

Module 4: Accessing resources - training in innovative access to public finance, crowdfunding potential and attracting corporate sponsors – training materials

Exercise 1 – Watch Video Case Study – Starting Block, Michigan

The Starting Block (West Michigan's Non-Profit Regional Incubator Kitchen and Entrepreneurial Center) benefits greatly from the involvement of the Michigan State University Product Center. In this video, you get the chance to learn more about this incubator.

Watch video: www.youtube.com/watch?v=MEdDPDam-6U

Record your learning below:

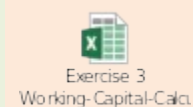
Exercise 2: What business structure is right for your circumstances and why?

Record your answer below:

Exercise 3 : Download our Excel Calculator to establish your working capital ratio

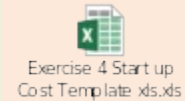
The working capital ratio is a liquidity ratio that measures the business ability to pay off its current liabilities with current assets. The working capital ratio is important to creditors because it shows the liquidity of the company.

Download our Excel Sheet and complete to figure out your working capital ratio.



Exercise 4 : Do you have enough capital to establish, survive and thrive ?

Download and complete our template to understand your complete start up fund requirement



Exercise 5 - WATCH Shane Bonner

Entering awards can be a great way of funding some of the costs of your center of taste. In Ireland, Shane Bonner of Newmarket Kitchen did just that. In 2017, he was a finalist in the IBYE Best Start Up Business Category. The awards were also a great way for him to build brand awareness.

Watch video: www.youtube.com/watch?v=g8AbkHvtE00

Record your learning below:

Exercise 6 - Is your Center of taste a Social Enterprise Checklist

Complete our Checklist

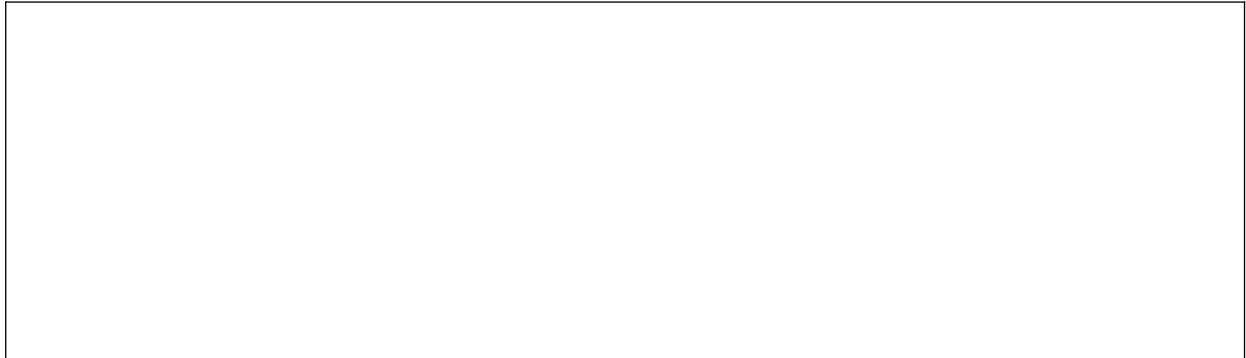
- Is your center a profit-making business set up to tackle a social need?
- Does it retain and reinvest profits back into the cause which motivates it?
- Does it strive for transformational improvements, not incremental gains? Big ambitions?
- Does it innovate and experiment more than traditional models of business?
- Is it designed to fill a gap in existing services that cannot or will not be delivered by the public and private sectors?

Exercise 7 - Watch Video Food Cloud Case Study

Food themed Social Enterprises tend to work well especially when they work in a collaborative way. In this video, you will hear Iseult Ward and Aoibheann O'Brien explain how FoodCloud and FoodCloud Hubs are working together to maximise the surplus food redistributed to charities in Ireland.

Watch video: <https://www.youtube.com/watch?v=QAh1j6OTA9s>

Record your learning below:



Exercise 8 - Research International Grant and Foundation Funding

Click on the hyperlinks below, make note of those that could apply to your Center development and funding mix.

[International and Foreign Grantmakers](#). Listing of relevant international websites which will be an excellent resource for grantmakers.

[Council on Foundations](#). Provides tools to over 2,000 grantmaking foundations and giving organizations that are members of the Council on Foundations worldwide.

[International Grants](#). Fundsnet, a lengthy list of links to international grants, initiatives, foundations and directories on the web.

[International Human Rights Funders Group](#). Although the International Human Rights Funders Group (IHRFG) does not make grants, the site provides information about funders that do. You can search by geography, issue, type of support etc.

Record your notes below:

Exercise 9: Download and Review Crucial Crowdfunding Resources - how do they apply to your plan?

Download and review Crucial Crowd Funding Resources:

www.crucialcrowdfunding.com/downloads

Record your learning and notes below: