

The Fifteen P's

Designing Intelligent Social Entrepreneurship Ventures

1. Problem

What are the problem(s) that this venture seeks to address (i.e. what is the current situation)

- Health
- Economic
- Environmental
- Current solutions

2. Purpose

What is the purpose of this entrepreneurial venture?

3. Positive Impact

Who is the target client for this product (demographics) and why?

How big is the market for this product?

What are the positive impact (s) that it will have on –

- The entrepreneur
- The entrepreneur's family
- The client
- The client's family
- The community
- The organizational leader
- Our organization

4 Performance Measures

How performance will be measured for the following constituents -

- The entrepreneur
- The entrepreneur's family
- The client
- The client's family
- The community
- The organizational leader
- Our organization

How will success be defined over the-

- Short term
- Medium term
- Long term

5. Product / Service

What is the product (detailed description)?
 What are some same or like products being offering in the market?
 What is unique about the product?
 How does the product address a here to for unmet community “demand”?
 Does the product lower costs or increase revenues for the client and/or his/her family?
 Is the product portable?
 Are there complementary products that will or can be be sold?

6. Price

What is the price that the product will be sold for and how was this price point arrived at?
 What are the prices for like or same products in the market?
 What is unique about the pricing of this product?

How is the price broken down to account for –

Cost of goods sold	
Transportation	
Promotion	
Entrepreneur Profit	
Personnel Costs	
Company/Org costs and/or profit	
Taxes	
Other	
Price	

Will the client pay for the product at the time of purchase?
 If the client will pay for the product in installments how will this be structured?
 Will the price provide a compelling profit margin to local entrepreneurs?

7. Place

Where will the product be sold?
 Are their similar products being sold in this place?
 What is unique about the place where this product will be sold?
 Can a logistical structure be built that gets the product to the appropriate point of sale?
 Is there sufficient market in the region where the entrepreneur will be working?

8. Promotion

Where are the promotional techniques that will be employed?
 Are the similar promotional techniques being used for this product?
 What is unique about the contemplated promotional techniques?
 What is the name of the product and why?
 How will the entrepreneurs work with local associations, cooperatives etc to help promote?
 How will the entrepreneurs work with village leaders such as mayor, pastors, etc to help pomote?
 What is the cost of the promotional techniques?

9. Principals/ Providers

What is the profile for the ideal entrepreneur?
 How will entrepreneurs be identified?
 Will there be people willing to dedicate the appropriate amount of effort to make the venture successful?

How much time per week must an entrepreneur spend to make this successful?
How much will entrepreneurs profit per hour?
What is the opportunity cost for the entrepreneurs?
What are the special skills (if any) that the entrepreneur needs to acquire to sell the product?
Can local entrepreneurs be trained to sell and/or construct the product?
Will entrepreneurs be working solo or in teams/groups and if so why and how?
When will the entrepreneur be able to create highly targeted village-based promotional campaigns independently?
Can entrepreneurs be trained to assume leadership roles as the venture grows?

10. Purchasers

Why will the target market purchase this product?
Why won't the target market potentially purchase the product?
What can be done to overcome the reasons why people may not purchase the product?
What can't be done?
Out of every 10 clients "contacted" how many will be expected to purchase?

11. Personnel

Who will lead this venture internally?
How will personnel train the providers and on what content?
When will the need for training cease?
How much time will personnel have to dedicate to this venture?
What is the personnel cost?
What will personnel have to learn in order to become experts at leading/guiding this venture?
Will leaders be able to take over the role of personnel?
If so when and what mechanisms will need to be put in place?

12. Processes and Procedures

Where will the product/ raw materials be purchased?
Are and special licenses or certifications needed to purchase the product?
Who will purchase the product/raw materials?
How will the product/raw materials reach the entrepreneur?
How will the product/raw materials reach the purchaser?
Where will the inventory be stored?
Who will manage the inventory?
What types of reporting systems for inventory and sales will be used?
How will the accuracy of the reports be assured?
Will the entrepreneur be able to manage the purchasing and inventory process?
What additional resources are needed to achieve success?
If not, how will he/she be trained to do so?

13. Profit and Loss

What is the P and L Statement for this business?
What is the initial investment needed for this venture?
When and how will profitability be achieved (break even)?

14. Plans

What is the expansion strategy for this venture?

15. Potential and Projections

How large can this venture grow and how scaleble and replicable is it?