

Hi everyone!

Happy to have you here



ERSTE
Stiftung



WITH FUNDING FROM
 **AUSTRIAN
DEVELOPMENT
COOPERATION**

IMPLEMENTED BY



AGENDA FLOW

**What are we up to in the
next few days?**



AGENDA FLOW

Day 1

- 09:00 – 09:15 Welcome
- 09:15 – 11:00 What is Social Impact Award
- 11:00 – 11:15 Coffee Break
- 11:30 – 13:00 Understanding your Target Group
- 13:00 – 14:00 Lunch
- 14:00 – 14:30 Intro to workshops
- 14:30 – 17:00 Idea Generation Workshop
- 17:30 – 19:00 War Childhood Museum
- 19:30 Dinner at Barhana



AGENDA FLOW

Day 2

09:00 – 12:00 **Creating Impact Workshop**

12:00 – 13:00 Lunch

13:00 – 15:45 **Business Modeling Workshop**

15:45 – 16:00 Coffee Break

16:00 – 18:00 **Incubation**

19:00 Dinner



AGENDA FLOW

Day 3

09:00 – 10:30	Selection Process
10:30 – 10:45	Coffee Break
11:00 – 12:30	Impact Assessment
12:30 – 13:30	Lunch
13:30 – 16:00	Fundraising
16:15 – 16:30	Coffee Break
16:30 – 17:30	Branding
18:30	Dinner



AGENDA FLOW

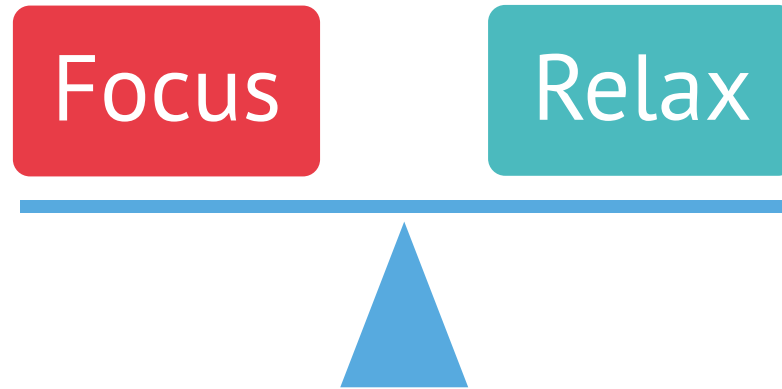
Day 4

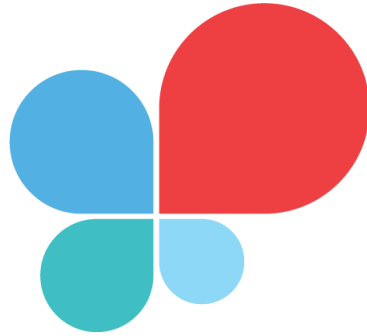
- 09:00 – 11:30 Attracting high talents
- 11:30 – 13:00 Open space
- 13:00 – 14:00 Lunch
- 14:00 – 14:30 Closing



SOME PRINCIPLES

To have a valuable time together





SIA's History



WHERE WE COME FROM

2009

SIA is born



2012

The SIA child
is growing up



2015

SIA becomes
a teenager



2018

Time to leave
the house



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WHERE WE COME FROM

2009

SIA is born



- Founded by Peter Vandor (Institute for Entrepreneurship and Innovation at WU Vienna)
- AirBerlin CEO: “do something impactful with it for students”
- Initial idea: Offering workshops on start-up topics, providing seed funds, and giving each project individual feedback



WHERE WE COME FROM

2012

The SIA child
is growing up

- Erste Foundation driving scale to CEE
- Impact Hub Vienna started to host program
- 2012: CZ, RO → until 2015: MA, GR, RU, RS, SK, CH

