

# Developing Your Social Enterprise Pitch Deck

HBS Social Enterprise Initiative | February 11, 2019

## DEFINING YOUR APPROACH

*Consider the following elements of defining your approach, then draft a mission statement and theory of change for feedback from the group.*

- The problem and the opportunity
- Competitive landscape
- Mission
- Theory of change

**Mission:** Does it set boundaries? Does it motivate internal and external stakeholders? Can it be used to measure organizational performance?

**Theory of change:** Based on your understanding of the problem, what is your theory about which actions and resources will lead to the results you want to achieve?

## GET IT RIGHT EARLY

*Choose one area where you would like feedback, and explain your current approach or ask questions.*

- **Leadership:** What about your team and board makes it likely you can execute this plan? What expertise don't you have and how will you get it? How might the team composition and board change over time?
- **Measurement and evaluation:** How will you assess your organization's effectiveness in achieving its mission? [Inputs → Activities → Outputs → Outcomes → Impact]
- **Revenue model:** How much start-up capital do you need? What sources are available to provide seed capital? How will you spend it; what is your burn rate? How will you acquire capital to go to the next level? How will you fund scaling the organization?
- **Messaging/communications:** What is your brand identity? Who are your key audiences, both internal and external? What is your message? How do you communicate it?