

Dag van de 4de Pijler 2023

Sessie : Hoe lokaal ondernemerschap ondersteunen.



Sociaal ondernemen?

De essentie van sociaal ondernemen is Maatschappelijke waardecreatie

Een sociale bedrijf is een financieel leefbare onderneming die bedrijfsmatig opereert in de markt en streeft naar het maximaliseren van sociale en economische impact.

Kenmerken

- *voorrang van arbeid op kapitaal;*
- democratische besluitvorming;
- maatschappelijke inbedding;
- transparantie;
- kwaliteit en duurzaamheid.

Essentie van sociaal ondernemen.

☐ Creatie van waarde

☐ Die maatschappelijk van belang zijn

☐ zoals sociale veranderingen, ontwikkeling van mensen, milieu, verandering in machtsverhoudingen, of sociale Rechtvaardigheid

☐ en dus verder kijkt dan enkel financiële opbrengsten en winst voor aandeelhouders

AFRICAN  DRIVE

AFRICAN DRIVE

Baobab express

- Organiseert in Benin een duurzaam en ecologisch bus transport dat het hele land covert, ook gebieden die normaal niet bediend worden.
- 250 mensen in dienst.
- Gezuiverde brandstof
- Eerlijke vergoedingen
- Inspraak in de beslissingen



AFRICAN DRIVE

Baobab energie op weg naar duurzame energie

- Ontwikkeling van batterij
- Oplaadbaar via het net of zonnepanelen. Aan bushaltes.
- Bruikbaar voor motors, maar ook huishoudelijk gebruik.
- Verhandelbaar maar eigendom van firma.
Betere opvolging, onderhouden en gerecycleerd.
- Standaardbatterij voor Afrika worden.

