

## Entrepreneurship

### Tool 36. Creativity assessment and innovation

#### OBJECTIVES

- ✓ To encourage women survivors of IPV to start thinking creatively
- ✓ To assess the creative attitude and help the woman understand if ready she is to take the entrepreneurship path
- ✓ To support the process of empowerment in a way that these women start getting out of the violent relations building their self-esteem and trust in their own capabilities

#### STEP-BY-STEP IMPLEMENTATION

##### 1. Am I creative? Do I have a creative approach?

The facilitator distributes to women handout 1 and asks them to evaluate themselves by putting: 3 points for "always" answer; 2 points for "sometimes"; 1 point for "rarely" and 0 points for "never".

Then explain to them the meaning of the score, not necessarily asking them to share this result with the rest of the group:

25 - 30 points - you feel that your behaviour is creative

20 - 24 points - you think you are already creative and ready to go on

15 - 19 points - you feel that you need to develop your creative thinking

Under 15 points - you do not look at yourself as a creative person.

##### 2. Should we be “innovators” to start a successful business? An example: a cleaning business

The facilitator explains that being an innovator does not necessarily mean inventing something or developing a new technology product. Invention is only one form of innovation. The innovator thinks differently, looks for opportunities with wide-opened eyes and mind, she is not afraid to experiment and apply different approaches. Innovation in business can take many forms and answer a number of questions:

**WHAT?** - Upgrading the type of products and services we offer. This might be application of new approach to production, a new product colour, a new style, a new size or shape.

*Example:* A. and L. start publishing a feminist magazine, which is unique in the country

**TO WHOM?** - An innovative approach towards the market niche. We may be innovators for the group we serve at, because the specific interests and needs of people change with age, stage of life, lifestyle, culture, income, taste, values, and location.

*Example:* X. T. specializes in organizing trips and vacations for people with disabilities

**HOW?** - An innovative approach in creating and offering your idea or the way the business is organized. We can change the material for producing our product by introducing the use of a recycled one; we may change the price or delivery method.

*Example:* The way a Japanese company organizes the transfer of your luggage to a new home: <http://bgkef.com/Qponec-se-premestva-da-jivee-v-drug-grad-Shte-ostanete-izumeni-kogato-vidite-kak-And-transportira-veshtit>

**WHEN?** - An innovative approach connected with the time frame. Any changes in the seasons, life cycle, sudden critical moments, one-off events might become important.

**Example:** A typing agency offers late night and night-time service, allowing customers (e.g. theatre directors) to have modified documents early the next day.

**WHERE?** - An innovative approach connected with the space used. Does the change of business location create a new opportunity? Technology upgrading enables people to work from home and operate in locations that are miles away from their customers.

**Example:** B.A. opens kindergarten in an unusual place - in one of the big supermarkets in the town.

**WHY?** - If we look around, we will see a number of problems around us that can be resolved through our business idea. In order an idea to be successful, it must satisfy needs or create some needs!

The facilitator explores with all participants the example of the "**Cleaning business**" activity, using the answers of the above questions, using handout 2. She invites women to write boldly on a list of paper their ideas. Every business stems from an idea, but of course we cannot expect that every one idea could be developed in a business.

### 3. Mapping ideas

The facilitator asks women to make their map of one own idea to check its business development potential. If they find it difficult, the facilitator may apply the "collective discussion" method: let them form groups of four and choose together a common idea to work on. This approach will generate more ideas. Once the ideas in the groups have been developed, a rapporteur from each group presents theirs, followed by a common discussion.

