



MAPPING OF POTENTIAL PARTNER NETWORKS and INVESTORS

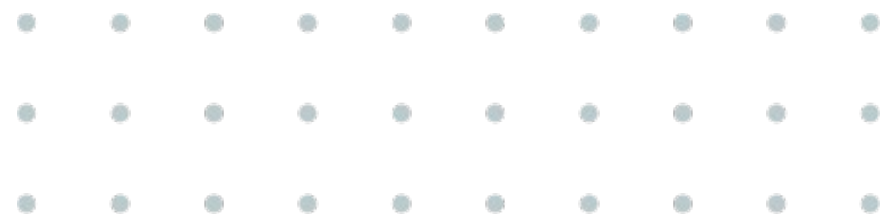
Train the trainers

The RESIST project is co-financed by the European Union (European Regional Development Fund) under the Interreg Baltic Sea Region Programme.

Introduction

Objective: Learn how to map useful contacts and networks to support your social business model.

01. WHAT IS NETWORK MAPPING
02. WHY NETWORK MAPPING MATTERS
03. TYPES OF PARTNERS
04. MAPPING PROCESS



CONTENT

What is Network Mapping?

Context

Your business doesn't exist in a vacuum. You are part of an ecosystem of other actors in the field, investors, competitors, clusters, etc.

Understanding your role and position in the ecosystem is a necessary first step when you look for potential collaboration opportunities. And that understanding starts with mapping your network.



Network Mapping - categorization

Why are they relevant?

Your stakeholders may provide you with funding, a relevant network, and knowledge about your clients or users.

A mapping exercise will help you understand - and appreciate - why your stakeholders are relevant to your business.

Why Network Mapping Matters

Improved communication

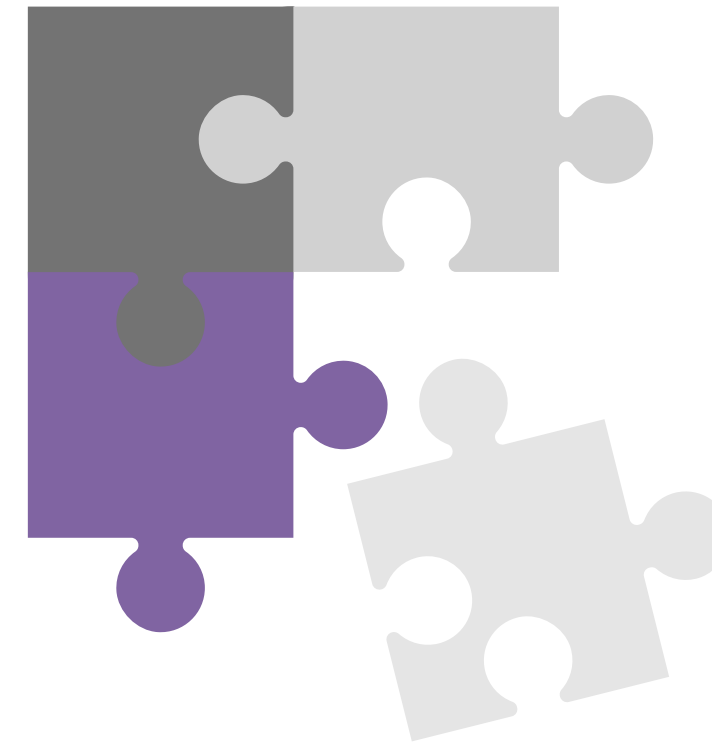
Exploring your business environment may lead to new contacts in itself and increase communication and information sharing among partners.



Why Network Mapping Matters

Enhanced
collaboration and link
establishment

Getting to know your
ecosystem also increases
the chances of identifying
areas for cooperation.



Why Network Mapping Matters

Efficient resource
allocation

Understanding your
position in the value chain
will lead to more strategic
and efficient use of your
resources.



TYPES OF PARTNERS



INCUBATORS

Organisations that support startups and early-stage businesses.

(Add local examples here)



CHAMBERS OF COMMERCE

Business associations.