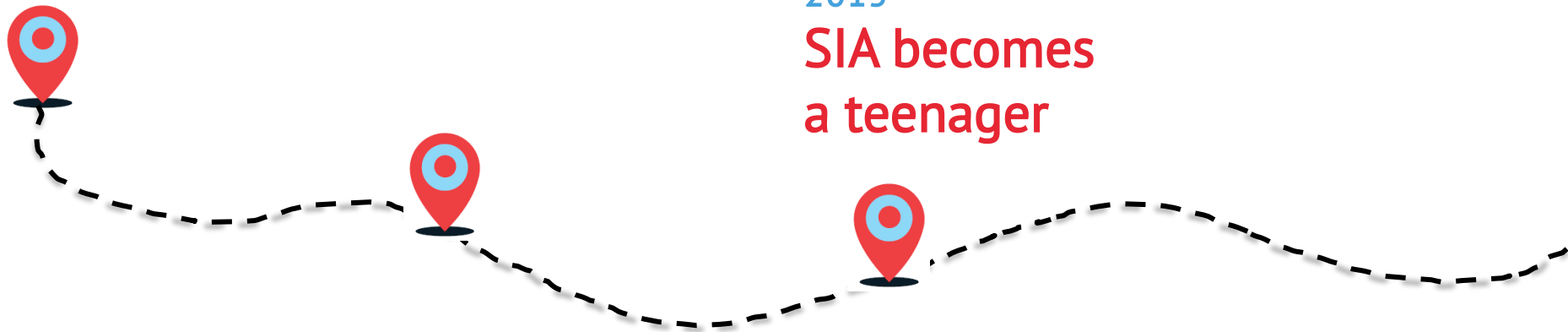


WHERE WE COME FROM

- Further growth (15 countries until 2017)
- Key focus areas: incubation, community building, codification
- Becoming Europe's largest early-stage community on S.E.

2015

**SIA becomes
a teenager**

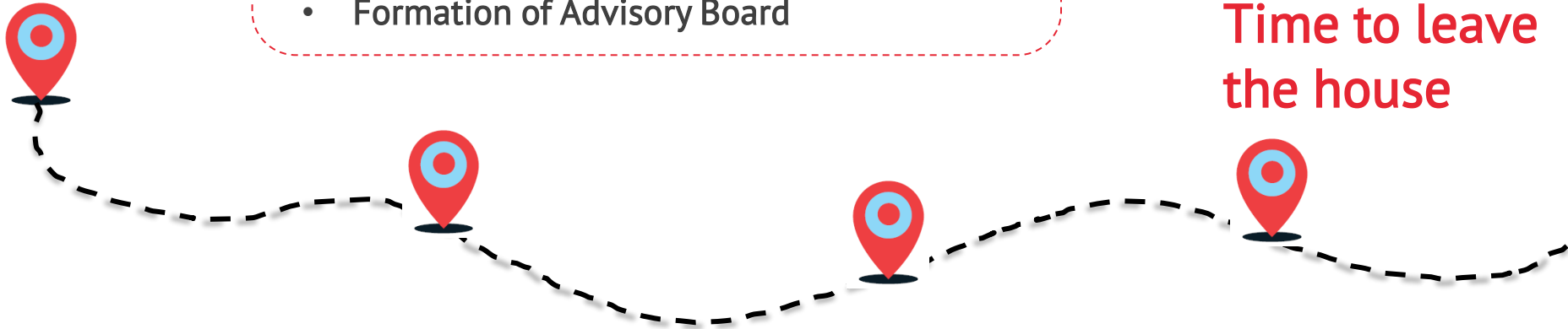


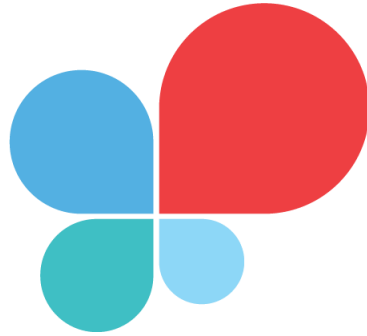
WHERE WE COME FROM

- Maturity, size, and complexity → Spin-out
- Ltd. with non-profit status
- Shareholders: JD: 45%, PV: 30%, IHV: 25%
- Growth to Africa and Central Asia
- Formation of Advisory Board