## TIME AND RESOURCES

<b>TIME</b>	4 hours
<b>MATERIALS AND RESOURCES</b>	Sheets of paper, pens



## Handout 1 Creativity assessment and innovation: Am I creative? Do I have a creative approach?

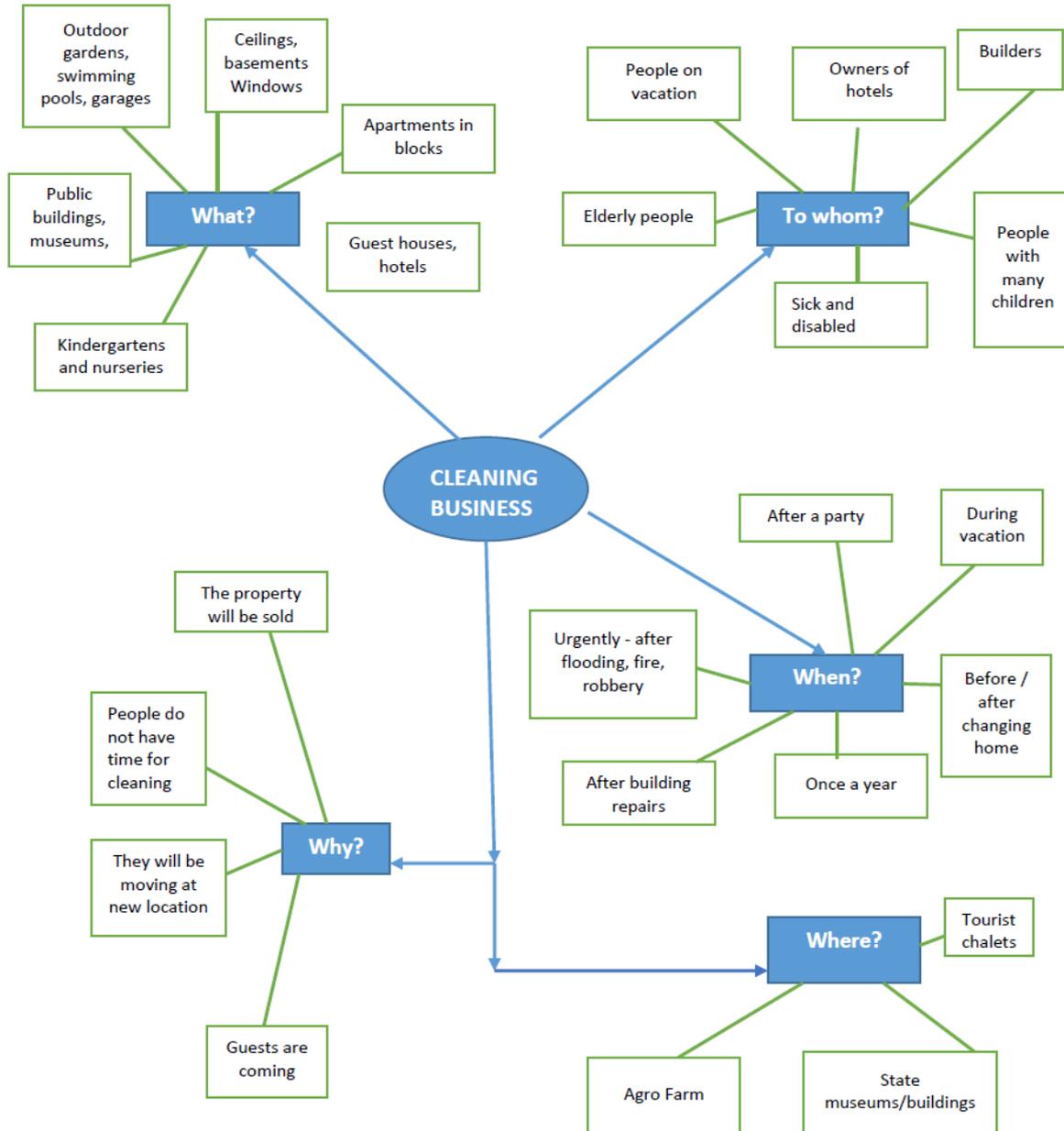
- Are you curious?** Are you interested in the problems and viewpoints of other people? Are you wondering why things are done exactly in this way, and why do people do exactly that?
- Do you challenge the things that happen?** Are you questioning the assumptions, prejudices or opinions you have already created?
- Are you an opportunist?** Do you use the opportunities when they appear? Are you trying to solve the problems and satisfy your needs?
- Are you open to the trends?** Are you actively monitoring changes in the living and working environment at the place you live/work? Do you acknowledge progress in the new technologies or changes in the government/legislation/fashion?
- Do you take risks?** Do you like to experiment with ideas and to guarantee with your money ideas you believe in, even when others doubt it?
- Are you intuitive?** Are you looking for a logical solution to the problems or rely on your inner feelings?
- Are you an adaptive person?** Do you like to use an idea or concept from one situation and apply it to another?
- Can you see and foresee things before others?** Are you trying to think about the future more than the people around you do? Are you thinking what people would do in next century?
- Do you have internal resources?** Do you use things more than once? Do you deal with solving problems? Do people rely on you?
- Do you believe that you are a creative person?** Do you think creatively? Do you trust your own ideas?

