

## Organizational Assets and Competencies

**Assets** (plural of as-set); noun: 1. A useful or valuable thing, person or quality, 2. Property owned by a person or company, regarded as having value and available to meet debts, commitments, or legacies

**Competence** (quality of being competent); noun: 1. The quality of being competent; adequacy; possession of required skill, knowledge, qualification or capacity, 2. Sufficient, a sufficient quantity.

<p><b>Human assets</b> (50+ volunteers, staff located in 4 states, elder advisors)</p>	<p><b>Skills/expertise</b> (student services, logistics, federal grant management, legal issues)</p>	<p><b>Audience/relationships/members</b> (3,000 unique visitors annually, clients seeking employment)</p>
<p><b>Services, programs, events</b> (signature annual event, two different training programs)</p>	<p><b>Facilities, equipment</b> (office building, vehicles, computers, etc.)</p>	<p><b>Reputation/brand</b> (quality award from our national office, well-respected by funders)</p>

## Market Needs, Trends and Opportunities

A critical part of starting a new business is having the ability to creatively think about what's happening in the market today and why, what's next, what's coming and what the market needs today and in the future. Here are a few questions to get your creative juices flowing:

***What problems or needs do you, personally, have that are not being met in today's market? What do you wish existed, but doesn't? Are there people you know that have the same problems and/or needs? How do you know? This may be something wholly new or an adaptation of an existing product or service.***

***What issues or problems are your clients facing? How do you know? What do they repeatedly ask you for help with? Who else has these issues or problems in your community?***

***What do your clients need that is hard for them to access? Why is it hard for them to access these products/services?***

***Are there things your clients buy that they would buy from you instead if you offered them? Why would they choose to buy from you rather than from a competitor?***

***Is the market you're looking at growing, mature or in decline?***

From: copy@epnonprofit.org   
Subject: Attached Image  
Date: October 17, 2019 at 2:17 PM  
To: kmacadoo karen@epnonprofit.org

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***What's changing now in the market? What's likely to change in the future? What are some broad or general trends that you see in the market that could be leveraged to solve a problem?***

***What trends do you see that might make it difficult to launch a social enterprise right now? (Examples of either positive or negative trends can include changes in economic, social, regulatory, legal, and political conditions as well as available technology, price sensitivity, demand for variety, and level of emphasis or reliance on customer service and support.)***

***What trends are you seeing in the competitive landscape? Are there few or many competitors in the market? Are they established or relatively new and unproven?***

***What market disruption is possible? How can you shake up something that already exists? (Netflix v. Blockbuster, Uber v. taxis, Keurig v. 10-cup coffee makers, Massage as a membership service v. spa or medical experience, co-working spaces v. coffee shops)***

## Ideas for How to Make Money for Our Nonprofit

It's brainstorming time. Every idea is a good idea. Don't judge or censor. Don't worry about whether the idea is technically a social enterprise – any idea for making money based on your assets, competencies or market needs/trends goes here.

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Themes or categories from the above ideas:

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## Narrowing Toward the Top Ideas

Assets	Market Trends, Needs and Opportunities	Social Venture Ideas (or ideas for how to make money based on your unique assets and/or market need)	Match with Mission, Key Criteria, Desired Results (which ideas are a good fit for your interests, mission, criteria, etc.?)	Feasibility Scans / Checks (which two to five ideas would you like to explore in more depth?)
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