.000,00
Operation	700	10	7.000,00	1.000	12	12.000,00	1.500	12	18.000,00	1.500	12	18.000,00
Social Innovation Workshop	300	14	4.200,00	400	12	4.800,00	400	16	6.400 <u>,</u> 00	400	16	6.400,00
Total Cost			23.200,00			50.800,00			74.400,00			80.400,00
	Revenue											
CSI Support	3000	2	6.000,00	3000	3	9.000,00	3000	4	12.000,00	4000	5	20.000,00
CSI Development	5000	1	5.000,00	5000	3	15.000,00	5000	6	30.000,00	5000	6	30.000,00
Social Innovation Workshop	900	14	12.600,00	2000	12	24.000,00	2200	12	26.400,00	2200	14	30.800,00
Research and Insights	2000	0	-	2000	2	4.000,00	2000	4	8.000,00	2000	6	12.000,00
Total Revenue			23.600,00			52.000,00			76.400,00			92.800,00
Net Profit			400,00			1.200,00			2.000,00			12.400,00

2017

2018

2019

2020

Initial investment: 23.200

Start Pay Back

# Does it mean we are successful? Only if we create real IMPACT.

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| LIFE QUALITY GETTING BETTER |
| YOUTHS WANTING TO START THEIR
OWN SOCIAL VENTURES |
| BUSINESSES BEING ACCELERATED |
| LOCAL COMPANIES GETTING MORE
AND MORE INVOLVED |
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| 300 PEOPLE IMPACTED IN THE 1<sup>ST</sup> YEAR | 4000 PEOPLE IMPACTED IN THE 5<sup>TH</sup> YEAR |
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\*MORE INDICATORS WILL BE SET AFTER FIELD RESEARCH\*

# note

This Business Plan is based on impressions and past experiences that might be outdated.

As soon as I go back to Brazil, my first step is to **map the situation -**

in the countryside and understand what exactly

- problems we need to address -
  - DESIGN THINKING PROCESS -

#### INSPIRATION

#### I have a design challenge.

How do I get started? How do I conduct an interview? How do I stay human-centered?

## **IDEATION**

#### I have an opportunity for design.

How do I interpret what I've learned? How do I turn my insights into tangible ideas? How do I make a prototype?

### **IMPLEMENTATION**

#### I have an innovative solution.

How do I make my concept real? How do I assess if it's working? How do I plan for sustainability?

