

Writing a Social Business Plan

Tapan S. Parikh • parikh@ischool.berkeley.edu

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.