(Add local examples here)



INDUSTRY CLUSTERS

Groups of related businesses operating within the same geographical region.

(Add local examples here)



PUBLIC ACTORS

Supporting actors in the public sector, both at the local and regional levels. Promoters of business.

(Add local examples here)



OTHER NETWORKS

Formal or informal groups
connecting professionals in
the field of your social
business.

(Add local examples here)



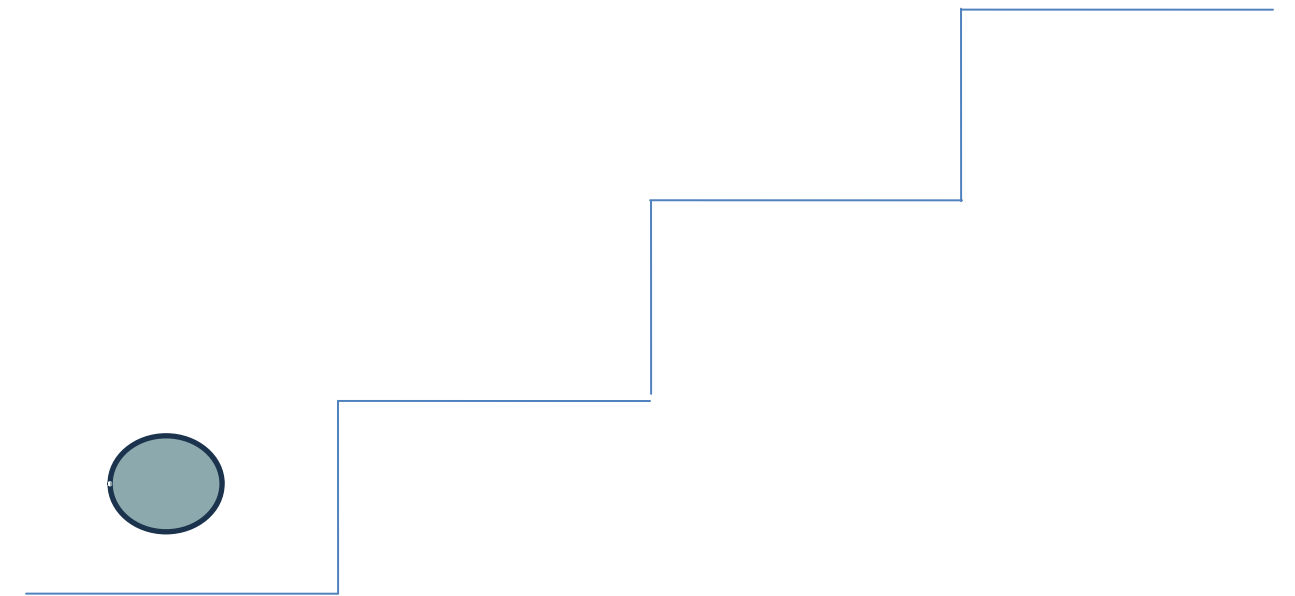
