



Social Enterprise University 2018:

Changing the World for the Common Good
How to start, manage and grow your business

Join us at The Network Bar in Trinity Grove, Dallas for a comprehensive boot camp on how to build a business venture through social enterprise. Participants will leave with potential business ideas and the fundamental tools and tactics to effectively get their social enterprise business off the ground.

Come to one or all: each session builds on the next to integrate a plan of action to effectively attain profitability and sustainability.

Mark your Thursdays! Each session includes handouts and a **networking happy hour** with your first beverage on us. Networkers start at 5 p.m.

October 18

Kickoff and Registration (1 p.m.)

Starting Your Social Enterprise Business... A social enterprise is a business created to further a social purpose in a financially sustainable way (1:30 p.m.) - Niki McCuiston, Chair: Social Enterprise Alliance of N. Texas

A hands on primer on what it takes to establish a social enterprise. This session defines the various types of social enterprises and the success steps to starting and funding one. It identifies the questions that must be addressed prior to embarking on a social enterprise so there are no surprises! Participants will learn the tools to improve revenue diversity and increase program sustainability through unrestricted renewable revenue by leveraging their business assets.

November 1

How to Develop a Business Plan (1:30 p.m.) - Vin Hoey, Managing Director: Strategic4sight, Inc.

To be successful, a social enterprise should be managed and operated like a business, even when positioned as a nonprofit. So, based on entrepreneurship and business principles, this session will help you start your first Business Plan.

November 8

Strategies for Sales and Marketing (1:30 p.m.) - Ann Ranson, President: Bottom Line 3 Marketing

Marketing and sales is part of the social venture process. Identifying who your target market is, who's your competition, what are the current trends that will impact your ideas, and doing your market research is a critical step to successful achievement of your mission. You will learn the essential steps to building a comprehensive and strategic marketing and sales plan that will help you meet your social enterprise goals.

November 15

Basic Business Financials (1:30 p.m.) - Larry Nelson, Certified Mentor: SCORE

Profit does not equal cash. This session focuses on what any business must do to do stay in business and make a profit! You'll leave more financial savvy, with a better understanding of what gross, net, profits, cash flow, working capital, P&L and all that means to more effectively manage your revenue.

November 29

The Legal Side of a Social Enterprise Business Venture (1:30 p.m.) - Erin McClarty, Principal: Erin McClarty, PLLC.

This session explores why social enterprise is a viable alternative, which structure may be best for your organization's needs, the professional partnerships that may be needed, explains unrelated business income tax, and how to apply the social enterprise litmus test.

December 6

Telling Your Business' Unique Story (1:30 p.m.)

Your story needs to be part of your business plan. Stories bring information to life. Are you telling your story in a way that intrigues potential investors and customers and moves them to do business with you? In this session you'll learn how to share your story to connect, inspire and compel people to action to bring funds in the door

Early registration ends October 1.

Take advantage of the **\$75 savings** and register now at <http://bit.ly/SocialEnterpriseU>.

Full course curriculum (5 sessions) and happy hour is on us for \$185.

Individual sessions \$50. Full curriculum goes up to \$250 when early registration ends.

Enjoy all sessions and networkers at **The Network Bar, 331 Singleton Blvd, Dallas 75212.**

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For more information, contact SE Chair Niki McCuiston at niki@nikimccuiston.com or (214) 750-5157