



WELCOME TO SEEDBED

We look forward to working with you and helping you develop and grow your social venture.

Between now and May 2017, Seedbed will recruit up to 25 social ventures to join our accelerator programme. This is an intensive and fast paced (10 day - 8 months) programme. We will be providing workshops, master-classes, professional expertise, weekly coaching sessions, action learning activities, co-working facilities and investment support to help you grow your business, scale your impact and successfully manage your investment.

Seedbed combines the skills and expertise of two leading social enterprise organisations – The Dartington Hall Trust and South West Investment Group.

Seedbed is one of ten social incubators set up across the UK with funding from the Cabinet Office and matched by delivery partners, local sponsors and investors. The £1.05 million project will provide a £600k total investment fund and an individually tailored support package for each venture. Entry to the Seedbed programme is free.

Seedbed will fill a significant market gap, allowing social ventures to develop and grow significantly.

Seedbed ventures will be able to compete for tenders and contracts, service growing markets and play a significant role in supply chains and B2B activity. These social ventures will be able to tackle challenges created by a shrinking public sector and growing environmental, economic and social pressures.

A stronger presence and influence of social ventures in the market place creates more local jobs, promotes diversity, strengthens the local economy and adds to community wealth and resilience.



THE SEEDBED PROGRAMME

Foundation Phase – May to September 2017

During the first phase of the programme we will re-visit some of the business fundamentals. You will deepen your understanding of your customers and how you can meet their needs; you will develop a clearer value proposition for your business and know how to test key assumptions you have made about your business model.

We take a fresh look at your business models – you will get greater clarity on your business model and clearly define your market positioning. You will increase your understanding of the messaging and channels you use to communicate with your customers and stakeholders. You will develop action plans listing the desired outcomes with timing and person or team responsible for delivering it.

We will explore business strategy and look at social impact. You will understand the principles around strategy and building on earlier work you will refine your own business strategy to put plans into action. The programme will provide an introduction to impact metrics and common measurement models and help you develop your own impact framework.

With a clearer understanding of your ‘Theory of Change’ you will better know your audience and develop key messages. You will evaluate your communications strategy and put a targeted marketing plan into action.

You will complete this phase with a better understanding of financial management and will have revised your business plan and strategy. You will understand your theory of change and have developed a marketing and communications strategy.



Growth Stage – October to December 2017

The principle outcome of this stage of support is the preparation of a sound growth and investment plan and a compelling investor proposal.

You will be helped to prepare for growth by identifying barriers to growth and de-risking growth. You will learn about leadership from growth orientated entrepreneurs and become clear about your leadership challenges over the next 12 months & put in place strategies to meet them.

We will look at growth management. How to put in place good governance and build a successful team. We will look at the role of the leader in a growing organisation and the skills you need to bring people with you.

You will understand social investment in its different forms and clarify your own investment needs – what type of investment is right for you? You will understand and practice financial forecasting and build your own social investment plan.

Towards the end of the programme we will explore what makes a good investment proposal. You will learn how to fine tune your investor pitch and practice with your cohort and facilitators. Finally you present your pitch to an invited audience of social investors and alumni.

At the end of the Growth Stage you will have refined your growth strategy and investment plan, developed your investor proposal, attended an investor day and pitched your investment proposal to an investor panel.



Social Investment – Available throughout the programme

Seedbed participants have access to two types of social investment.

The Seedbed Loan Fund

This Fund provides loans investments of up to £50,000. Seedbed loans are designed to be accessible and affordable. Typically the finance terms are:

- No arrangement/ management/ early exit fees,
- 6% interest APR,
- Up to 6 months capital repayment holiday
- Repayment up to 5 years.

To access the Seedbed loans ventures will need to be a legally constituted organisation/ venture. Our loans are unsecured, but may require additional guarantees/ commitments. Exact terms & conditions will be agreed on a case by case basis. The loan fund is managed by South West Investment Group.

The Seedbed Equity Fund

This fund provides early stage equity for social ventures of up to £25,000. To access the equity fund ventures will need to be an incorporated organisation with a legal constitution that allows for this type of investment. This fund is managed by Dartington Hall Trust and the Seedbed team will be happy to provide further information upon request.

SEEDBED ELEMENTS

The Seedbed programme will use a variety of learning methods and tools to provide tailored personal development and venture support. Learning is 'by doing' and throughout each contact session you will learn from your peers, build your networks and be challenged by practitioners, contributors, Seedbed staff and your peers to become the most successful business leaders you can be.

Programme Elements:

- **Workshops, incorporating:**
 - **Witness sessions:** You listen, learn, question and network with entrepreneurs; real practitioners who come to SSE to share your experience. We call these people witnesses because they give evidence for you to examine - to find the meaning you need for your own ventures. They do not lecture, but discuss the secrets of their difficulties, as well as their successes; engage in debate, as well as answer participants' questions.
 - **Expert sessions:** Through questioning, observing and listening to experts you will improve your abilities in areas such as financial management, business planning, sales and marketing, managing people, partnering and other essential skills.
 - **'Show-how' project visits:** You also have the chance to investigate established organisations first-hand by visiting entrepreneurs who have made the journey you are now on and who are prepared to share their experiences.
 - **Group Activities:** facilitated activities to help you apply the learning from the day to your enterprise/ context. Work on your own, in small groups or with everyone in the room.
- **Master Classes:** Using the principles that emerge from our witness and expert sessions, our master classes provide the opportunity to deepen your understanding of the qualities and ingredients that help you drive your business from good to great!
- **Coaching:** Individual or team sessions with a skilled business coach for personal development support, guidance and reflection, coaching and information, support and contacts.
- **Webinars:** Expert presentations, interactive Q & A sessions, facilitated group check –in a structured activity sessions delivered online via the adobe connect platform.
- **Business Review Panels:** An individual 'in depth' look at an organisation's specific challenges and opportunities. A panel of social entrepreneurs, SSE staff, and relevant experts spends 1 - 2 hours with the participant (and their team) to reflect on the questions, challenges and opportunities presented by the organisation.
- **Social Finance:** Affordable loans of up to £50,000 and early stage equity of up to £25,000.

Over the total 8 month programme the time invested will total 10 days. This will be a combination of one day workshops, master classes, webinar online sessions, panel sessions, business coaching and 1-2-1 meetings.



YOUR FOUNDATION PHASE APPLICATION

In order to apply for the Seedbed programme, you will need to complete the 2017 Seedbed application form and send it, plus supporting documents to sam@seedbedenterprise.co.uk by 5.00pm on 30th April 2017.

Your application will be reviewed by a panel of members from Seedbed, Dartington Hall Trust and South West Investment Group. To assist our selection we may want to follow up your application with a short interview by phone or in person in the week beginning 8th May 2017. The programme launches on Wednesday 17th May 2017.

Should you have any question or query regarding the guidance notes or application form, please contact Sam at sam@seedbedenterprise.co.uk or on 01803 847066.

**We look forward to helping you grow
And develop your social venture.**