2018

Time to leave
the house





Theory of Change

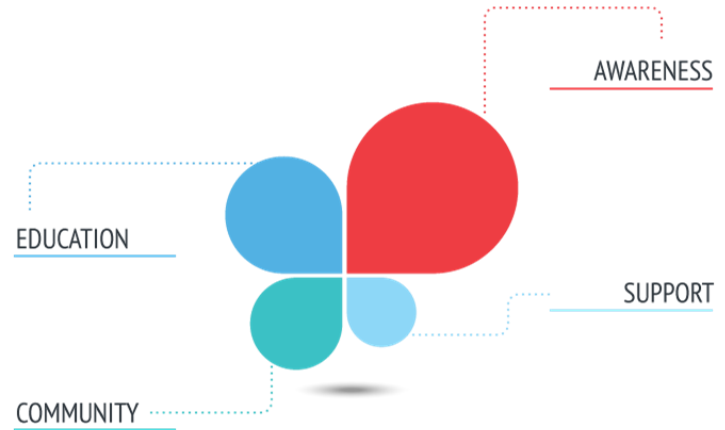


OUR MISSION

We offer the youth an entrepreneurial journey to make a societal difference

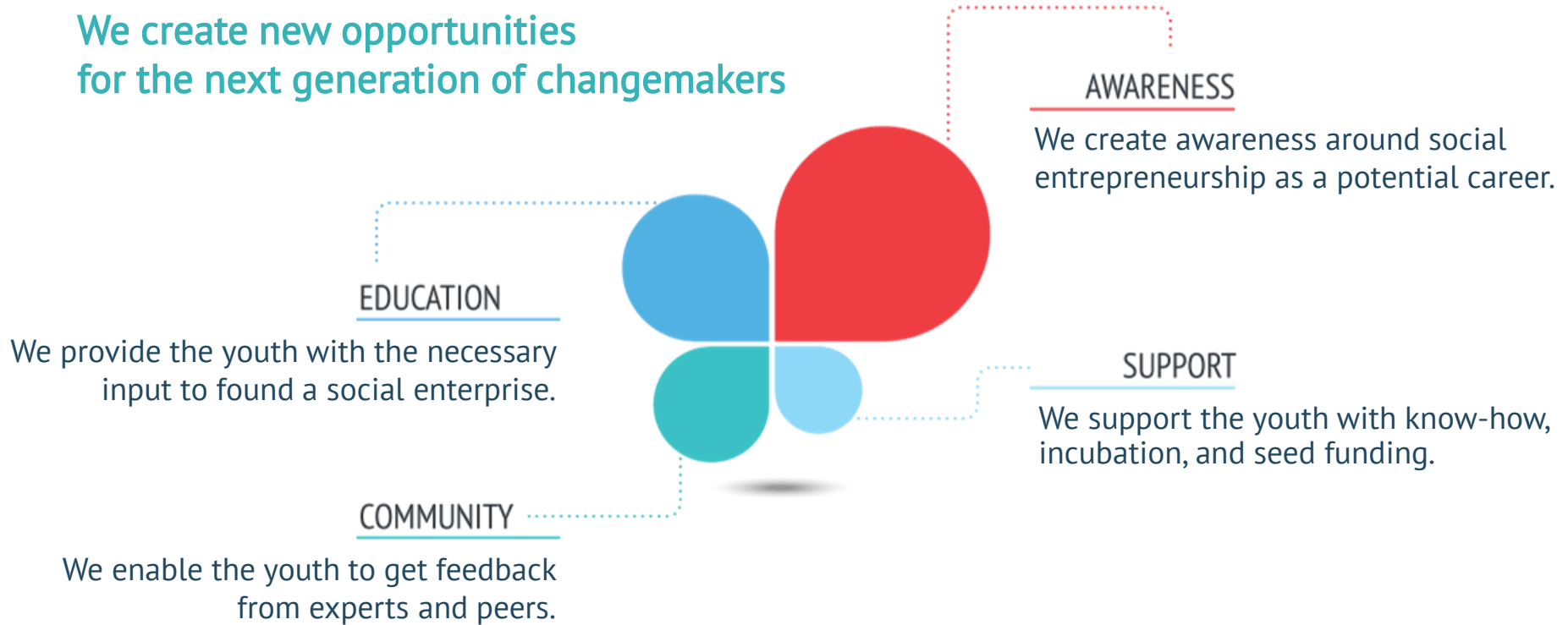
Since 2009, Social Impact Award promotes the knowledge and practice of social entrepreneurship among youth in Europe, Africa and Central Asia.

