

GET-UP Lesson Plan for Masterclass

Module 7: Managing the Money

Unit 1 – Sources of Finance

Learning Outcomes: On completion of this workshop, green entrepreneurs (learners) will be able to:

- ❖ Assess the financial needs of their business
- ❖ Identify key sources of finance to develop a new/existing business
- ❖ Identify alternative sources of finance
- ❖ Understand the crowd-funding model

Content and Instruction Method	Timing (minutes)	Materials/ Equipment Required	Assessment/ Evaluation
<p><i>Workshop Opening</i></p> <p><i>Trainer Introduction:</i></p> <ul style="list-style-type: none"> ❖ Trainer introduces learners to the module – Managing the Money and presents an outline of Unit 1 – Financing New Businesses. ❖ Using a flipchart and marker, the trainer leads a short group discussion on – Why do businesses need money? – The purpose of this activity is to help learners to understand the financial implications of the majority of their business decisions. 	<u>10 minutes</u>	<ul style="list-style-type: none"> ❖ Flipchart; ❖ Marker; ❖ Pens and note-taking materials for learners 	<ul style="list-style-type: none"> ❖ Learners will engage fully in the group discussion and will take notes to support their learning.
<p><i>Trainer input and group activity:</i></p> <ul style="list-style-type: none"> ❖ Trainer leads a group activity for learners to evaluate their financial needs to start or grow their business. ❖ Trainer distributes copies of the ‘Checklist: What 	<u>20 minutes</u>	<ul style="list-style-type: none"> ❖ Copies of ‘Checklist: What finance do you need?’ for all learners (see Annex 1); ❖ Pens and note-taking 	<ul style="list-style-type: none"> ❖ Trainer distributes copies of the ‘Checklist’ to all learners (see Annex 1). Following the group discussion on the ‘Checklist’, trainer invites

<p>actual businesses can finance their business/grow their business using this source of funding.</p> <ul style="list-style-type: none"> ❖ After reviewing the content of the case study, the trainer facilitates a group discussion on the case study and explains any issues or uncertainties the learners may have. 			
<p><u>Closing Session and Evaluation</u></p> <ul style="list-style-type: none"> ❖ Trainer closes the master-class with a short verbal feedback session. ❖ Trainer will distribute copies of the workshop evaluation form to learners and asks them to complete it. 	<p><u>10 minutes</u></p>	<ul style="list-style-type: none"> ❖ Copies of evaluation forms for learners; ❖ Pens and note-taking materials for learners; ❖ Flip-chart and markers for verbal feedback 	<ul style="list-style-type: none"> ❖ Learners will engage fully in the evaluation and feedback activities and will complete the evaluation form.
Total Time	90 minutes		

Annex 1 – Handout – Checklist: What finance do you need?

Checklist: What finance do you need?	
What do you want to finance?	Here you can list the exact items that you need to purchase for your business and think through what else may be needed to make the investment work.
How much do you need?	List what your likely expenses will be – do you need to purchase or rent premises and/or equipment or tools, do you need to purchase supplies or stock, what are your running costs, i.e. electricity and heating for a premises, fuel and maintenance for a car, etc.?
How much do you have yourself?	A preliminary research would help you to project how much you will need for this investment. You must always think about your liquidity and see if you need working capital as well.

Over to you! Complete the following checklist for your own green enterprise

Checklist: What finance do you need?	
What do you want to finance?	
How much do you need?	

How much do you have yourself?	
How long do you need finance for?	
You must make sure that your credit / investment will generate profit. This is the only proof that you need financing (This section is only for established SMEs)	
Do you need finance because your customers do not pay?	
Do you need funding because your sales are low recently?	

Annex 2 – Handout – Green Enterprise Crowd Funding Matrix

The following table presents an overview of the primary crowd-funding platforms for projects and start-ups in the green enterprise sector.

Platform Name	Description of Platform	Link/Further Information
Cutting Edge Capital	<p><i>Cutting Edge Capital</i> is a funding platform that seeks to work with entrepreneurs and project leaders and to use vendors who meet the following criteria:</p> <ul style="list-style-type: none"> • Local and/or community ownership of the project; • Authenticity and a commitment to inclusiveness and diversity; • Social responsibility; • Environmental stewardship. 	www.cuttingedgecapital.com
Green Fundraising	<p><i>GreenFundraising.org</i> is a new site to help entrepreneurs and non-profits crowdfund projects for sustainability and healthy living.</p>	http://greenfundraising.org
Grid Share	<p><i>Grid Share</i> is an independent online funding platform for renewable energy projects and clean-tech companies.</p>	www.gridshare.com
Start Some Good	<p><i>Start Some Good</i> is a crowd-funding platform exclusively for social change initiatives. It exists to help social entrepreneurs, non-profits and community groups to raise the funds they need to make a difference. It aims to empower anyone with a great idea to make the world better.</p>	www.startsomegood.com

Sun Funder	<p>Over the next decade, solar energy will leapfrog the electricity grid in developing countries much like cell phones leapfrogged landlines. <i>Sun Funder</i> is dedicated to financing this emerging solar market transformation. <i>Sun Funder</i> is a solar finance business with a mission to unlock capital for solar energy in emerging markets, where over 2.2 billion people live without access to reliable energy.</p>	http://sunfunder.com
Worth Wild	<p><i>Worth Wild</i> is a crowdfunding platform for environmentally-conscious businesses, non-profits and individuals that want to raise money to fund projects that protect and sustain the planet. A certified B Corp, <i>Worth Wild</i> is more than a crowdfunding website. The fee-free green platform is a movement created by people who put the environment first and a social network for the next generation of environmental stewards who champion products, ideas, and services that will collectively help the environment.</p>	www.worthwild.com
Causes	<p><i>Causes</i> is a platform where entrepreneurs and funders are able to discover, support and organise campaigns, fundraisers, and petitions around the issues that impact sectors and communities around the world. By building a passionate audience around social, political and cultural issues, <i>Causes</i> members can collaborate quickly and effectively on solutions to today's toughest problems. And with built-in communities of support, no campaign starts from scratch.</p>	www.causes.com
Cause Vox	<p><i>Cause Vox</i> is a community-driven fundraising platform built to help fundraising teams at non-profits activate their supporters, reach new donors and raise more online. Non-profit companies can create projects online and can market these projects to interested contributors around the world.</p>	www.causevox.com/crowdfunding

Annex 3 – Case Study - Sondors THIN Electric Bike: The First 72-Hours

(source: <https://go.indiegogo.com/blog/2016/02/sondors-ebike-crowdfunding-infographic.html>)



In the past few years, electric vehicles have become more and more accessible, which is an amazing step toward reducing our carbon footprints on our beautiful earth. One key player in the electric bike world is Sondors, who raised over \$6 million to fund the production of its all-terrain eBike. Now, the team is back to raise funds for their latest eBike: the Sondors THIN. The THIN is an affordable, lightweight vehicle that hopes to reinvent eBike transportation with its clean and sleek design. They reached their goal of \$100,000 in under five hours and raised an impressive amount in just 72 hours. Here are the numbers behind the first 72 hours of the Sondors THIN eBike campaign.

TOTAL AMOUNT RAISED:

\$449,975

AVERAGE FUNDS RAISED PER HOUR:

\$6,250

AVERAGE FUNDS RAISED PER MINUTE:

\$104

LARGEST CONTRIBUTION:

\$1,011

MINUTES TO REACH GOAL:

284

TOP 10 CONTRIBUTING COUNTRIES

