

SocialFinanceLab Self-Assessment

The following tool matches five stages of (social) business development with personas to help you determine where on your journey you are.



Hi, I'm Cookie the Rookie. I've got a project/business idea(s) that I think could benefit the people or world around me, in addition to my bottom line. I want to make my vision a reality and I see opportunity. I'm gung-ho to get started, but I have a lot of questions!

I have never created a project before or looked for funding, so I am really starting from scratch, I am invested in my idea and ready to work. I've heard the term social entrepreneurship, but I'm not even sure that it applies to me?

I'm looking to raise a small amount of money but don't want to approach a bank, I've heard of community loans. I'll need some help to successfully pitch my idea. I'd like to confidently tell people about the story of my project and have them see the value in it.

Hi, I'm Addy the Advanced Beginner. My idea is coming to life, but it's still young, growing, and changing. It's been tested, modified, maybe tested again. My business plan has taken shape. I want to develop skills to create a successful campaign, am busy making decisions, getting resources lined up to support the next steps and gaining experience at every turn.

Hi, I'm Kent the Competent. My business is founded, up, and running. There might be a few kinks to work out, but I have a few clients/customers. My financing and procurement of operating resources are in place, but I'd like to explore financing alternatives such as crowdfunding or community funding opportunities.

Hi, I'm Semi the Semi-pro. My business has pretty solid legs under it and I've begun to recognize that I have competition! Data from past experience/sales helps drive decisions along with feedback from stakeholders via established channels of communication. I'm starting to be noticed. It's time to consider the pros and cons of going bigger.

Hi, I'm Mo the Pro. I've been at this awhile and have a good foundation for my business. I know my market. I'm beginning to create new/additional products/services. My vision is being realized. I am having a positive social impact in addition to my stabilized/stabilizing financial standing. I'm ready to grow my business!

I have been involved in many projects who have looked for funding via community loans, crowdfunding and old-fashioned fundraising. I am comfortable seeking funding, pitching ideas and managing it.

I would like to seek funding for larger amounts. I am looking to develop my network. I am aware there is always more to learn and new approaches, I'd like to learn from new social entrepreneurs in the early stages and pass on what I have learned to them.

Business Development Stages Aligned with SFL Personas



Pre-Start-Up Seed-phase Characterized by	Start-up Planning Characterized by	Founding phase Characterized by	Early Development Early growth Characterized by	Late stage Characterized by
<p>Vision. Identify the issue/problem that you want to address.</p> <p>Search for ideas or the finding of the start-up idea.</p> <p>Opportunity to create the social enterprise identified.</p>	<p>Idea testing and planning, including market analysis, financial planning, business system development.</p> <p>Resulting in a detailed business plan.</p> <p>Decision to take action and gathering of resources is initiated.</p>	<p>Business is established.</p> <p>First contracts fixed.</p> <p>Financing and procurement of operating resources in place.</p> <p>Acquisition of staff is ongoing.</p>	<p>The start-up participates in the market.</p> <p>Proof of concept.</p> <p>Now you have access to more field data.</p> <p>Improved stakeholder engagement.</p> <p>Gaining traction and building character.</p>	<p>Products/ services are established in the market.</p> <p>You are now eager to grow further.</p> <p>You are developing new customer groups or introducing successor products.</p> <p>Social impact being sustainably realized</p>