We do so by raising awareness for social entrepreneurship, offering an educational program guiding from vague intentions to a social venture, giving access to networks of peers & professionals and by directly supporting the most promising ventures.



DIRECT IMPACT ON YOUTH

We create new opportunities
for the next generation of changemakers



DIRECT IMPACT ON YOUTH

Our achievements in 2019

EDUCATION

200 workshops & events delivered
71 cities in 16 countries reached
3,000+ participants empowered

COMMUNITY

140+ participants gathered for SIA Summit
730 SIA alumni ventures empowered
1,000+ partner organizations worldwide

AWARENESS

4,000,000+ people reached via social media
8,000+ event participants attracted
800+ applications received

SUPPORT

220 most talented teams incubated
58 most impactful ventures awarded
2,000+ mentoring hours provided

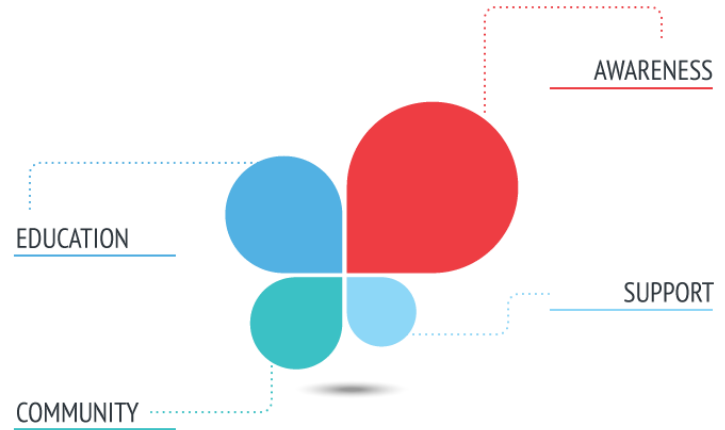


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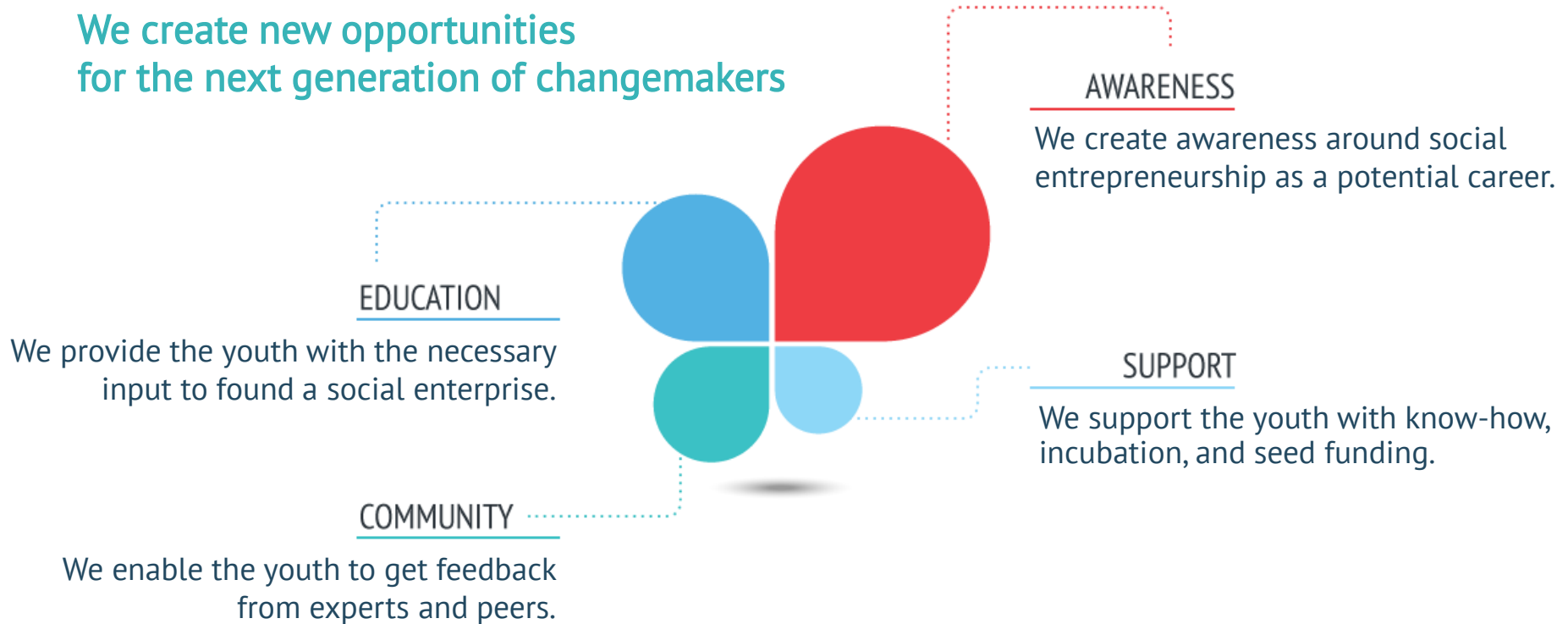
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IMMEDIATE PROGRAM SUCCESS

