



## How to become a Social Entrepreneur answering to 3 simple questions

### The 3 Questions Model: an innovative approach to Business Planning

In last decades, Europe, and the world in general, have been marked by a strong economic crisis. The **unemployment rates** are still high in most European Countries, even though it is decreasing from the 2013 peak. In order to increase employment opportunities, the European Union supports **entrepreneurial initiatives** as long as they have a social impact and generate benefits for both the entrepreneurs and the entire community. In fact, by the action of entrepreneurs across Europe who decide to address a specific social issue in order to solve it, the whole community can benefit from the social value of their engagement.

**The Three Questions Model of Developing Social Entrepreneurs (T3QM)** is a European project developed within the Erasmus+ Programme that acts in this context as a promoter of business development, by helping aspiring social entrepreneurs, from all over Europe, acquire a **simple and easy to use method to approach business planning**. People who want to launch a business are often discouraged by business plan creation, which is perceived as tough and complicated to produce. For this reason *The Three Questions Model* aims to provide both trainers and aspiring social entrepreneurs a **straightforward business planning approach based on 3 simple questions**:

**What are you selling? - To whom? - For how much?**

According to this method, by answering to these questions, everyone could be able to define the final purpose and the resources to set up a social business!

T3QM partners have different backgrounds and they come from all over Europe: **Bridging to the Future** (Great Britain), **Institute of Entrepreneurship Development** (Greece), **Stichting Incubator** (Netherlands), **European Social Entrepreneurship and Innovative Studies Institute** (Lithuania), **JO Consulting** (Italy), **Foundation for the Promotion of Entrepreneurial Initiatives** (Malta). In spite of different economic and social contexts, their joint effort is to find a common approach the community could benefit from.

Started at the end of 2017, during the first year of the project T3QM partners have produced: “Social Business Planning – **Guide for Educators**” to support adult educators in approaching and teaching *The 3 Questions Model*, providing business cases and a set of interesting tools to motivate and engage adult learners, and “Social Business Planning – **Handbook for Social Entrepreneurs**”, a booklet that allow aspiring entrepreneurs to fix what kind of social issue they want to solve, answering directly and concretely to the 3 questions about Business Planning.

Following the above, in the past few months, one of the most important achievement of the project has been the **piloting phase**, during which partners from Italy, Netherlands, Malta and Lithuania have evaluated the efficiency of *The 3 Questions Model*, by **testing the Guide and the Handbook**, directly involving trainers and adult learners in practical classes, in order to gather valuable feedbacks from them.

At the moment, the very next step to achieve during the last year of the project is **the implementation of both the Guide and the Handbook**, taking into account the feedback and suggestions gathered during and after the pilot sessions from adult trainers and learners who directly used the resources.



Once all the implementations will be developed, **all the resources produced will be freely available** in English, Greek, Dutch, Lithuanian and Italian **on the project website**.

All the progresses and activities carried out so far have been promoted on **Facebook, Twitter, LinkedIn** and **YouTube** of T3QM and by sending **newsletters** to stakeholders interested in the project.

To find out more about the initiative, discover T3QM social network pages and visit the website <https://www.3questionsmodel.eu/>

24-01-2019