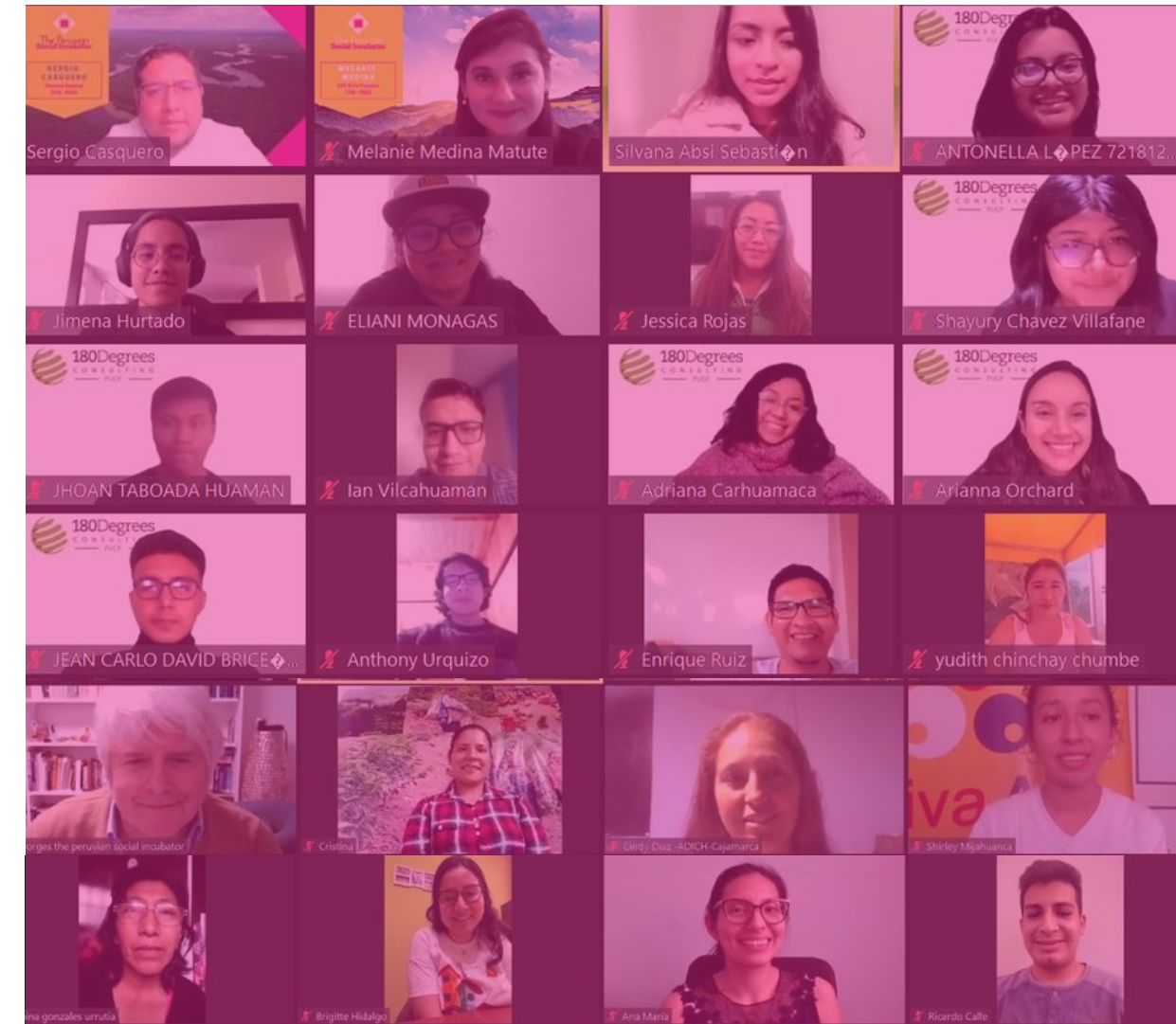


The Peruvian Social Incubator

Georges Dusart

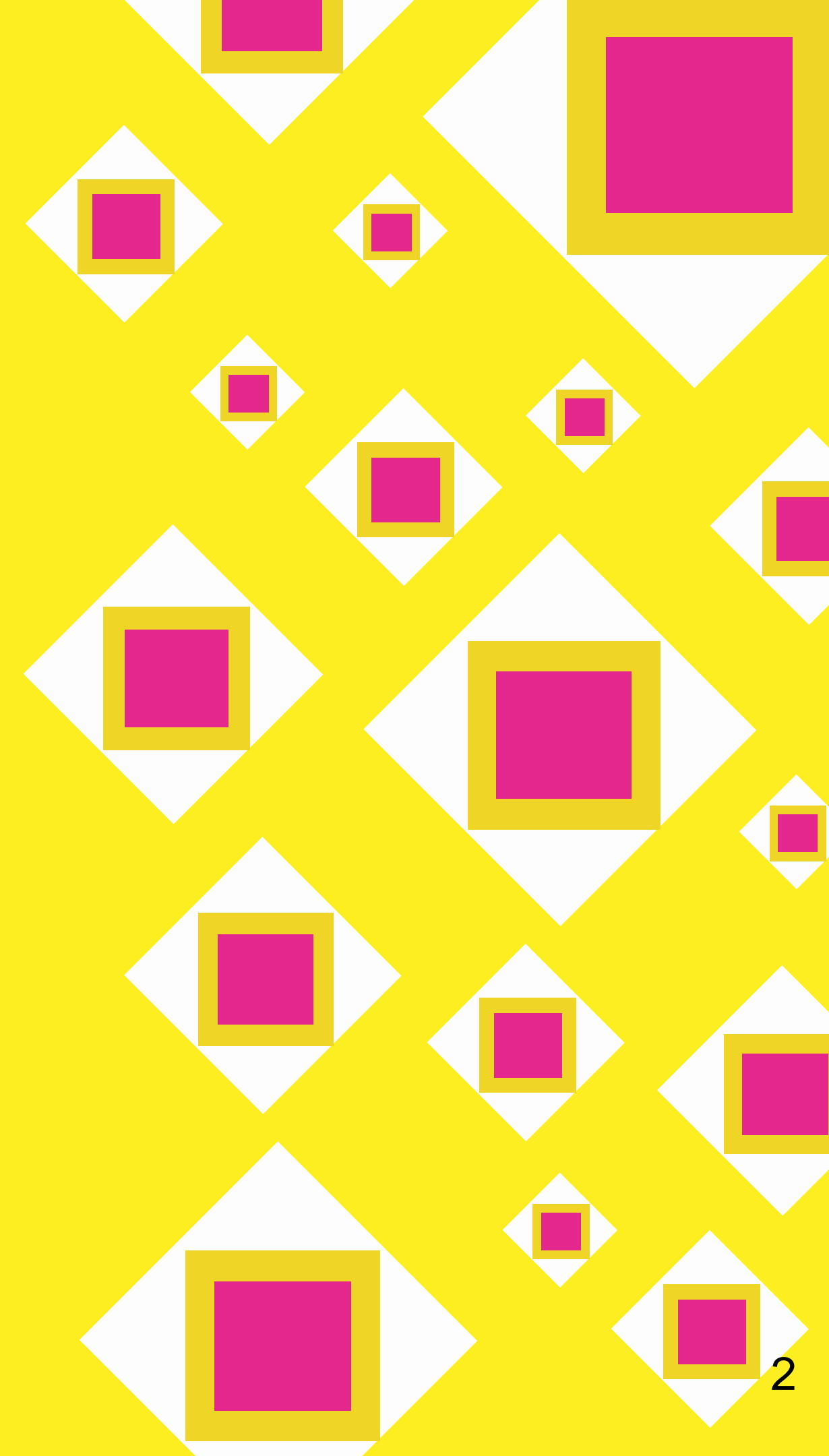
Vrijwilliger, Mechelen

georges.dusart@telenet.be



March 25, 2023

“We positively impact the world by improving economical, social & environmental conditions in Peru through the incubation of **social & mission-driven enterprises”**



Our History

WE STARTED

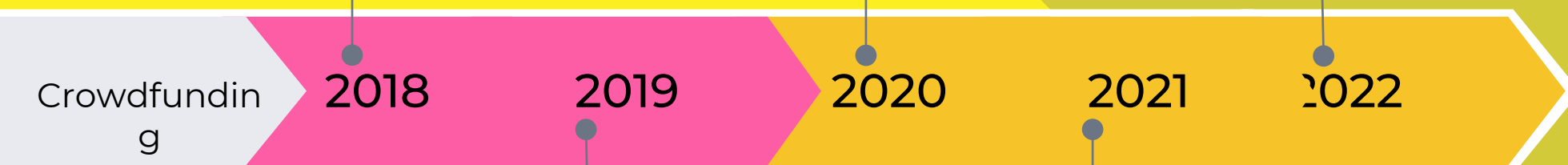
As a small social impact company founded by Sergio Casquero & Melanie Medina in Lima (Peru).

LAUNCHED OUR 2ND INCUBATION PROGRAM

With 14* entrepreneurs from Arequipa, Cajamarca, La Libertad & Lima regions.

WE ARE CURRENTLY CARRYING OUT OUR 2ND PRE-INCUBATION PROGRAM

With a total of 11 entrepreneurs from Madre de Dios, Junin, Ayacucho, Ucayali & Arequipa.



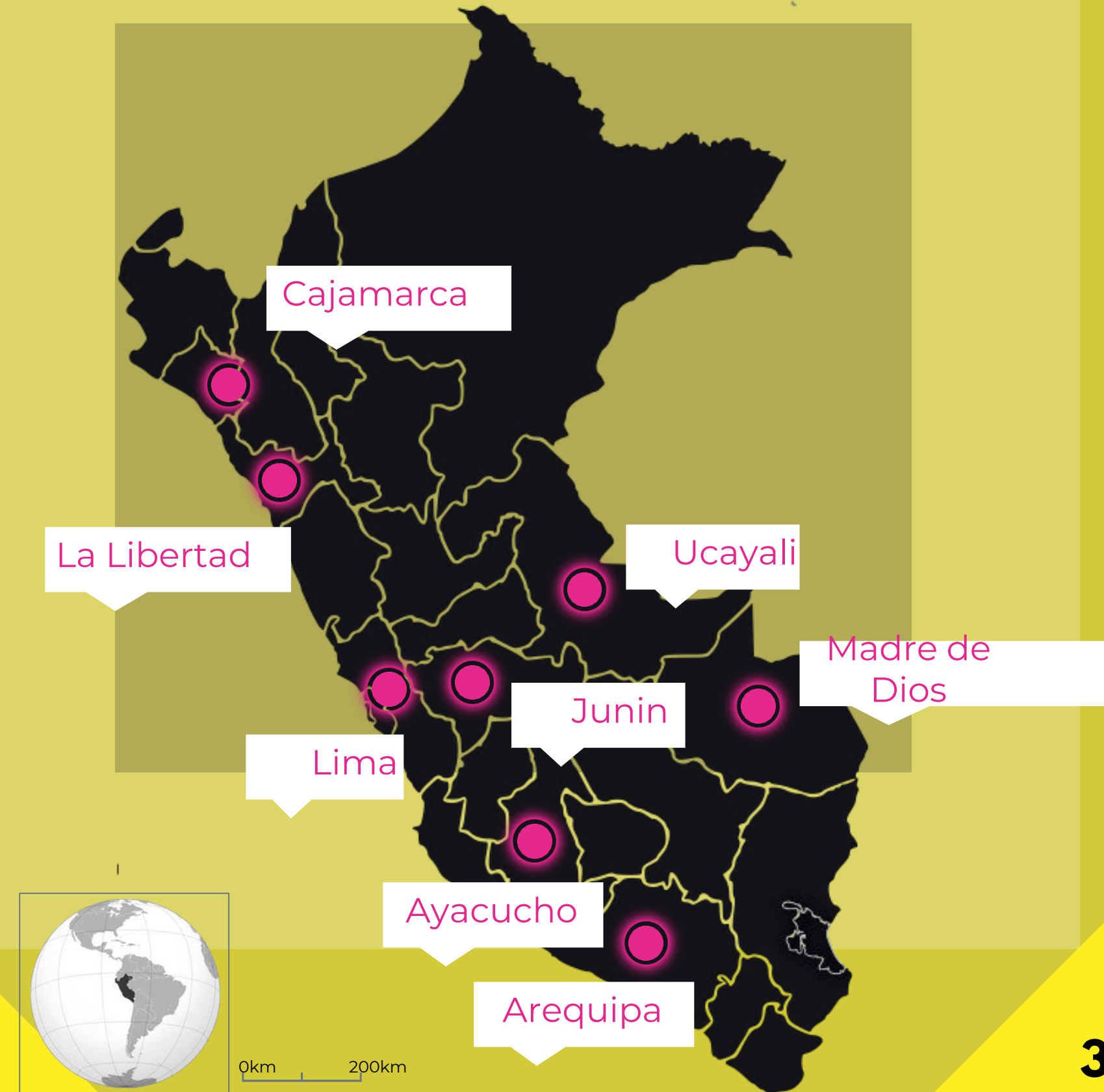
SET IN MOTION OUR 1ST INCUBATION PROGRAM

A 5 month journey with 6 entrepreneurs from Madre de Dios & Cajamarca regions.

INTRODUCED A NEW PRE-INCUBATION PROGRAM

In partnership with 180DC PUCP. 8 entrepreneurs from Lima & Cajamarca regions graduated from our 3 month program.