THE MAPPING PROCESS



Stages of a mapping process

Know yourself

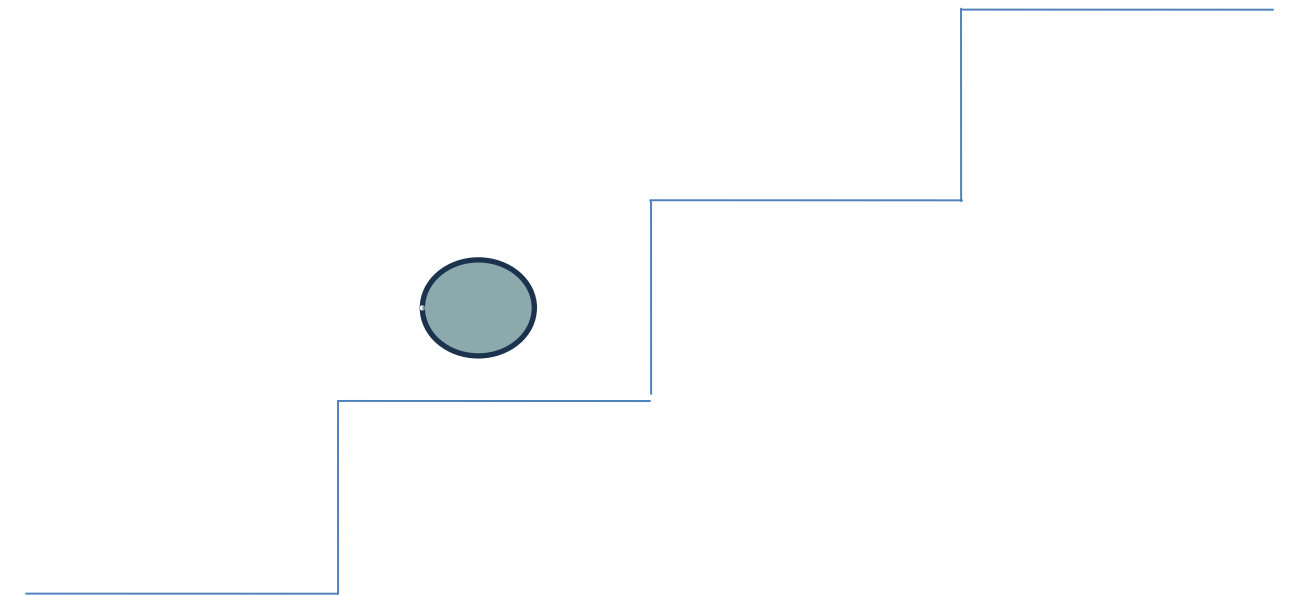
Understand your own
business, value proposition,
etc.



Stages of a mapping process

Know your peers

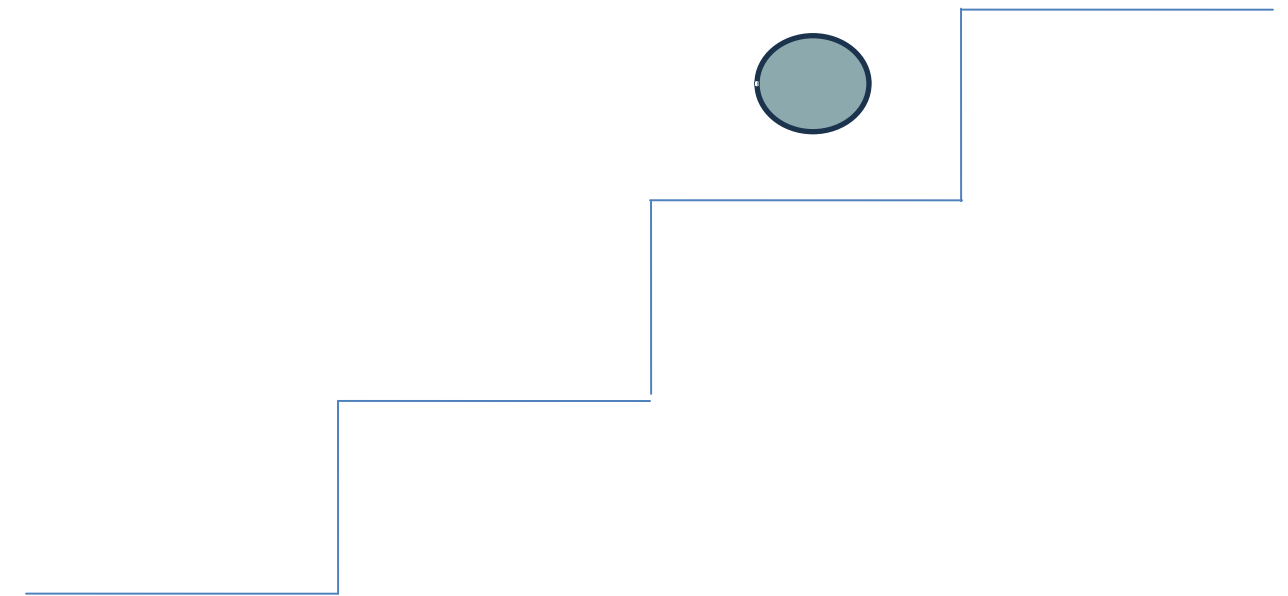
Understand your market,
and your competitors, and
know who's around



Stages of a mapping process

Know your backers

Find out who your support organisations are, potential funders, investors etc.