Selected impact data from SIA 2019

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Impact assessment conducted by
our academic partner WU Vienna

91%

FOCUS ON IMPACT

of participants in 2019 aim at helping as many individuals as possible, even if it costs them time and energy.



69%

IDEA IMPROVEMENT

69% of SIA participants in 2019 were able to find or significantly improve an idea for a social project.

80%

INCREASED MOTIVATION

80% say that SIA increased their personal motivation to become active as a social entrepreneur.



77%

LONG LASTING IMPACT

77% of SIA winners still run their ventures after 3.5 years.

87%

BEING HELPED BY MENTORS

87% of incubated teams said that their mentor was helpful for the development of their venture.

AFTER SIA'S INCUBATION, OUR VENTURE IS...



65%

IMPACT-ORIENTED CAREER

65% of people who left their SIA project are now working in other organizations with a positive impact on society.

TOP 6 IMPACT FIELDS

- 1 Education and Lifelong Learning
- 2 Poverty Alleviation
- 3 Health and Wellbeing
- 4 Sustainable Communities and Resilient Cities
- 5 Equality, Equity, and Social Justice
- 6 Decent Work and Inclusive, Sustainable Economic Growth

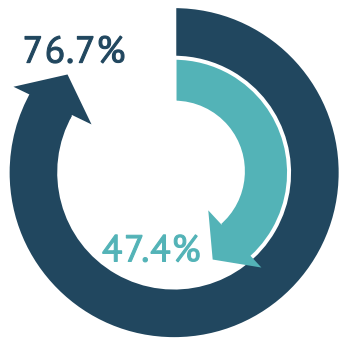


LONG-TERM & SYSTEMIC IMPACT

Selected impact data from our long-term studies*

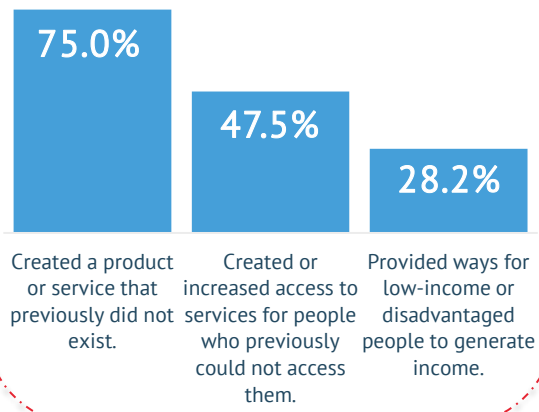
LONG-TERM EFFECT

Survival rates of ventures differ strongly. 77% if SIA winners still run their ventures after 3.5 years, but only 47% of those who did not win.



