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FALL RSE 2024

Radical Social Entrepreneurship

Lesson 1: Financial Sustainability

Overview

This Fall Quarter, our geniuses will immerse themselves in RSE which stands for Radical Social Entrepreneurship. RSE is an innovative and transformative discipline that addresses societal challenges through entrepreneurial solutions. This course empowers students to develop sustainable, scalable ventures that drive significant social change.

Learning Activities and Time Duration

(1 hour)

1. Introduction and Review (10 minutes)

- Review the previous lesson's key points about elevator pitches and pitch decks.
- Brief introduction to financial sustainability and why it is critical for social enterprises.

2. Basic Financial Concepts Lecture (15 minutes)

- Explain key financial terms: revenue, expenses, profit, cash flow, break-even point.
- Show examples of basic financial statements (income statement, balance sheet, cash flow statement).

3. Group Activity: Financial Planning (20 minutes)

- Divide students into small groups.
- Provide each group with a simple business scenario of a social enterprise.
- Have students create a basic financial plan, including estimated revenues, expenses, and break-even analysis.

Objectives

Geniuses will understand the importance of financial sustainability in social enterprises and learn basic financial planning concepts.

Materials and Prep

- Whiteboard and markers
- Marketing plan templates
- Case studies of successful social enterprises
- Laptop and projector

Resources

[Business finance 101]

Key Considerations:

What does it take financially to run a business? How do you as an entrepreneur make sure your business stays afloat?

4. Group Share and Feedback (15 minutes)

- Each group presents their financial plan.
- Provide feedback on the feasibility and sustainability of their plans.
- Discuss challenges and solutions to common financial issues in social enterprises.