Writing a Social Business Plan

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Problem
Solution
Alternatives
Outputs & Outcomes
Metrics
Monitoring & Evaluation
Operational Plan & Timeline
Team
What is the Problem?

• Who has this problem?
• Why do you care?
• Why should I care?
What is the Solution?

• How is it implemented?
• What are its assumptions and prerequisites?
• What isn’t part of the solution?
What are the Alternatives?

• What is the current status quo?
• What are alternative approaches?
• How have they fared?
• What are their limitations?
• Why is your approach different?
Outputs

• What outputs will your project directly lead to?
• How many? To whom? When?
• What Theory of Change links these outputs to the real outcomes you care about?
Outcomes

• What are the outcomes that you really care about?
• How will achieving them improve the lives your target group?
• How will that make the world a better place?
Metrics

• How do measure your progress towards achieving these?
• How will you quantify this?
• Are there any standard metrics?
• What can’t be measured?
Monitoring and Evaluation

- How will you systematically learn from your efforts?
- How will you demonstrate impact?
- What data will you collect? When? How? By Whom?
- What analysis will you do? What will that show? To whom?
Plan & Timeline

• How much $ do you need now?
• What will you achieve? By when?
• How will you know if you are succeeding?
• How will that lead to more $?
• What will you do next?
Team

• Who is on your team?

• What are their qualifications and experience?

• How committed are they?

• Why will you succeed, where others won’t or haven’t?
Other Components

- Executive summary
- “Ask”
- Budget
- Risks
- Gender strategy
- Elevator pitches (1 min, 5 min)
Elevators & The Ask
Refined Prototype

A more advanced sketch of your application and its user interface. This version should be able to communicate basic functionality to the user, including allowing him/her to perform or simulate some basic tasks.