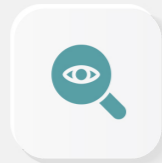


# FSES Body of Knowledge

FSES supports Social Entrepreneurship development in Hong Kong for societal betterment. FSES develops a practical and structured Social Entrepreneurship Body of Knowledge (SE-BoK) and delivers them through coaching, training, applied research, and action research. It is hoped that Social Entrepreneurship creates externalities that lead to diffusion of interstitial change for common good, and ultimately societal betterment.



Proactive Social Innovation



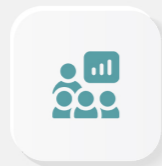
Opportunities Validation



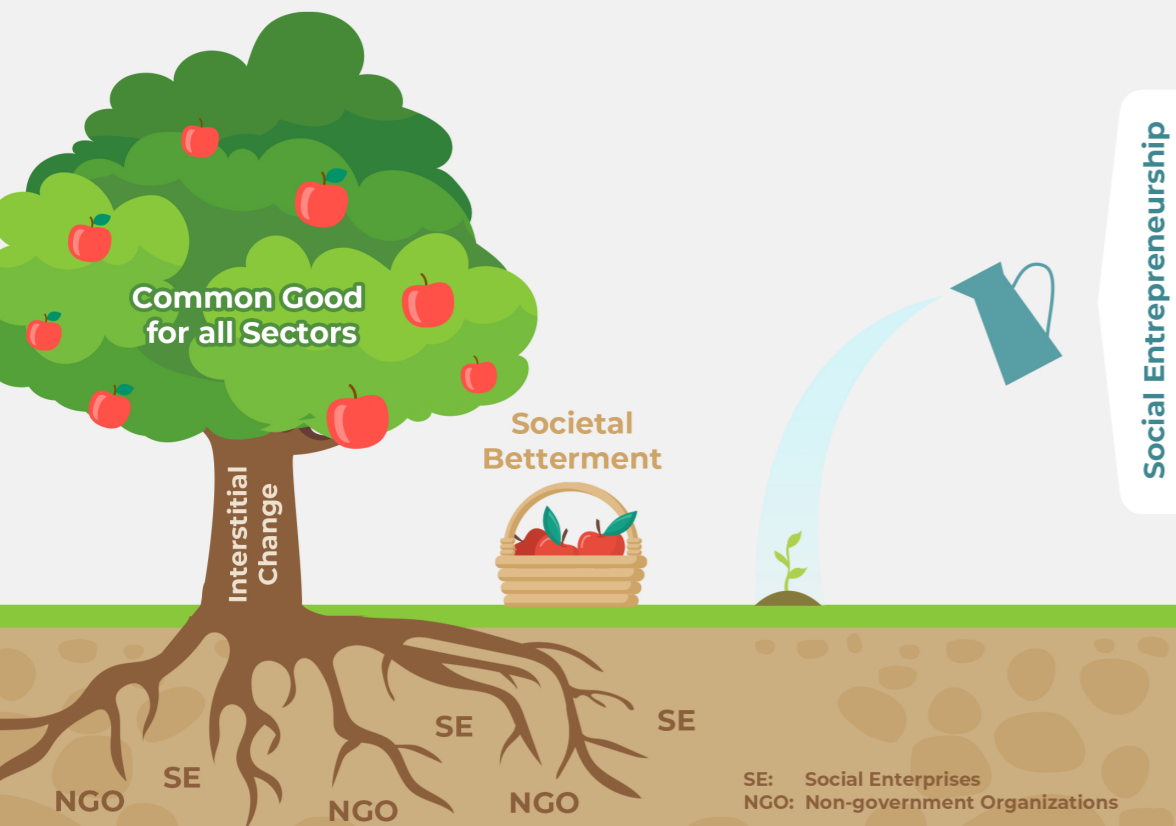
Risk Mitigation



Social Entrepreneurship Operationalization



Impact Articulation



Social Entrepreneurship

- A. Market Conversancy
- D. Strategic Planning
- G. Resource Mobilization

- B. Social Innovation
- E. Decision Making Analysis
- H. Stakeholder Management

- C. Good with Numbers
- F. Marketing & Sales Management
- I. Social Impact Measurement (SIM)

## LEVEL 01 Ideation — Social Innovation

- A**
  - Feasibility Analysis
  - Opportunities Validation
- B**
  - Social Mission Conceptualization
  - Interstitial Economy
- C**
  - Landscape Survey
  - Market Research on Customers and Competition
  - Mysterious Customer Visits to Competitors
  - Initial Hypothesis: Number of Customers for Breakeven
- D**
  - Hoshin Plan
  - Plan-Do-Check-Act cycles
- E**
  - Potential problem/Potential opportunity analysis (PPA/POA)
  - SPOT Analysis
- F**
  - Value Proposition - Strategy and Focus
  - Business and objectives
  - Pitching to Win
- G**
  - Funding: Competitions and Grants
- H**
  - Social Capital
- I**
  - Outcome Indicators

## LEVEL 02 Start Up — Business Operationalization

- A**
  - Risk Mitigation
- B**
  - Social Business Innovation Models: Applied Imagination / Design Thinking
- C**
  - Business Monitoring
  - Customer Retention
  - Managerial Accounting
  - Managing Breakeven
- D**
  - Monthly Business Forecast, Review and Tactics
- E**
  - Product / Service Design Iteration
  - Total Customer Experience
- F**
  - One-Page Marketing Plan
  - Marketing & Sales Operationalization
  - Social Style Selling Strategy
  - Story Telling
  - PR and Media Management
- G**
  - Funding Applications: Government - ESR, SIEF
  - Funding Applications: Charity Foundations
- H**
  - Authentic Communication
  - People Management: Beneficiaries, Ethical Consumers
- I**
  - Social Return on Investment (SROI) Model
  - Theory of Change
  - Data Analysis and Graphing

## LEVEL 03 Scale Up — Impact & Growth Articulation

- A**
- B**
- C**
  - Financial Management and Reporting
  - SE Valuation
- D**
  - Portfolio Management
  - Bubble Chart Analysis
- E**
  - Life-Cycle Management
  - Growth Opportunities
- F**
  - Stakeholder Communication
- G**
  - Collaboration with Corporate CSR Initiatives
  - Shared Value Creation Partnership
- H**
  - Relationship Management: Social Investors, Policy Planners, Knowledge Volunteers
  - Board Management (NGOs)
- I**
  - SROI and Impact Articulation and Reporting