Our Network of Projects encompasses 8 Peruvian Regions

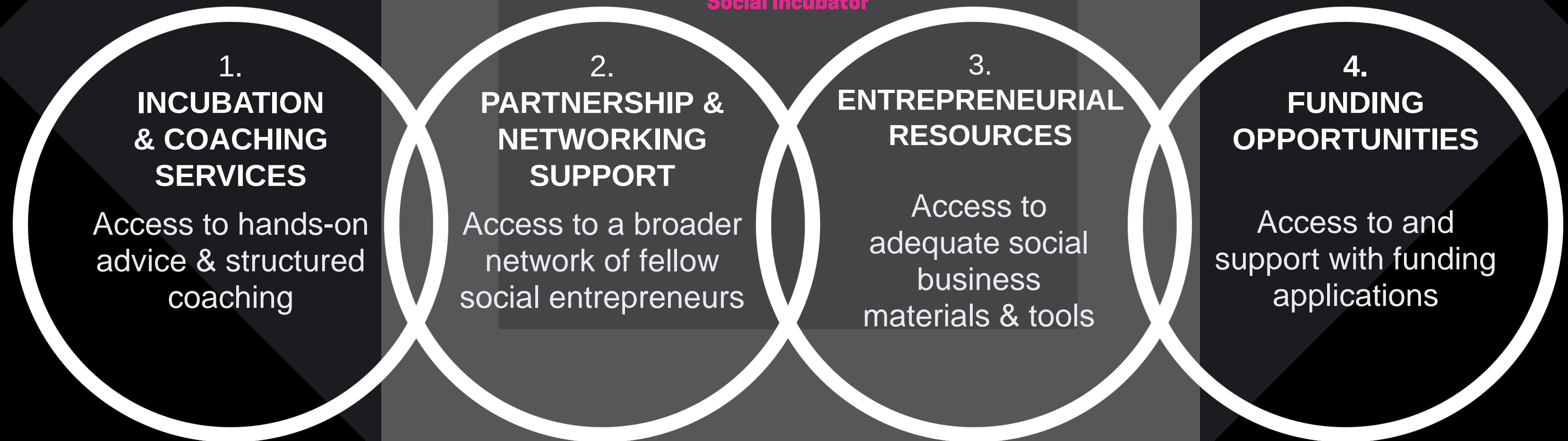


(*) 6 entrepreneurs graduated during the pandemic

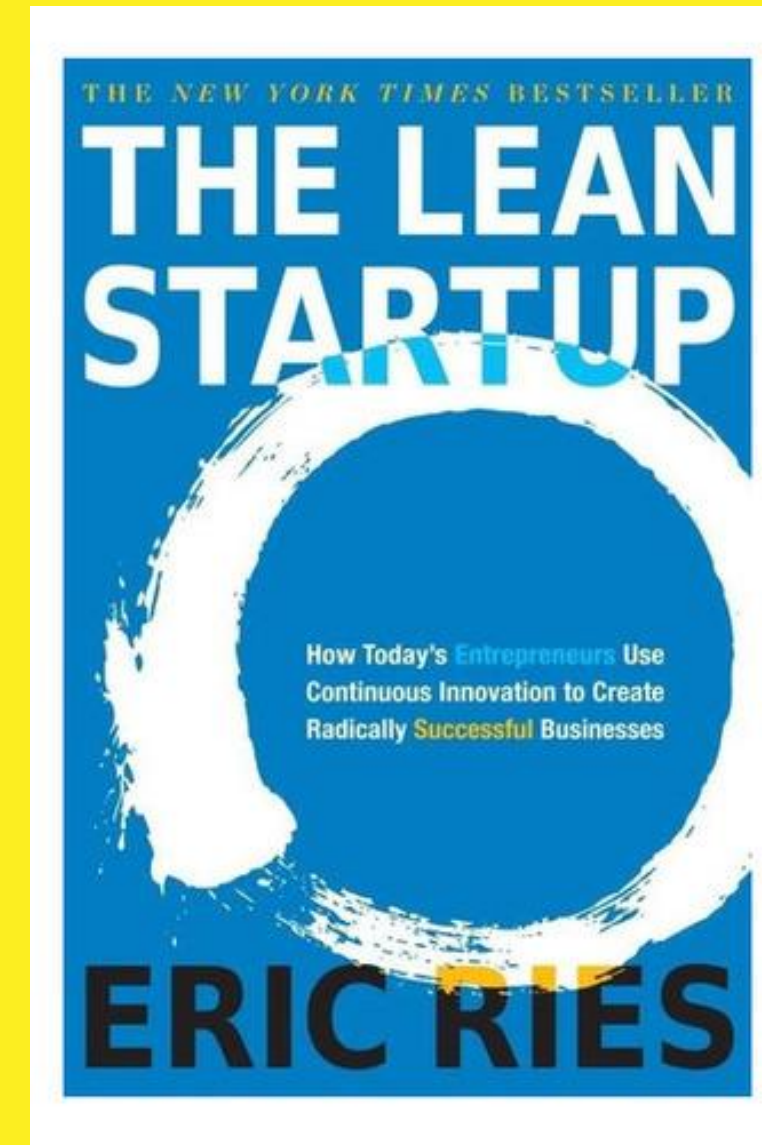
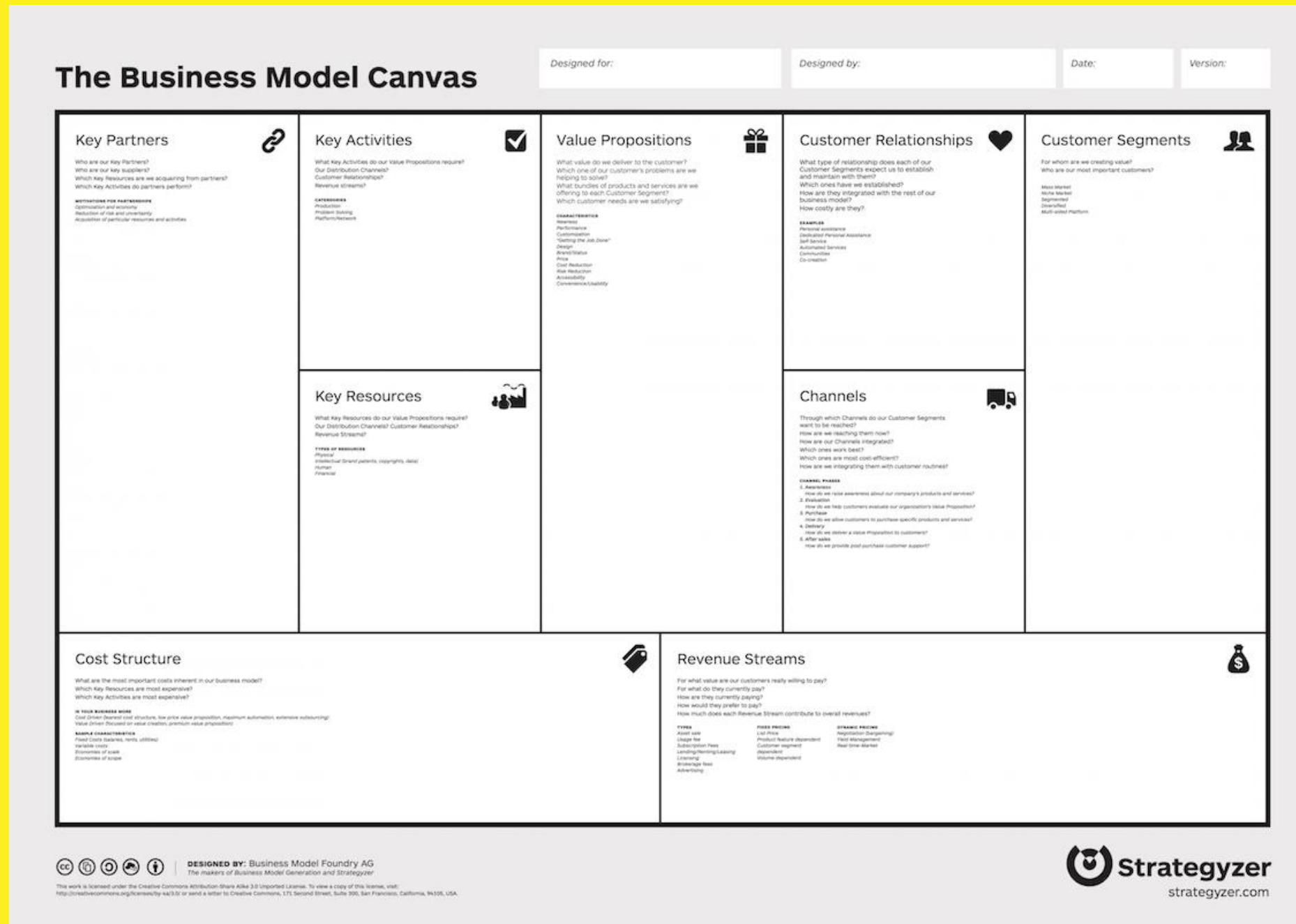
A comprehensive model to accelerate social impact and drive customer-centricity