GENERAL SCORE:



# Handout 2 Creativity assessment and innovation: Cleaning business

## HANDOUT 2: CLEANING BUSINESS





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## Tool 37. When ideas mean business?

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### OBJECTIVES

- ✓ To help women IPV survivors to structure the way to develop their business idea.

### STEP-BY-STEP IMPLEMENTATION

The facilitator explains to participants that it is vital for women to check their ideas so that they do not waste the time in developing something that is not viable.

To do that, she suggests they ask themselves the following three questions:

1. Is there a clear need of my idea at the market?
2. Can I supply what the market/users demand?
3. Can I provide my product/service in the necessary form, at the necessary place, at the exact time and at the appropriate price?

Then she will start 3 activities to deal with these issues.

#### 2. Is there a market for my idea?

The facilitator distributes handout 1 and asks participants to answer each question in the box with the following signs: **V** when the answer is YES; **X** when it is NO; **?** when they DO NOT KNOW.

She tells them that when they have a sign “?”, they need to do more research on this point before continuing to develop their idea. If they have an “X” somewhere, then they must rethink their idea and start looking for alternatives.

#### 3. Can I supply what users want?

The facilitator distributes handout 2 and asks participants to answer each question in the box with the following signs: **V** when the answer is YES; **X** when it is NO; **?** when they DO NOT KNOW.

She tells them that when they have an “X” sign somewhere, they have to ask themselves if it is worthwhile to go on. If they answer a question with an “?”, they need to work on this point more to see if and how they can deliver what users want.

#### 4. Can I reach my customers?

The facilitator distributes handout 3 and asks participants to answer each question in the box with the following signs: **V** when the answer is YES; **X** when it is NO; **?** when they DO NOT KNOW.

She explains to them that at this point they may have a lot of answers with a sign “?” - This guides them where they still need to work. If they have 5 or more “X” they have to ask themselves: “Why? Is it just a matter of time to get information or is it difficult and even impossible to get it?”. If the latter is true, perhaps they should not continue with this idea at this stage and instead, reconsider their skills and ideas and look for another solution.



## TIME AND RESOURCES

<b>TIME</b>	4 hours
<b>MATERIALS AND RESOURCES</b>	Sheets of paper, pens



# Handout 1 When Ideas mean business?: Is there a market for my idea?

- WHO are my customers? What are their characteristics?
  - Age, gender, ethnicity .....
  - Occupation .....
  - Social group / class .....
  - Location / area .....
  - Specific requirements .....
  - Frequency of sales .....
  - Other .....
  
- Can my product / service be competitive? For what reasons will customers choose my product / service? .....
  
- Are my customers ready to pay this price?  
.....
  
- WHAT is the size of my market? Are there enough people who would like and pay for my product / service?  
.....
  
- Will I have more customers in the future?
  - If YES, on what basis.....
  - If NOT, why? .....
  
