



SEA:lab

Social Entrepreneurship Lab

Scaling Impact Internationally

Seminar

Social Entrepreneurship (6 ECTS)

Winter Semester 2021/22

Briefing Social Entrepreneurs
SEA:lab #11



About SEA:lab

Ever since Bill Drayton coined the term “Social Entrepreneurship” in the 1970s, ventures focused on solving societal challenges have both grown in number and become increasingly successful. From Muhammad Yunus’ Grameen Danone, to Munich-based Polarstern Energie, and Recup, social enterprises seek to create economic and societal value. Social entrepreneurship leads to the establishment of such social enterprises by identifying a social problem, recognizing an opportunity for a corresponding solution, and creating an enterprise for implementing the solution and effecting transformative change.¹

The SEA:lab is an inter- and transdisciplinary seminar that focusses on social entrepreneurship. In this hands-on seminar, which takes place on 5 block sessions, you will actively work with a team of five international master students. Their main task is to design and evaluate an appropriate strategy to solve key challenges on your road to scale your social impact internationally. The seminar is a joint format by the Social Entrepreneurship Akademie, the Technical University Munich, LMU University and the Munich University of Applied Sciences.

What’s in it for Social Entrepreneurs

- A team of 4-5 well skilled, interdisciplinary master students will work on your international scaling strategy and help you to step ahead
- From concepts, market entrance strategies up to roll-out and implementation plans, whatever helps you accelerate your plans
- A final pitch deck and a comprehensive documentation for your internal and/ or external communications, depending on your requirements
- In a nutshell: stuff you really need but you cannot manage now

What students will learn

- What social entrepreneurship is about
- What impact means and why it’s getting more and more important
- How to solve a real case that will help a social venture to maximize their impact
- How to work in a diverse team
- How to consult clients from the social impact sector that want to scale internationally
- How to do something of lasting value with 5-6 ECTS points

¹ See, for example, Martin, R. L., & Osberg, S. (2007), “Social entrepreneurship: The case for definition,” *Stanford Social Innovation Review*, 5 (2), 28-39.

About this course

- Students will work in small diverse teams on a challenge of a social venture.
- They will work autonomously and assist the social venture as a consultant with a final presentation at the end of the semester.
- In each block session, they will get helpful methods, theories and inputs that will help them implement your project; nevertheless, YOU are the driver of your project and responsible for a joint success.
- The course language is English, attendance for the first and last block sessions is mandatory, individual intermediary sessions are highly recommended

Course instructors and coaches

- **Prof. Oliver Alexy** Professor for Strategic Entrepreneurship, TU Munich
- **Dr. Alexandra Mittermaier** Postdoctoral researcher, TU Munich
- **David Huber** Doctoral candidate, TU Munich
- **Prof. Jelena Spanjol** Professor and Head, Institute for Innovation Management (IIM), LMU Munich
- **Jan-Frederic Kuhlmann** Doctoral candidate, LMU Munich
- **Prof. Bettina Maisch** Professor for Entrepreneurship, University of Applied Science Munich and Head of Education and Qualification at the Strascheg Center (SCE)
- **Anne Doerner** Head of Social Start-up Consulting and Corporate Social Responsibility (CSR), Social Entrepreneurship Akademie (SEA)
- **Carola Vogel** Head of Qualification, Social Entrepreneurship Akademie (SEA)

Mandatory course meetings for student participants:

Monday, Oct. 18, 2021	09:00 - 17:30h	(1st Course Meeting)
Monday, Nov. 8, 2021	09:00 - 17:30h	(2nd Course Meeting)
Monday, Dec. 6, 2021	09:00 - 17:30h	(3rd Course Meeting)
Monday, Jan. 10, 2022	09:00 - 17:30h	(4th Course Meeting)
Monday, Jan. 31, 2022	09:00 - 17:30h	(5th Course Meeting & Final Presentations)

Mandatory course meetings for social entrepreneurs with mandate:

Monday, Oct. 18, 2021 12:00 - 17:30h (Introduction of mandates and teams)

Monday, Jan. 31, 2022 15:00 - 17:30h (Final presentations)

In between the block sessions, you will have to work autonomously on your projects. There will be mandatory sessions for the students with coaches every second week. Submission deadline for the final documents (22.000 char. max.) must be checked with the supervisor.

How to apply for SEA:lab – Mandate and handling fee

To make sure that the mandates are feasible and valuable for both sides, social entrepreneurs and students, we will take care of a proper mandate design through a double-stage application process. Moreover, we limited the number of mandates to five per cohort.

Continuous evaluation and selection of applications will help to quickly identify the 5 most promising mandated for both sides, in terms of expected results and feasibility in the given time frame and conditions. There is no application deadline except first come, first serve.

For inspiration see sample mandates from other social entrepreneurs next page.

Important note:

We charge a handling fee of 500 EUR for each mandate, to be paid prior to the program.

Application timeline

As of now

Expression of interest/ motivation and your mandate/ task for the students (2-3 lines max.) via email to anne.doerner@seakademie.de
Please attach a short description of your social enterprise organization, a rough breakdown of your international scaling strategy and where the students should step in to support you. (1.000 char. max., see template)







Sept 20, 2021 Your application will be followed by a quick interview with SEA to tailor your mandate to the program.

Oct 1, 2021 Fixing the mandates together with SEA and start of the preparation phase: Please prepare a 5 minutes pitch presentation (incl. teaser/ image videos if helpful and your call to action for the student consultants) for Nov 8, 2021

Oct 11, 2021 Transfer of handling fee to SEA.

While we hope to hold the course in presence format (i.e., through physical meetings in a classroom), the COVID-19 situation continues to create uncertainties. As we get closer to the course start (and the latest by October 8, 2021), we will let you know how the course will be held.

Sample clients and their mandates:

	<p>Scaling the IMPACTFILM Festival within Europe. Main task: A feasibility study for the European expansion.</p>
	<p>getINNOtized – How to enter a French-speaking market to fight brain drain in Africa? Goal: 100 employees and pilot delivery by 2020.</p>
	<p>Brand Awareness Strategy for Green City AG Main task: Development of a Strategy for the Green City Family Brand and their sub-brands</p>
	<p>Go to Market and scaling strategy for CDMS Main task: Prepare a roadmap for developing a strategy document and for its implementation</p>
	<p>Maisha Meds – how to expand the POS software into pharmacies in 6 additional countries in Africa. Goal: Country expansion strategy and roadmap</p>
	<p>Scaling the impact of SOS Children Villages through foundation funds - How to secure more partnerships and financial support by German foundations?</p>