The Peruvian
Social Incubator

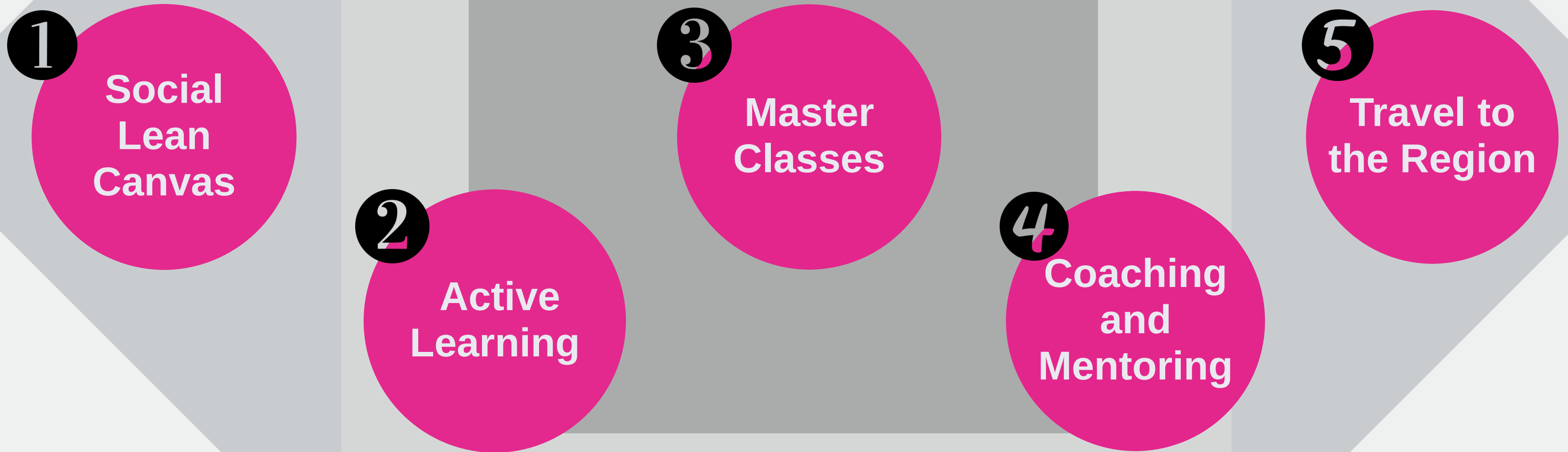


1. Incubation & Coaching Services



Social Lean Canvas

Methodology



Methodology

1

Social
Lean
Canvas

2

Active
Learning

3

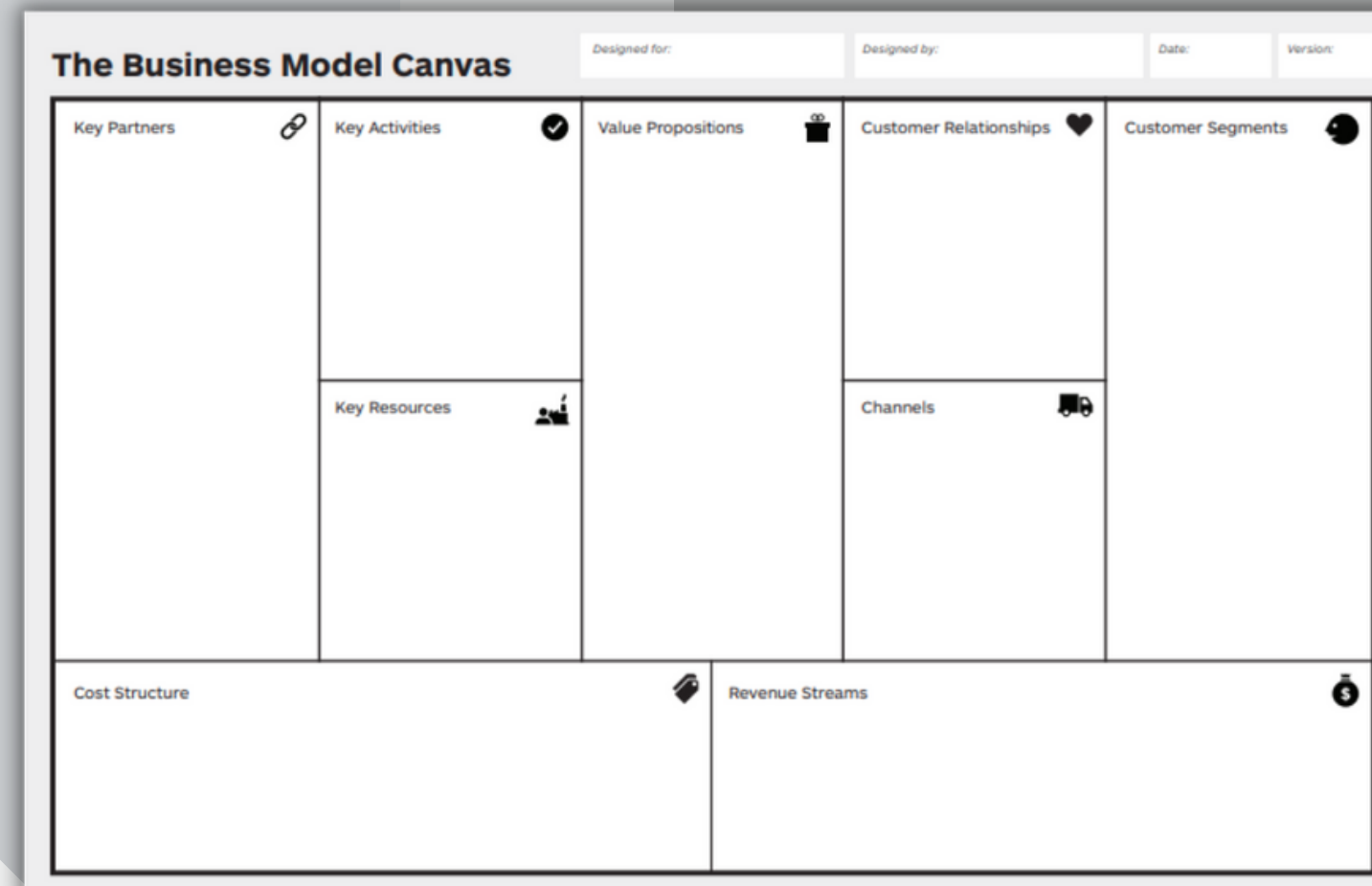
Master
Classes

4

Coaching
and
Mentoring

5

Travel to
the Region

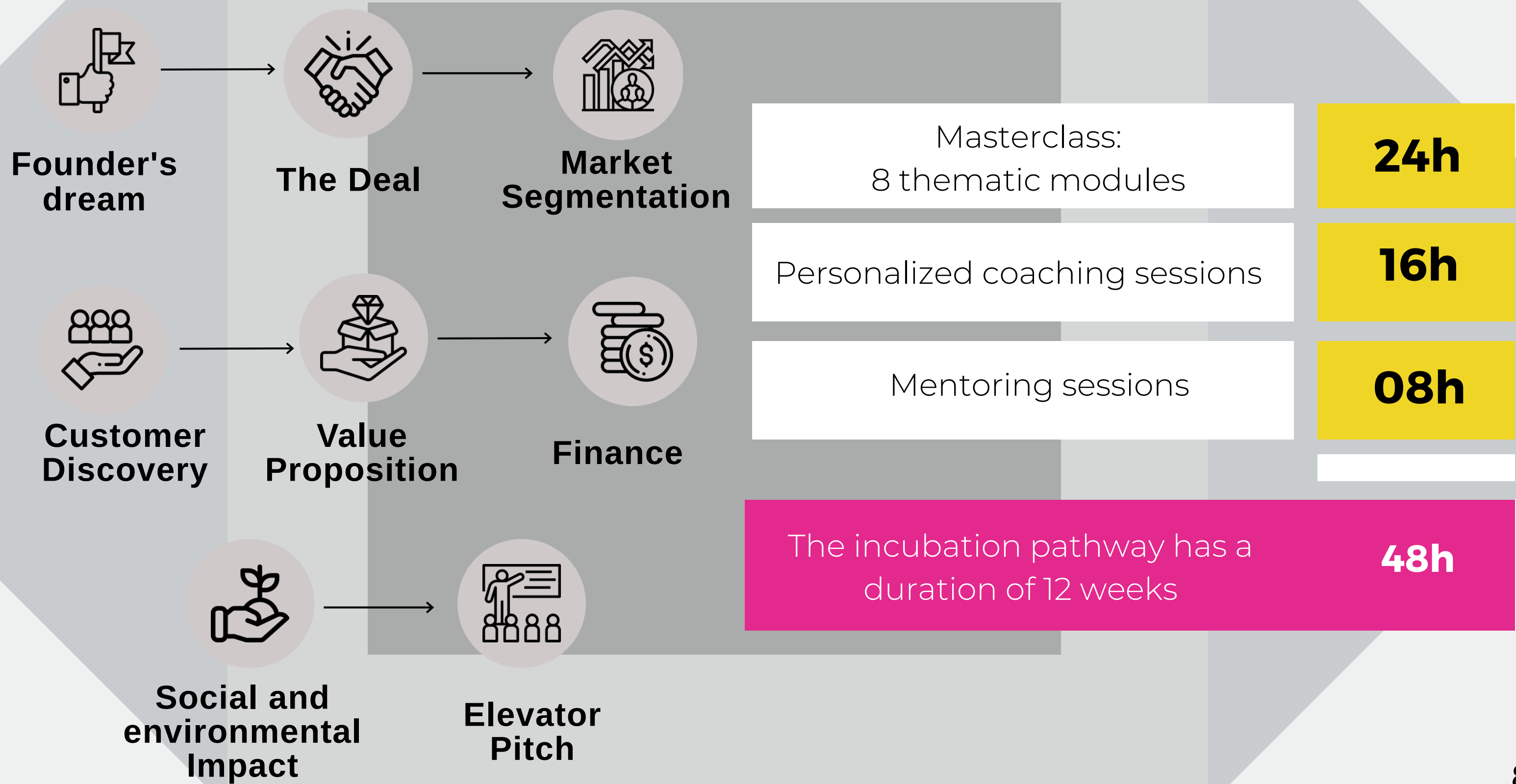


Social Lean Canvas

Active Learning

Masterclasses

- 1 Social Lean Canvas
- 2 Active Learning
- 3 Master Classes
- 4 Coaching and Mentoring
- 5 Travel to the Region



Travel to the Region



Workshop "Strategies for Amazonian Entrepreneurial Development" held in Puerto Maldonado - Madre de Dios

1

Social
Lean
Canvas

2

Active
Learning

3

Master
Classes

4

Coaching
and
Mentoring

5

Travel to
the Region



The Peruvian Social Incubator

Since 2018, The Peruvian Social Incubator (TPSI) has been incubating entrepreneurs from the Peruvian jungle, highlands and coast because we believe in the potential of the Peruvian entrepreneur. In this way, TPSI provides personalized advice, so that entrepreneurs can structure a sustainable and scalable business model.

We invite you to visit our website and social media to learn more about us.



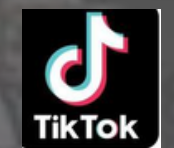
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[@tpsi.socialincubator](#)

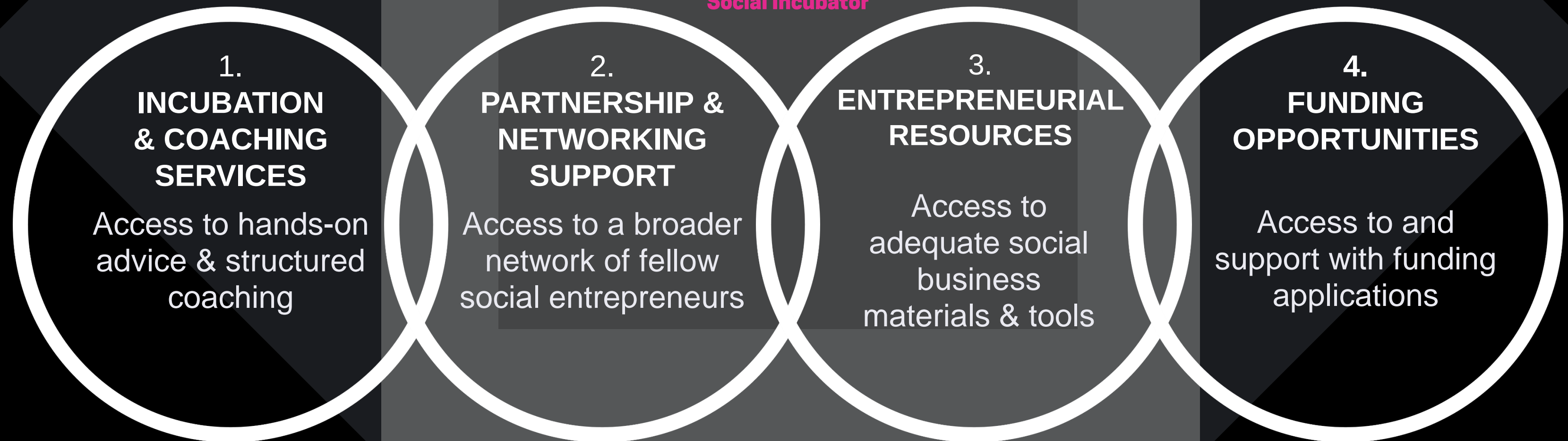


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A comprehensive model to accelerate social impact and drive customer-centricity



2. PARTNERSHIP & NETWORKING SUPPORT

CACAO



**NATURAL
COSMETICS**



AGROBUSINESS



TOURISM



PASTRIES



