

## Social Venture 2024 Residential

Cambridge Social Ventures | King's Entrepreneurship Lab



Tuesday, January 9<sup>th</sup>

Time	Activity
8:30 a.m. – 09:00 a.m. Dining Hall	Registration, breakfast and tea/coffee (provided)
09:00 a.m. – 09:10 a.m. Keynes Lecture Theatre	Welcome! Kamiar Mohaddes, Co-Founder and Director of King's Entrepreneurship Lab (E-Lab)
09:10 a.m. – 10:30 a.m. Keynes Lecture Theatre	Introduction to the residential and What is a Social Venture? Nicole Helwig, Executive Director, Cambridge Centre for Social Innovation Social ventures, social enterprise, B-corps, not-for-profit, mission-led business... What do we mean when we say 'social venture'?
10:30– 11:00 a.m. Turing Room	Break, tea/coffee (provided)
11:00 – 12:30 p.m. Keynes Lecture Theatre & Chetwynd Room	Practical market research and lean start-up Isla Wilson, Ruby Star Associates Market research – it's not just boring surveys! Isla will share some free and low-cost market research techniques that give real insight into your various customers and drive your product development. You'll leave this session with some market research actions and an experiment you can deliver to test the market.
12:30 p.m. – 1:30 p.m. Dining Hall	Lunch (provided)
1:30 p.m. – 3:00 p.m. Keynes Lecture Theatre & Chetwynd Room	Visual Thinking for multi-stakeholder collaboration: problem framing Michelle Darlington, Cambridge Centre for Social Innovation In this hands-on workshop, you will be guided through a process to apply simple visual communication principles in a collaborative problem-solving process. The process will demonstrate how drawing can be used as a tool of thought, both individually and collaboratively. No drawing experience or skill is necessary. You will gain visual literacy

	skills that are widely transferable, and especially useful when dealing with complex and systemic problems.
<b>3:00 p.m. – 3:30 p.m.</b> <b>Turing room</b>	<b>Break, tea/coffee</b> (provided)
<b>3:30 p.m. – 5:00 p.m.</b> <b>Keynes Lecture Theatre &amp; Chetwynd Room</b>	<b>Visual Thinking for multi-stakeholder collaboration: problem framing continued</b> <b>Michelle Darlington, Cambridge Centre for Social Innovation</b>

## Wednesday, January 10<sup>th</sup>

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<b>8:30 a.m. – 09:00 a.m.</b> <b>Dining Hall</b>	<b>Breakfast</b> (provided)
<b>9:15 a.m. – 10:45 a.m.</b> <b>Fadi Boustany Lecture Theatre, Cambridge Judge Business School</b>	<b>Visual thinking for multi-stakeholder collaboration, part 2: systems mapping</b> <b>Michelle Darlington, Cambridge Centre for Social Innovation</b> In this workshop you will use systems mapping as a means of analysing systemic problems. The purpose of this method is to identify leverage points to scope interventions that address systemic challenges. You will be able to apply the main conventions of systems mapping to map a challenge which is pertinent to you. This technique is also useful for articulating the case for multi-stakeholder collaboration, because it identifies shared interests that are not immediately visible.
<b>10:45 a.m. - 11:15 a.m.</b>	<b>Short comfort break, tea/coffee</b> (not provided)
<b>11:15 a.m. – 12:30 p.m.</b> <b>Fadi Boustany Lecture Theatre, Cambridge Judge Business School</b>	<b>Social venture operational models</b> <b>Michelle Darlington and Nicole Helwig</b> How do social ventures organise for social change? We'll look at a variety of operational models and share some impactful examples.
<b>12:30 p.m. – 1:30p.m.</b> <b>Dining Hall</b>	<b>Lunch</b> (provided)
<b>1:30 p.m. – 2:45 p.m.</b> <b>Keynes Lecture Theatre &amp; Chetwynd Room</b>	<b>Business Model Canvas workshop I</b> <b>Mark Goodson and Leonore Lord-Patterson, Cambridge Social Ventures</b> The Business Model Canvas is a framework of nine business model building blocks to help you visualise elements of your venture. It helps you develop your business model by breaking it down into parts – your value proposition, customers, finance and so on – allowing you to question each element of your business model.
<b>2:45 p.m. – 3:00 p.m.</b> <b>Turing Room</b>	<b>Comfort break tea/coffee</b> (provided)

