

Social Enterprise Academy

On February 10, 2018 the CCT is proud to announce it will launch the Valley's first-ever **Social Enterprise Academy** dedicated to training community people to solve community problems through business. This four-module academy will be taught by current social enterprise practitioners and educators, as well as people with decades of experience leading conscientious business. Each participant will be provided with mentoring and connected to a network and potential funders that can assist in the launch of their enterprise. Social enterprises pursue the triple bottom line -- financial sustainability, social impact, and environmental stewardship.

Description:

DATE	SUBJECT	WHAT YOU WILL GET
February 10	Foundations <ul style="list-style-type: none"> • What makes an enterprise social? • Enterprise and Shalom • Value Proposition • Identifying customers 	At the end of this day you should know the value your SE is delivering, who your customers are, and have a theological basis that guides your ultimate objective.
February 24	Sales and Marketing <ul style="list-style-type: none"> • Root Cause Analysis • Sales/Pipeline Development • Social Media Marketing and tools • Entrepreneurial Jesus and theology of work 	At the end of this day you should know how to sell to customers, how to find more of them, and how to understand the moral/ethical basis for what you do.
March 10	Money and Governance <ul style="list-style-type: none"> • Soul Care and sustainability for the social entrepreneur • Business Modeling • Sources for Funding • How to talk to Banks 	At the end of this day you should know how to price, make projections, find money to build the enterprise, and take care of yourself in the process for the long haul.
March 24	Run it well <ul style="list-style-type: none"> • Faith and Risk • HR: Hiring and management • Planning for the Future: Projections, Goals and Creating an Ongoing Planning Process 	At the end of this day you should have the nuts and bolts and everything you need to go operational and the spiritual confidence to go for it.

The Social Enterprise Academy (SEA) will include 4 full Saturdays, February 10, 24, March 10, 24, 2018 and run 9am - 4:30pm. Includes lunch.

Each module will have a separate focus, including **Foundations** of Social Enterprise, **Sales & Culture, Money & Governance**, and **Running it Well**. Inside each module will be consistent components across all four days, including working models, active mentors assigned to you, content specialists, specific knowledge and skill sets you will need, actions to take, and a chance to link your faith to your enterprise.

Benefits: Participants will be able to take their idea from concept to implementation, get mentoring along the way, and be exposed to potential investors and networks.

Location: Bitwise South Stadium's FPU Classroom, 700 Van Ness Ave, Fresno

Cost: \$600 for a team of up to three people (includes content, materials, mentors, lunches for 1 person)

Registration: contact Carlos Huerta at the CCT (carlos.huerta.fresno.edu) or call 559.453.2367