EDUCATION



TECHNOLOGY



COFFEE



HANDICRAFT



3. ENTREPRENEURIAL RESOURCES

MÓDULOS DE APRENDIZAJE

1.1 MISIÓN Y VISIÓN 2.1 ANÁLISIS DE MERCADO OBJETIVO (PARTE 1) 2.2 ANÁLISIS DE MERCADO OBJETIVO (PARTE 2)

MATERIALES

MÓDULOS DE APRENDIZAJE (descargue estos recursos)

MODULO 0 INTRODUCCION DEL PROGRAMA MODULO 1 SUEÑO DEL FUNDADOR & EQUIPO MODULO 2 EL NEGOCIO (THE DEAL)

PITCHS CIERRE DE PROGRAMA 2021

PITCH FANAPAY (SHIRLEY M.) PITCH ECOPERÚ (ANA DÁVILA) PITCH ECONEGOCIOS LA ABEJA (LEYDY E.)

ADICH LAD

VIDEOS DE APOYO PARA MÓDULOS

1. MODULO 3A: SEGMENTACION DE MERCADO

VIDEO MODULO 3A - PARTE 1 VIDEO MODULO 3A - PARTE 2 VIDEO MODULO 3A - PARTE 3

Cronograma

Fecha	Hora	Lugar	Objetivo de la sesión	Misiones (Tareas)
24/05/22	9:00 am - 12:00 pm	Zoom	Presentación del programa de Mentorías y presentación de coaches y emprendedores.	Clarificar preguntas relativas al programa de mentorías y/o emprendedores.
01/10/22	9:00 am - 12:00 pm	Zoom	Mentoría grupal	Definir la gerencia del emprendimiento.

EL MÉTODO LEAN STARTUP ERIC RIES

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Empieza con el POR QUÉ

EMPIEZA CON EL POR QUÉ

4. FUNDING OPPORTUNITIES

PRO innóvate **STARTUP PERÚ 8G+**

USAID FROM THE AMERICAN PEOPLE

AGROIDEAS Programa de Compensaciones para la Competitividad

PROCOMPITE APOYO A LA COMPETITIVIDAD PRODUCTIVA

>30 companies fully incubated

still in the market offering products/services that address societal challenges

67% of these businesses run by women entrepreneurs

>250 individuals empowered

& sensitized in social entrepreneurship
(training, coaching, consultancy)



