

Sheffield Social Enterprise Accelerator: From South Korea to South Yorkshire

This document outlines the programme for the Sheffield Social Enterprise Accelerator for the SK Center for Social Entrepreneurship at KAIST student participants.

The University of Sheffield has significant experience in nurturing and developing Social Entrepreneurs through its Social Innovation Programme, which has supported over 600 students in developing their social business ideas over the last 5 years. The University of Sheffield has led on and partnered in two of the largest HEFCE UnLtd funded social enterprise programmes in Europe, with both the programmes and the individual staff members receiving national recognition for excellence in the development and delivery of these programmes. The University of Sheffield has achieved this success, in part, due to its ability to work collaboratively with a well established partner network to support delivery.

This programme will be delivered in partnership with 3 other major social enterprise support agencies, who are able to share their knowledge and experience to create an unrivalled experience for you during your visit to Sheffield.

List of SSEA Delivery Partners

Business	Experts / Expertise
University of Sheffield Enterprise	University of Sheffield (USE) will be overseeing the programme management and have been responsible for the design. USE has a wealth of experience in both enterprise education and also entrepreneurship support.
Jamie Veitch Consultancy	Jamie Veitch / Social Enterprise Specialist
The Keyfund	Dave Thornett / Head of Business Development
Social Enterprise UK	Nick Temple / Deputy Chief Executive

Programme Workshop Descriptions

Day 1: Introduction to Social Enterprise in Sheffield and the UK / Jamie Veitch

This workshop will introduce KAIST students to the social enterprise landscape in the UK and cover a variety of Sheffield based case studies.

Day 2: Leading and scaling social ventures and their impact /Social Enterprise UK

The workshop will be split into four main sections:

Evidence, Leadership, Social Impact and Scale.

In total, this will give participants a full overview of the key areas of social enterprise: the state of the sector in the UK, the needs & priorities of social enterprises, the characteristics of successful leaders, how to measure social impact, and different routes to scaling that impact.

Day 3: Social Enterprise Field Trips in Sheffield UK

Students will visit two Sheffield based Social Enterprises and learn about their route to sustainability whilst hearing about how they make and monitor social impact within their business.

Day 4: Sales, marketing and communications for social enterprises / Jamie Veitch

An interactive, involving and detailed workshop drawing upon real life examples from a variety of social enterprises and mission-led businesses in a range of sectors, including start-ups, small and locally based SEs, through to national and international.

Day 6: Investment Readiness Workshop / The Keyfund

Investment readiness has common global principles. This workshop will consider what investment readiness means from an investor's perspective and considerations when seeking institutional, peer to peer and governmental investment. The session will focus on the characteristics and landscape in the UK, the most advanced market in the world, and then look across the world at what has most traction in other nations. Finally, we will consider what entrepreneurs can do to make themselves investment ready

Day 7: Final Presentations and Graduation Event

During this day KAIST students will present their businesses' future action plan and what actions they'll be taking forward as a result of what they have learnt from the SSEA programme. We will be following these presentations with a celebration lunch which will be attended by external guests.

Day 8: Social Enterprise Trip to London

Visits to a number of successful social enterprises, focusing on the Hackney/Shoreditch area (home of Tech City)

Networking Opportunities / Evenings

Welcome Reception Dinner

On Thursday 4th August we will be holding a welcome dinner in the centre of Sheffield to celebrate the start of the programme and to introduce you to the team here at USE. This will be an opportunity for you to discuss your business with our team and friends of the University.

Social Enterprise Dinner

On Friday 5th August we will be holding a dinner in the centre of Sheffield to celebrate social enterprise and starting up in the third sector. You will have the chance to meet other social entrepreneurs working in Sheffield whilst also meeting some professionals who support the sector.

Social Enterprise Trip - London UK

In advance of the trip to London, The University of Sheffield will look at the your social enterprise business plan and suggest relevant companies in London to meet with. You will then be responsible for arranging your own meetings in advance of this visit.

Graduation Lunch

At the end of the programme we will be holding a dinner to celebrate the work you have been doing during the programme. Again we will invite local social entrepreneurs and supporters to meet with you to discuss your businesses.

Learning Tools and Final Presentation

You will be provided with a ***Reflection Template** and also an ***Action Plan Template**. Both of these documents will be used throughout the programme to report learning and map out personal objectives for your businesses.

Final Presentation

On the morning of Day 7 (please see schedule) you will have 5 minutes to present your future action plan and will have access to powerpoint presentation equipment. You will also have 5 minutes for the audience to ask you any questions.

During the first five minutes we would like you to present what you have learnt during the programme and how you will use this to further develop your business when you return to Korea.

SSEA Summer Timetable

Date	Morning Activity	Afternoon Activity	Evening
Tuesday 2nd August	Arrive in the UK	Arrive in the UK	Arrive in the UK
Day 1 Wed 3rd August	Welcome to the University of Sheffield (09:30)	Introduction to Social Enterprise in the UK (13:45 - 15:45) TUoS Darren Chouings and Jamie Veitch	
	KAIST Student Presentations (09:45 - 12:45)	TUoS Campus Tour (16:00 - 17:00)	
Day 2 Thursday 4th Aug	Leading and scaling social ventures and their impact / Part 1 (09:30 - 16:45) Social Enterprise UK / Nick Temple	Leading and scaling social ventures and their impact / Part 2 (09:30 - 16:45) Social Enterprise UK / Nick Temple	Welcome Reception Dinner Tamper Sellers Wheel (19:20)
Day 3 Friday 5th Aug	Social Enterprise Field Trips Cathedral Archer Project (09:00 - 10:45) Zest (11:00 - 13:45)	Wrap Up Session from Trip (14:45 - 15:00) 1:1 Mentoring Slots (15:00 - 18:00) 6 Experts will be available during this time	Social Enterprise Dinner Strada Sheffield (19:20)
Day 4 Saturday 6th Aug	Sales, marketing and communications for social enterprises (09:30 - 13:00) Jamie Veitch Consulting	1:1 Mentoring Slots (14:00 - 18:00) 6 Experts will be available during this time	
Day 5 Sunday 7th Aug	DAY OFF	DAY OFF	
Day 6 Monday 8th Aug	Investment Readiness Workshop (09:30 - 13:30) The Keyfund / M Smith and D Thornett	1:1 Mentoring Slots (14:30 - 18:00) 6 Experts will be available during this time	
Day 7 Tuesday 9th Aug	Student Presentations and Programme Wrap-Up (09:30 - 13:00)	Graduation Lunch (14:00 - 16:00) Fusion Cafe	
Day 8 Wednesday 10th Aug	LONDON FIELD TRIP (Leaving Hotel at 06:00)	LONDON FIELD TRIP (Leaving Hotel at 06:00)	
Thursday 11th Aug	Leave the UK (Time TBC)	Leave the UK (Time TBC)	Leave the UK (Time TBC)