

Annex 5: Concept Statement practice

Module 6 activity

Learning Goals

- Understand what is and how to use 'The Concept Statement' as a tool to assess the viability of a new idea for a social venture or an NGO

Background Information

This exercise will allow trainees to become familiar with one of the tools used when creating new ventures. It will give them the opportunity to test the viability of various existing ideas (even their own) and evaluate basic parameters in new social ventures creation. At the end of this exercise, trainees will feel confident to use this tool for their own benefit in the future.

Duration

60 minutes

Room Organisation

Trainees are recommended to work in groups. Members of each group are advised to sit next to each other.

Support material

Paper and pens or pencils.

Instructions

1. First, the trainer explains which is the idea the trainees will be testing.
2. Then, the trainees form groups and answer the Concept Statement questions about each example.
3. Give 15 minutes for groups to respond to each example.
4. A spokesperson of each group delivers the outcomes.
5. The trainer comments on the input for some minutes and provides solution slides.
6. Allow some time for discussion.