Meet Our Team



Melanie Medina

Co-Founder
& CEO

[in](#) @melaniemedinamatute



Sergio Casquero

Co-Founder &
Program Director

[in](#) @sergio-casquero



Georges Dusart

voluntario,
Malinas

[in](#) @georges-dusart



**Silvana
Absi**

Projects
Coordinator

[in](#) @silvana-absi-sebastian



Mayra Muñoz

Legal Advisor
& Coach

[in](#) @mayra-muñoz-
hidrogo



**Rony
Matute**

Business
Accountant

[in](#) @rony-matute-galarza



**Betsabe
Veliz**

Project Manager
& Coach

[in](#) @betsabe-veliz-merino



**Sonja
Hummel**

Social Impact
Expert

[in](#) @sonja-hummel



**Alexander Van
de Velde**

Strategic Business
Advisor

[in](#) @alexander-van-de-
velde



Meet Our Team

Coaches



Jimena Hurtado
Anthropology



Antonella Lopez
Public Mgmt



Jesus Cucho
Industrial Engineering



Shayuri Chavez
Political Sciences



Angiela Fernandez
Social Business Mgmt



Johan Taboada
Economics



Ian Vilcahuaman
Industrial Engineering



Luis Portocarrero
Economics



Adriana Carhuamaca
Social Mgmt



Jean Carlo Briceño
Political Sciences



Magdyel Yupanqui
Economics

Our Partners

EU



Burgerinitiatieven
voor Ontwikkelings-
samenwerking



LATAM

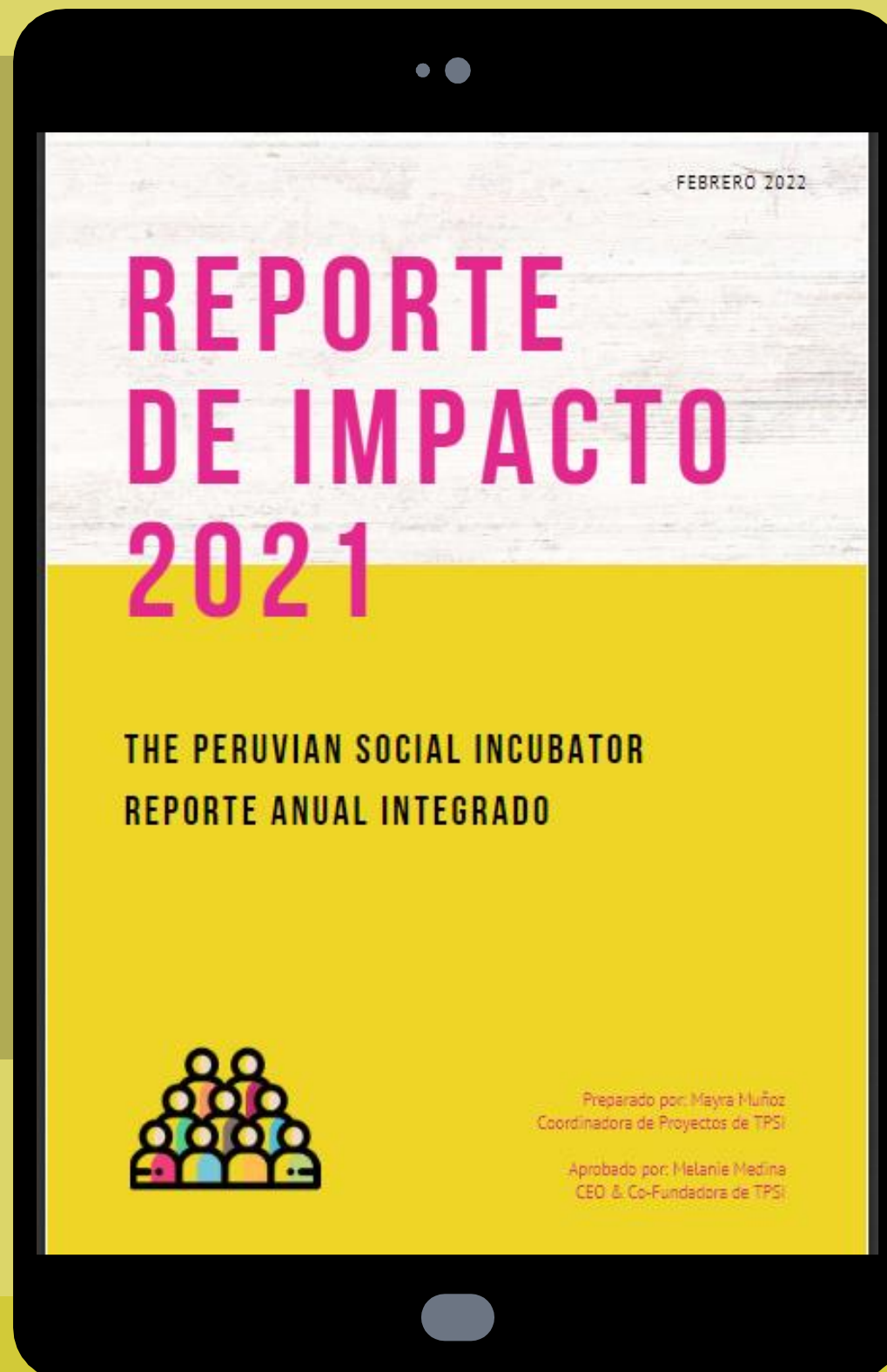
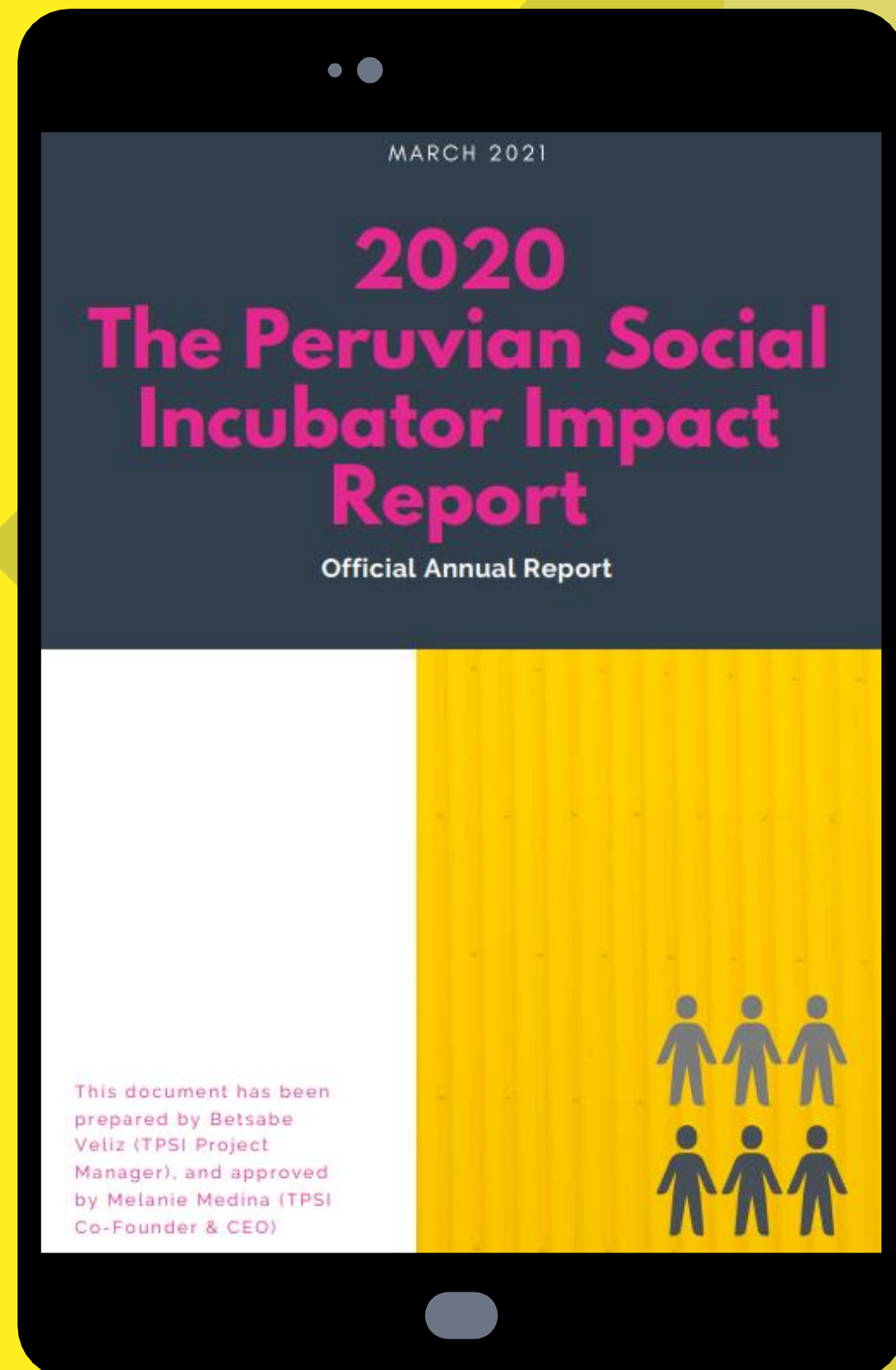


CENTRUM
PUCP



Read our TPSI Annual Reports to know more about our work

[>>> click here <<](#)



Do's and Don'ts

Do's & Don'ts



Do's

- Selection of participants is necessary (based on how long the business is in the market and technical skills)
- Focus entrepreneur efforts on market opportunity validation (who will buy)
- Be lean: incorporate program learnings in each new cycle
- Individual (1to1) coaching in between classes is essential
- Work with 'hard' objectives and attainable program metrics: homework (9 slides of pitch deck), pitch event (graduation), etc.
- Partner with local actors to become efficient and enhance impact (ex: 180DC PUCP, across entrepreneurs, Municipalities, Universities, etc.)