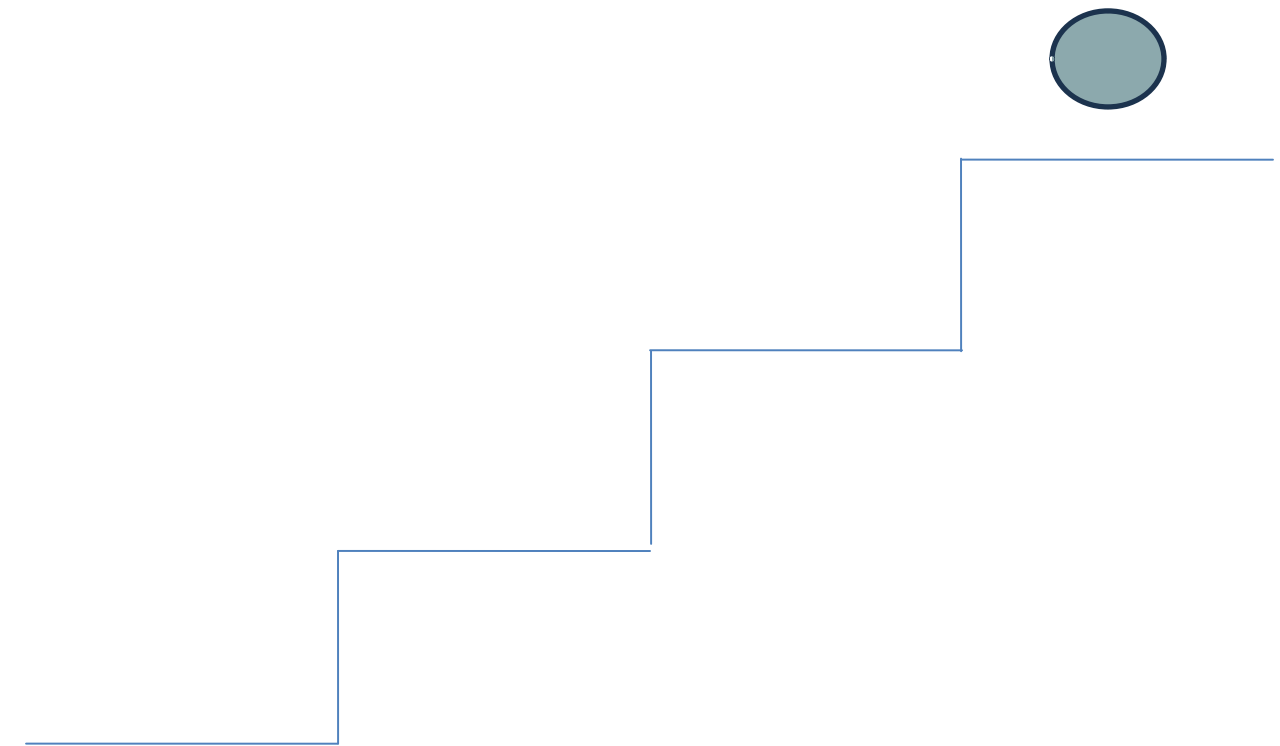


Stages of a mapping process

Know your partners

Research potential partners.

Understand their mandate
and their interest. Do your
homework.



Hurdles

Limited Traditional
Support
Banks and financial
institutions favour
commercial
enterprises over
socially driven ones.



Hurdles



Misunderstood Risk
The misconception
that socially driven
organizations are
not profitable.