- Is it possible my product / service to be adapted and sold in other areas at other markets?  
Where? .....



## Handout 2 When Ideas mean business?: Can I supply what users want?

- Do I have to hire someone to produce my product / service? If YES, do I know someone who can help?
- How many hours / days a week do I need that person?
- Do I know what type of employment contract is most appropriate and what are the legal obligations that it will impose?
- How much will it cost to hire this guy?
- Is this price reflected in the price of my product / service?
- Do I know the suppliers I need, where are located, what is the quality and cost of their materials compared to competitors?
- Is the delivery cost included in the price of my product / service?
- Do I know what equipment I need, where can I find it, and how much will it cost me?
- Is the cost of depreciation and the equipment maintenance included in my price?
- Do I know what premises I will need and how much will it cost to hire them?
- How much will it cost to me to register business?
- How much money do I have now, for starting this business? Do I need more? Where I will find them?
- How much money will I need to keep my business in the first year?



## Handout 3 When Ideas mean business?: Can I reach my customers?

- Do I know how and where my customers are buying similar products / services at the moment?  
WHERE?
- Do I know if my customers have already contacted other markets or organizations? WHERE?
- Have I already contacted prospect customers who said they would buy from me? How much?
- Do I know how to reach a wider range of my customers? IN WHAT WAY?
- Can I provide the supplies with my own transport? HOW?
- Do I need to contact an outside company? WITH WHOM?
- Can I use the distribution network of another company? HOW?



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## Tool 38. How to set up a (social) enterprise

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### OBJECTIVES

- ✓ To give them concrete, but simple tools for developing the business idea step by step.

### STEP-BY-STEP IMPLEMENTATION

The exercise suggested below upgrades the knowledge and skills developed in the previous two exercises. It is recommended that it is used with women that already firmly decided to become entrepreneurs.

The facilitator distributes the handout and explains the participants that this 10-step approach can help to develop any business company, including a social enterprise.

It is a common frame of unified questions that everyone who has a business idea and is willing to start a small business can follow step by step, in order to avoid forgetting about an important activity that will spoil the entire action.

### TIME AND RESOURCES

<b>TIME</b>	1 hour
<b>MATERIALS AND RESOURCES</b>	Handout

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## Handout How to set up a (social) enterprise: 10 Steps to set up (social) enterprise

**Step 1:** Test Your Business Idea: Have I got the right business skills? Think about who will buy your product or service. What is the benefit to them and how much will they pay? If you are considering a Social Enterprise, think about how your product/ service will have a positive impact in society and what your societal target group is. What is the long term purpose of the business?

**Step 2:** Identify your target market and customers. It will also help you to identify your competitors and how to compete effectively.

**Step 3:** What are Your Business Requirements? Have you considered the best location for the business? Identify your basic equipment requirements and costs. How much staff will you need to employ? Can your business idea benefit from new technologies (e.g. by online selling)?

**Step 4:** What are your Investment Requirements? Identify ways of financing your business. Seek financial support and benefit from Government institutions. Seek advice on other sources of support e.g. banks, Credit Unions, microfinance, family support, other non-bank finance.

**Step 5:** What is the best legal structure for you? Learn about the legal framework of a Social Enterprise in your country/region. What type of company will allow you achieve the best quality of services/products?

**Step 6:** Developing your Promotional Plan. How will you promote your product or service? Who and where is your target market (local, national, international)? What channels of distribution will be used?

**Step 7:** Finding the right partners and people you want to work with.

**Step 8:** Managing the risks. Starting a business is a big step to take. A new business can be exciting. However, it can also be risky. For some it means risking personal savings and secure employment. Identify the risks you may face.

**Step 9:** Write your Business Plan. Business Planning is fundamental to success in business. It is the key to getting things done and making things happen. The finished business plan can be used as an operating tool that will help you to manage your business effectively.

**Step 10:** Growing and scaling up your business.