Do's and Don'ts

Do's & Don'ts



Don'ts

- Application process cannot be so hard
- Don't be so academic with the program content
- Don't use 1 single way to deliver program (use videos, WhatsApp groups, google sites, travel to the region, etc.)
- Business/entrepreneurial success (= customer validation) is more than funding
- Don't just train the coaches. Follow up on progress and provide additional mentoring sessions
- Don't charge fees to social entrepreneurs (who have scarce resources)
- High number of incubatees by cycle can be difficult to control

Thanks

Stay in touch via:

www.theperuviansocialincubator.com

Follow us on:



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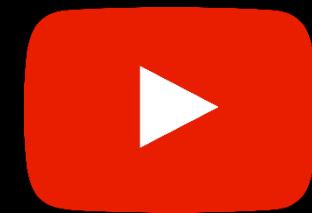
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[@the-peruvian-social-incubator-tpsi](https://www.linkedin.com/company/the-peruvian-social-incubator-tpsi)



[@The Peruvian Social Incubator](https://www.youtube.com/ThePeruvianSocialIncubator)

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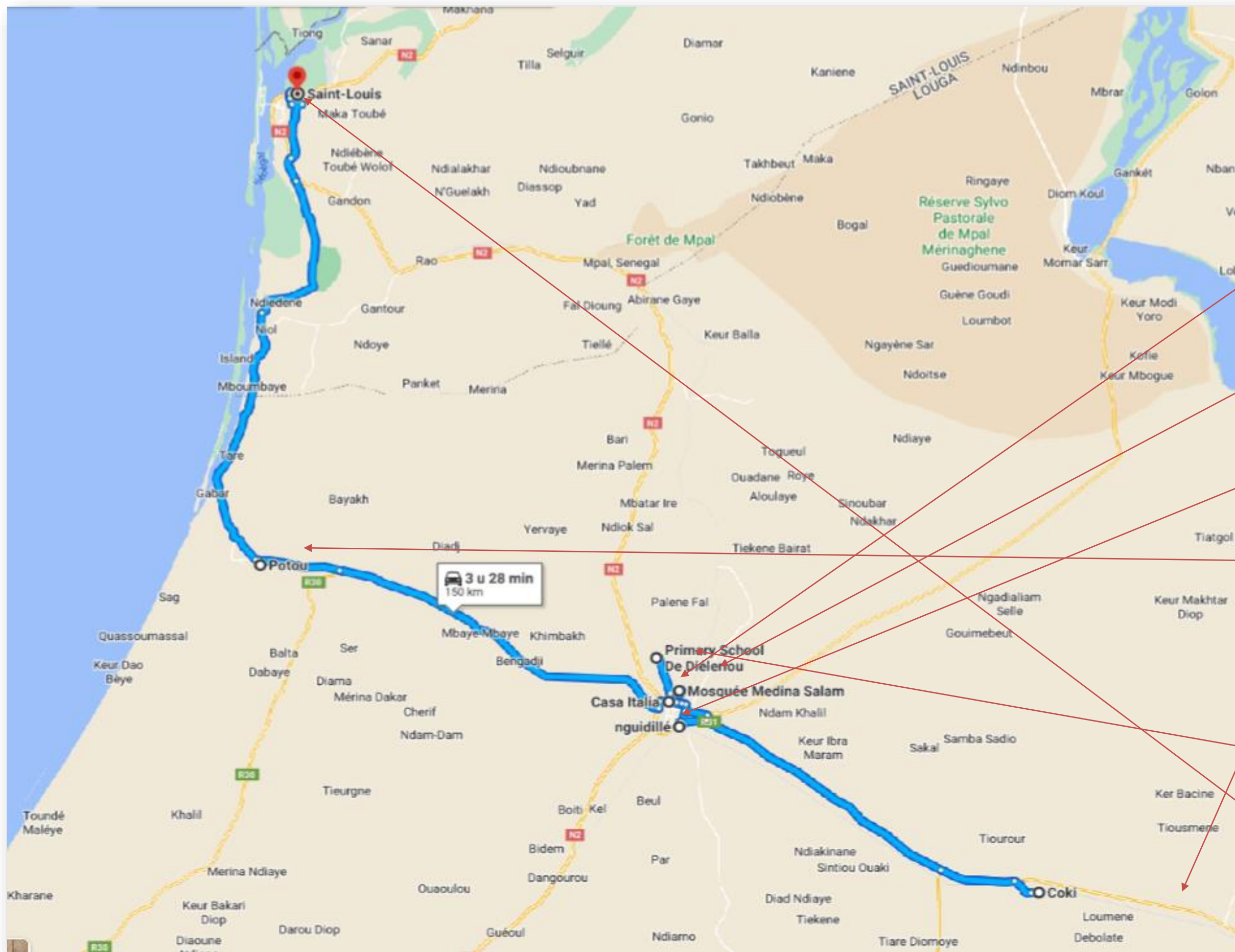
ANDO INTERNATIONAL

Sénégal



Ism de blokkendoos vzw





Waar zijn wij actief?

1. LOUGA, Bagdad

2. MEDINA SALAAM

3. NGUIDELE

4. POTOU

5. DIADJORDE

6. DIELEROU

7. SAINT-LOUIS

Saint-Louis

De eerste kerk van West-Afrika:
werd een hotel,
En toen een bouwval,
Een ruïne ...
De vergane glorie van weleer.





Een observatie

Een idee

Een plan

<https://www.facebook.com/marleen.blokkendoos/videos/2670157786447448>

Een kleine rondleiding vóór de renovatie





Een opportuniteit voor Marème



60 jongeren krijgen een opleiding tijdens de renovatie

Een droom wordt werkelijkheid

80% recyclage



Een super gemotiveerde ploeg....