SYSTEMIC IMPACT

SIA ventures have systemic impact: they innovate, create opportunities for inclusion and cooperate with other youth and businesses.



IMPACT-DRIVEN CAREERS

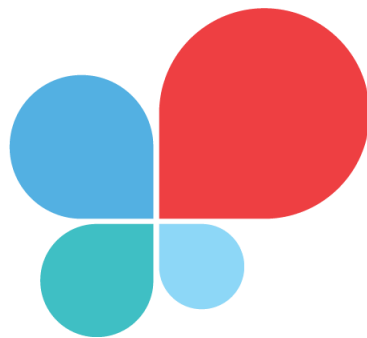
The majority of participants stays on an impact-oriented career path, even if they quit their ventures.



Percentage of high or very high agreement (respondent not active in venture)

*All data here is based on qualitative survey conducted in 2019 with former SIA participants (on average 3.5 years after their participation).





Understanding our Target Groups



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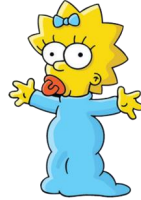
WITH ALL OUR ACTIVITIES, WE ADDRESS:



The Non-Entrepreneur

~90% of impressions, ~30% at workshops

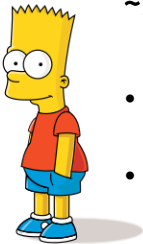
- Not in the mood/situation/time to start-up
- Potential supporter, opinion leader, customer, co-worker, etc. – the world is made up of these guys
- Gaining an understanding of SE (“not my thing, but cool...”) → turns into a silent or active supporter



The Potential SE

~40% at workshops

- Very young, just started studies and is orientating in life, eager to learn
- Her venture ideas won't impress you, but wait 5-10y!
- (Most) important target group for **workshops**, may not win SIA now, but gains an entrepreneurial mindset and learns



The Starter

~25% at workshops

- Comes with an intention to do good, some first ideas and is ready to start
- Perfect participant in all dimensions of SIA - **workshops, networking, support**
- Learns a lot, teams up, likely to start an actual venture



The Superstar

~5% at workshops

- Comes with field experience, amazing skills, a PhD in nuclear science and a good heart
- Has likely started something before SIA
- Benefits most from **networking & support** component from SIA, inspires and helps others



PERSONAS



The Non-Entrepreneur



The Potential SE

Future changemaker

Value proposition: Education & inspiration

KPIs: Maximization of outreach, long-term conversion



The Starter



The Superstar

Social entrepreneur

Value proposition: Skills, tools, networking, visibility, seed funding

KPIs: Conversion rate “ws part. into applicant”; quality of applications



WHY TARGET PERSONAS MATTER?

- They have different **needs**
- They are different **personalities**
- They **talk** differently
- They hang out in different **places**
- They require different **value propositions, formats, content**
- ...



GROUP WORK

Understanding our target personas



UNDERSTANDING PERSONA 1

15mins

Future Changemaker

Value proposition

Education & inspiration

KPIs

Maximization of outreach, long-term conversion

How does the **life** of this persona look like? (examples)

How would you **pitch** SIA to this persona?

What **formats** would you offer to this persona?

➔ 2-3 people per group



BRING BACK

1 group presents, the others add



UNDERSTANDING PERSONA 2

15mins

Social Entrepreneur

Value proposition

Skills, tools, networking, visibility, seed funding

KPIs:

Conversion rate “ws part. into applicant”; quality of applications

How does the **life** of this persona look like? (examples)

How would you **pitch** SIA to this persona?

What **formats** would you offer to this persona?

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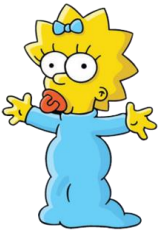
BRING BACK

1 group presents, the others add



KEEP IN MIND

Always keep an eye on the target personas.
We learn more and more about them every day!



LUNCH

