

PRESENTED AT DESIGN LAB
OCTOBER 20TH, DHAKA, BANGLADESH
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Alameda Brasil



why me?

I'VE BEEN HAVING
- OPPORTUNITIES -
SINCE I WAS BORN.

MANY OTHERS HAVEN'T.

23 Passionate
Brazilian

4 years involved
in Social
Business, though
never started
my own

Family business
in Agriculture

I'VE BEEN HAVING
- OPPORTUNITIES -
SINCE I WAS BORN.

Program Officer
at Yunus Center
AIT, Thailand

Bachelor in
Marketing and
final thesis in
Social Business

MANY OTHERS HAVEN'T.

Social
Innovation
course
certificated by
UPEACE (UN)

why not me?

purpose

MISSION / VISION

SPREAD SOCIAL BUSINESS PRACTICES
AMONG THE RURAL COUNTRYSIDE OF BRAZIL
IN ORDER TO MINIMIZE POVERTY AND
CREATE OPPORTUNITIES
THROUGH CAPACITY BUILDING.

social problems

THE RURAL COUNTRYSIDE IS BEING LEFT OUT.

| POOR QUALITY OF LIFE |

| UNEMPLOYMENT OF MIGRANTS IN FARMING |

| DEPARTURE OF YOUTHS |

| LACK OF ACCESS TO SOCIAL INNOVATION PRACTICES AND KNOWLEDGE |

resources

| WARM AND CREATIVE POPULATION |

| FERTILE LAND |

| LOCAL COMPANIES KEEN TO START SOCIAL PROJECTS |

| EASY ACCESS TO LOCAL GOVERNMENT |

| KNOWLEDGE AND EXPERIENCE IN SOCIAL INNOVATION | -

| LOTS OF JOY |

solution



- 1 -

SOCIAL BUSINESS
CONSULTANCY
(SUPPORT
AND
DEVELOPMENT)

- 2 -

WORKSHOPS FOR
CHANGEMAKERS

**but how?
through
Capacity
Building**

Corporate Social Investment

Develop CSI instead of CSR or charity.

Shared Value + Co-creation

Win-win situation between companies and community, relating what makes sense to companies to what the community really needs.



Active-learning courses based on Co-creation

Bring changemakers to the countryside in order to learn from concepts, from doing and from the community.

Human Centered Design

Promote Social Innovation through Design Thinking.

but where?
at my great grandpa's old farm

**2km from
the town**

what about money?

Cost Structure	Financial Sustainability
<p>Initial</p> <p>Farm basic renovation</p> <p>Social Innovation Course train the trainer</p> <p>Monthly</p> <p>Salaries</p> <p>Operational bills</p> <p>Daily materials</p> <p>Social Innovation Workshop</p>	<p>CSI Support</p> <p>CSI Development</p> <p>Social Innovation Workshop</p> <p>Research and insights</p>

aggressive

2 ways

conservative

Workshops on the field
Farm Renovation at first year

Workshops at universities
Farm renovation later on

Source of Investment:
Bootstrapping
Crowdfunding
(Investor)

Source of Investment:
Bootstrapping

Aggressive

	YEAR 1			YEAR 2			YEAR 3			YEAR 4		
	Unique cost	Times per year	Total	Unique cost	Times per year	Total	Unique cost	Times per year	Total	Unique cost	Times per year	Total
Costs												
Farm renovation 1	12.000	1	12.000,00	5.000	1	5.000,00	5.000	1	5.000,00	3.000	1	3.000,00
Social Innovation course	2.000	1	2.000,00	0	1	-	0	1	-	0	1	-
Salaries	1.200	10	12.000,00	2.500	12	30.000,00	3.500	12	42.000,00	4.000	12	48.000,00
Operation	1.000	10	10.000,00	1.500	12	18.000,00	1.500	12	18.000,00	1.500	12	18.000,00
Social Innovation Workshop	500	14	7.000,00	400	12	4.800,00	400	16	6.400,00	400	16	6.400,00
Total Cost			43.000,00			57.800,00			71.400,00			75.400,00
Revenue												
CSI Support	2000	3	6.000,00	3000	3	9.000,00	3000	4	12.000,00	4000	5	20.000,00
CSI Development	5000	1	5.000,00	5000	4	20.000,00	5000	6	30.000,00	5000	6	30.000,00
Social Innovation Workshop	1500	14	21.000,00	2000	12	24.000,00	2200	12	26.400,00	2200	16	35.200,00
Research and Insights	2000	0	-	2000	2	4.000,00	2000	4	8.000,00	2000	6	12.000,00
Total Revenue			32.000,00			57.000,00			76.400,00			97.200,00
Net Profit			-11.000,00			-800,00			5.000,00			21.800,00

2017
Initial investment: 43.000

2018

2019
Break Even

2020
Start Pay Back

Conservative

	YEAR 1			YEAR 2			YEAR 3			YEAR 4		
	Unique cost	Times per year	Total	Unique cost	Times per year	Total	Unique cost	Times per year	Total	Unique cost	Times per year	Total
Costs												
Farm renovation 1	0	1	-	10.000	1	10.000,00	8.000	1	8.000,00	8.000	1	8.000,00
Social Innovation course	2.000	1	2.000,00	0	1	-	0	1	-	0	1	-
Salaries	1.000	10	10.000,00	2.000	12	24.000,00	3.500	12	42.000,00	4.000	12	48.000,00
Operation	700	10	7.000,00	1.000	12	12.000,00	1.500	12	18.000,00	1.500	12	18.000,00
Social Innovation Workshop	300	14	4.200,00	400	12	4.800,00	400	16	6.400,00	400	16	6.400,00
Total Cost			23.200,00			50.800,00			74.400,00			80.400,00
Revenue												
CSI Support	3000	2	6.000,00	3000	3	9.000,00	3000	4	12.000,00	4000	5	20.000,00
CSI Development	5000	1	5.000,00	5000	3	15.000,00	5000	6	30.000,00	5000	6	30.000,00
Social Innovation Workshop	900	14	12.600,00	2000	12	24.000,00	2200	12	26.400,00	2200	14	30.800,00
Research and Insights	2000	0	-	2000	2	4.000,00	2000	4	8.000,00	2000	6	12.000,00
Total Revenue			23.600,00			52.000,00			76.400,00			92.800,00
Net Profit			400,00			1.200,00			2.000,00			12.400,00

2017
Initial investment: 23.200

2018

2019

2020
Start Pay Back

Does it mean we are successful? Only if we create real **IMPACT.**

| LIFE QUALITY GETTING BETTER |

| YOUTHS WANTING TO START THEIR
OWN SOCIAL VENTURES |

| BUSINESSES BEING ACCELERATED |

| LOCAL COMPANIES GETTING MORE
AND MORE INVOLVED |

| 300 PEOPLE IMPACTED IN THE 1ST YEAR |

| 4000 PEOPLE IMPACTED IN THE 5TH YEAR |

MORE INDICATORS WILL BE SET AFTER FIELD RESEARCH

note

This Business Plan is based on impressions and past experiences that might be outdated.

As soon as I go back to Brazil, my first step is to

- **map the situation** -

in the countryside and understand what exactly

- **problems we need to address** -

- **DESIGN THINKING PROCESS** -