<b>3:00 p.m. – 4:15 p.m.</b> <b>Keynes Lecture Theatre &amp; Chetwynd Room</b>	<b>Business Model Canvas workshop II</b> <b>Mark Goodson and Leonore Lord-Patterson, Cambridge Social Ventures</b> The Business Model Canvas is a framework of nine business model building blocks to help you visualise elements of your venture. It helps you develop your business model by breaking it down into parts – your value proposition, customers, finance and so on – allowing you to question each element of your business model.
<b>4:15 p.m. – 4:30 p.m.</b> <b>Turing Room</b>	<b>Break, tea/coffee</b> (provided)
<b>4:30 p.m. – 5:30 p.m.</b> <b>Keynes Lecture Theatre</b>	<b>What’s special about social ventures?</b> <b>Panel of social entrepreneurs</b> <b>Moderated by Nicole Helwig</b> Some of the social entrepreneurs we’ve supported will share their journey from bright ideas to functioning businesses. They’ll chat about their experiences starting and growing their venture, the highs and lows, and what keeps them inspired.
<b>5:30 p.m. – 6 p.m.</b> <b>Chetwynd Room</b>	<b>Networking with panellists and mentors</b> Drinks followed by dinner in Hall

## Thursday, January 11<sup>th</sup>

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<b>8:30 a.m. – 09:00 a.m.</b> <b>Dining Hall</b>	<b>Breakfast</b> (provided)
<b>9:00 a.m. – 10:30 a.m.</b> <b>Keynes Lecture Theatre</b>	<b>Entrepreneurship</b> <b>Simon Stockley, Senior Faculty in Management Practice, Cambridge Judge Business School</b>
<b>10:30 a.m. - 11:00 a.m.</b> <b>Turing Room</b>	<b>Break, tea/coffee</b> (provided)
<b>11:00 a.m. – 12:30 noon</b> <b>Keynes Lecture Theatre</b>	<b>Social finance</b> <b>Mark Goodson, Cambridge Social Ventures</b> Where can you get money to scale your venture? What are investors looking for in a venture? How do you get yourself set up to receive investment? This session will talk through some of the funding options and strategies that will get your business through the early stages.
<b>12:30 p.m. – 1:30 p.m.</b> <b>Dining Hall</b>	<b>Lunch</b> (provided)

<p><b>1:30 p.m. – 3:00 p.m.</b> <b>Chetwynd Room</b></p>	<p><b>Student Exhibition</b> Sharing your social entrepreneurial ideas – results of student work</p>
<p><b>3:00 p.m. – 3:30 p.m.</b> <b>Turing Room</b></p>	<p><b>Break, tea/coffee</b> (provided)</p>
<p><b>3:30 p.m. – 4:45 p.m.</b> <b>Keynes Lecture Theatre</b></p>	<p><b>Social enterprise: living up to expectations?</b> <b>Prof Neil Stott, Co-Director, Cambridge Centre for Social Innovation</b> What is a social enterprise? In this rapidly growing sector, a diverse range of ventures are forging their own paths. This session will explore the concept of social innovation and discuss examples of social ventures working very differently to make an impact.</p>
<p><b>4:45 p.m. – 5:00 p.m.</b> <b>Keynes Lecture Theatre</b></p>	<p><b>Wrap up</b> <b>Kamiar Mohaddes and Nicole Helwig</b></p>
<p><b>7 p.m.</b> <b>College Bar/Dining Hall</b></p>	<p><b>Formal Dinner</b> Drinks in College bar at 7:00 p.m. followed by Formal Dinner at 7:30 p.m. in Hall</p>