enkele goede leermeesters



Opleiding en integratie Sociaal-economische empowerment



<https://www.facebook.com/marleen.blokkendoos/videos/705221610676706>



Centre des Arts et des Cultures africaines

CACS





**Programme de Formation et d'Insertion
du Centre des Arts et des Cultures**

CONFERENTIEZALEN

WINKEL

BIBLIOTHEEK

EETZALEN

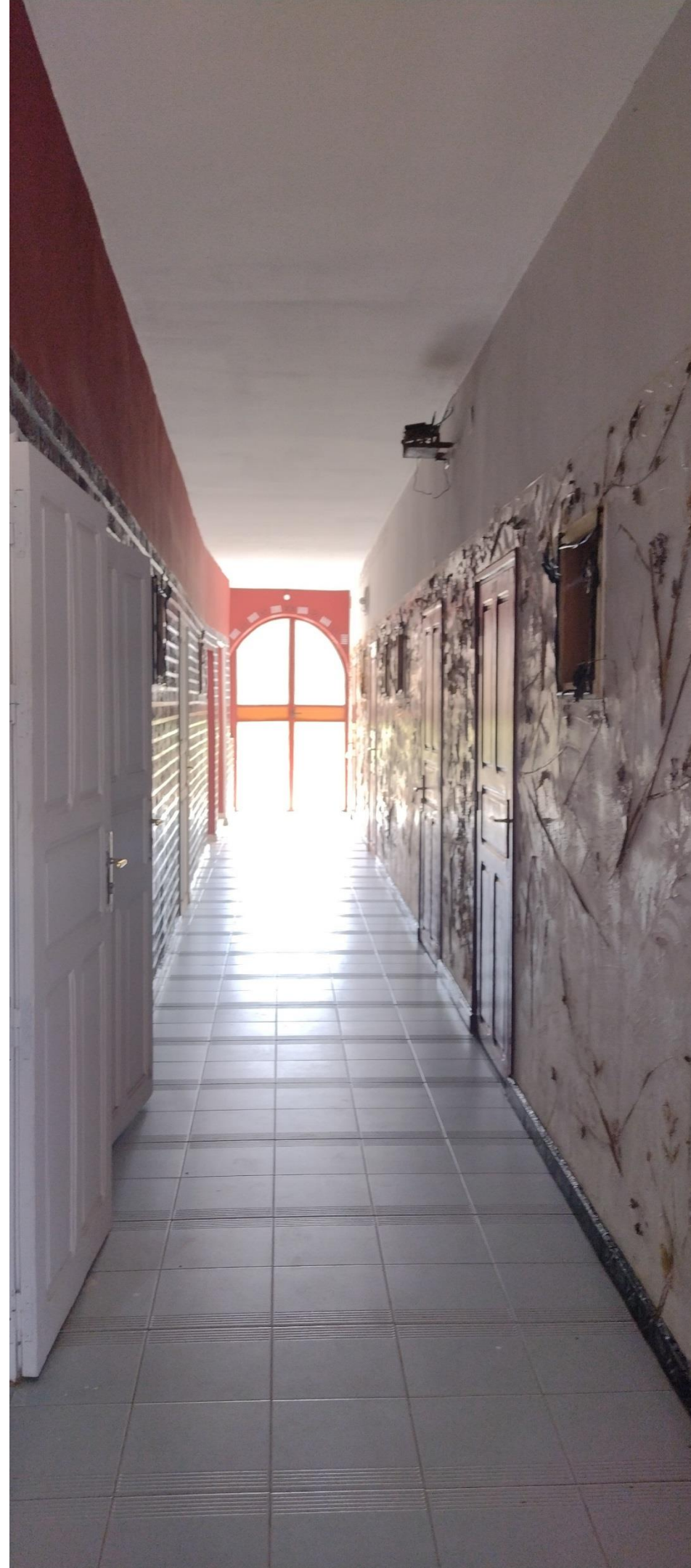
KLASLOKALEN

TENTOONSTELLINGSRUIMTEN

ONTSPANNINGSRUIMTES

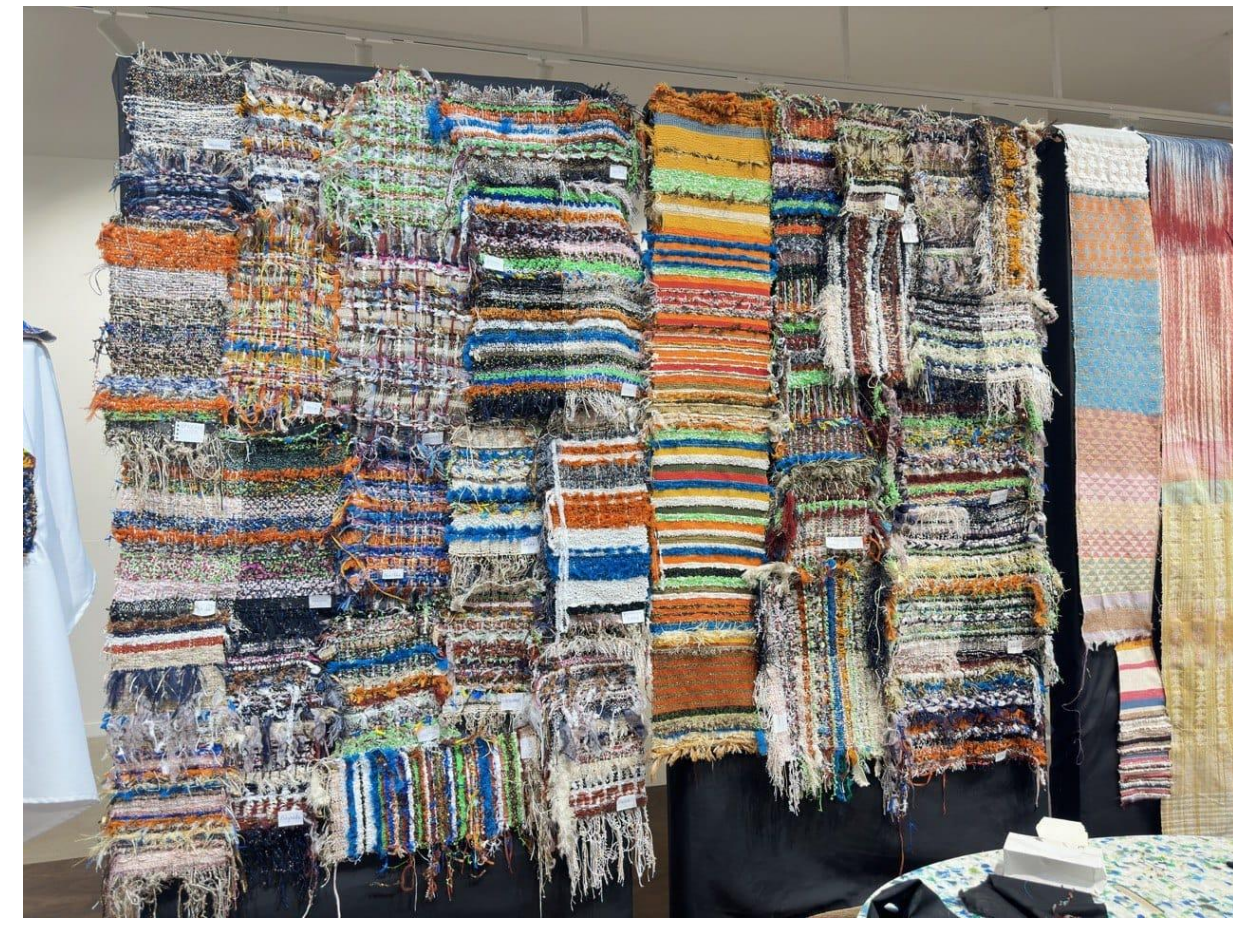
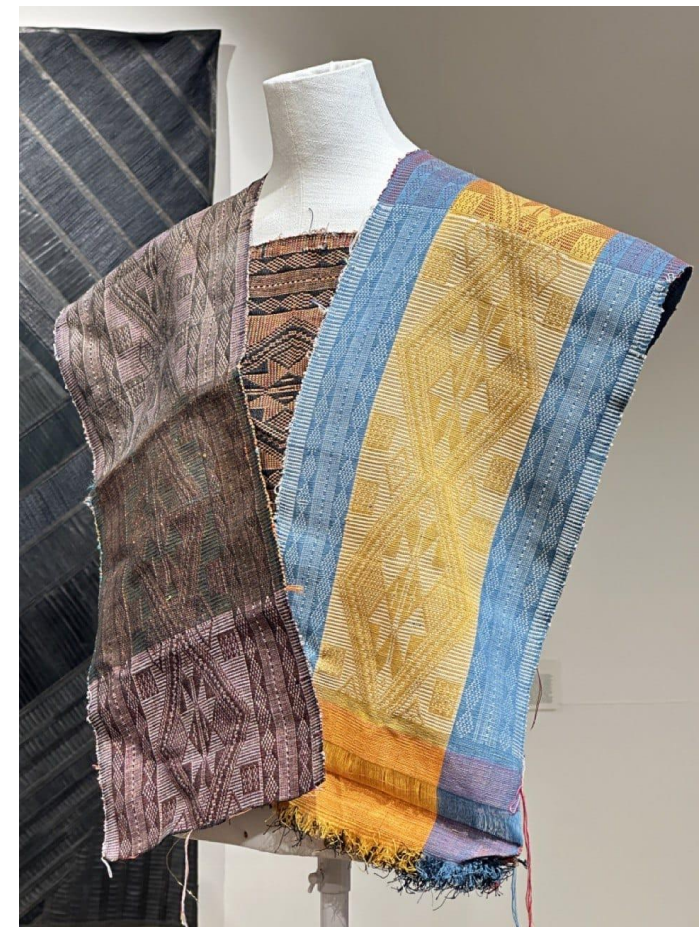
SLAAPKAMERS















LES RENCONTRES SUR LE FLEUVE

9^{ème} Édition

THÈME GÉNÉRAL :
Ecologie et transmission

UN LARGE PROGRAMME CULTUREL ET HUMANITAIRE :

- Colloques, débats, discussions
- Panels Littéraires et Artistiques
- Salon des cultures et Expositions
- Chroniques Sénégalaises et Mauresques
- Operations Citoyennes
- Animations

3 au 10
décembre 2022
de Podor
à Saint Louis



KOLDA

ville invitée d'honneur

MARRANES ET PARRAINS

Marie André Diagne, Mame Mousse Diagne, Feu Wore Gana Seck, Ali Haidar, Feu Almamy Matthew Fall, Gnagna Ba Fall



Bedankt voor jullie
Aandacht en
Interesse!