Hurdles

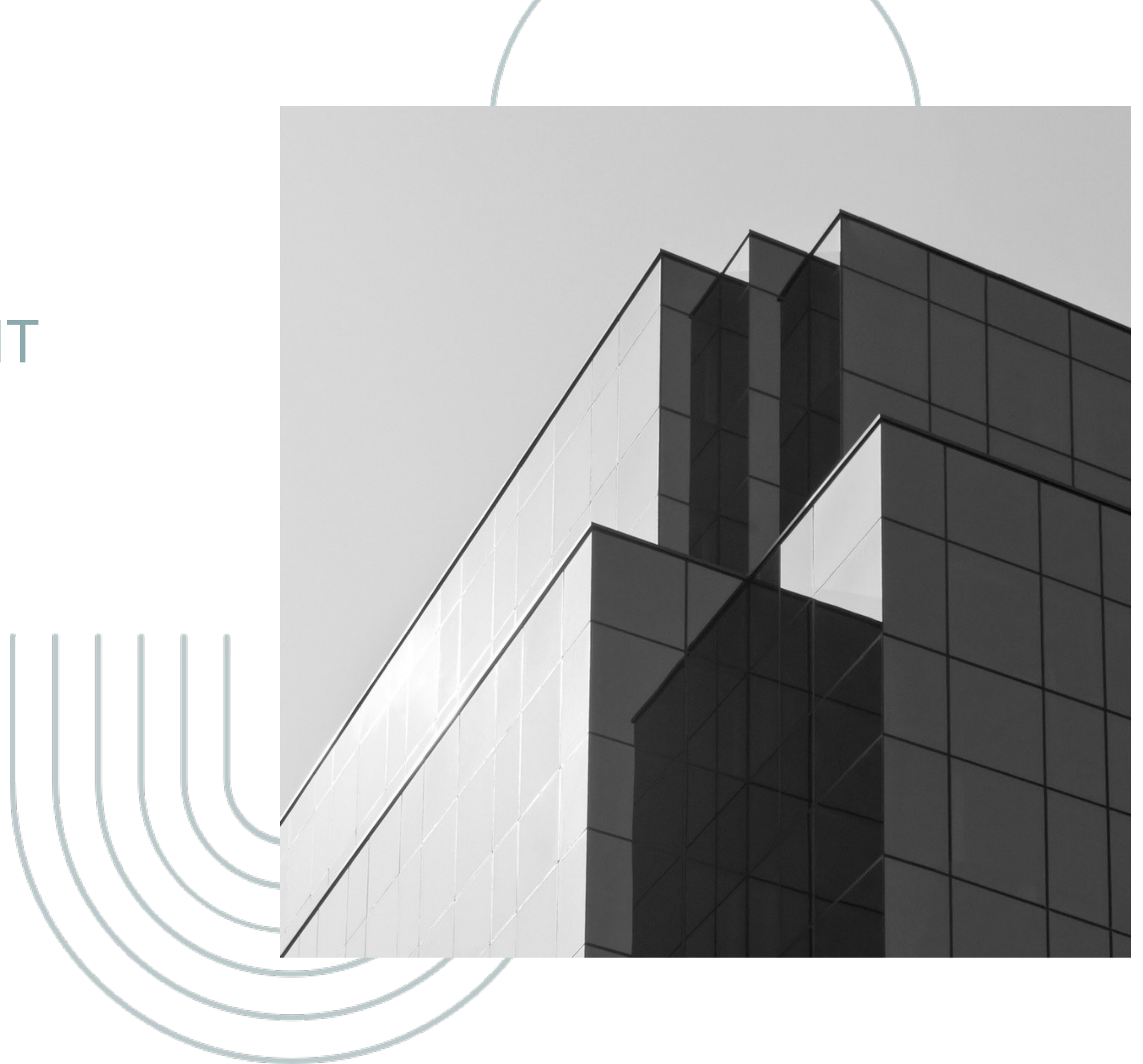
Misunderstood goals

Investors are not
looking for the
environmental and
social impact.

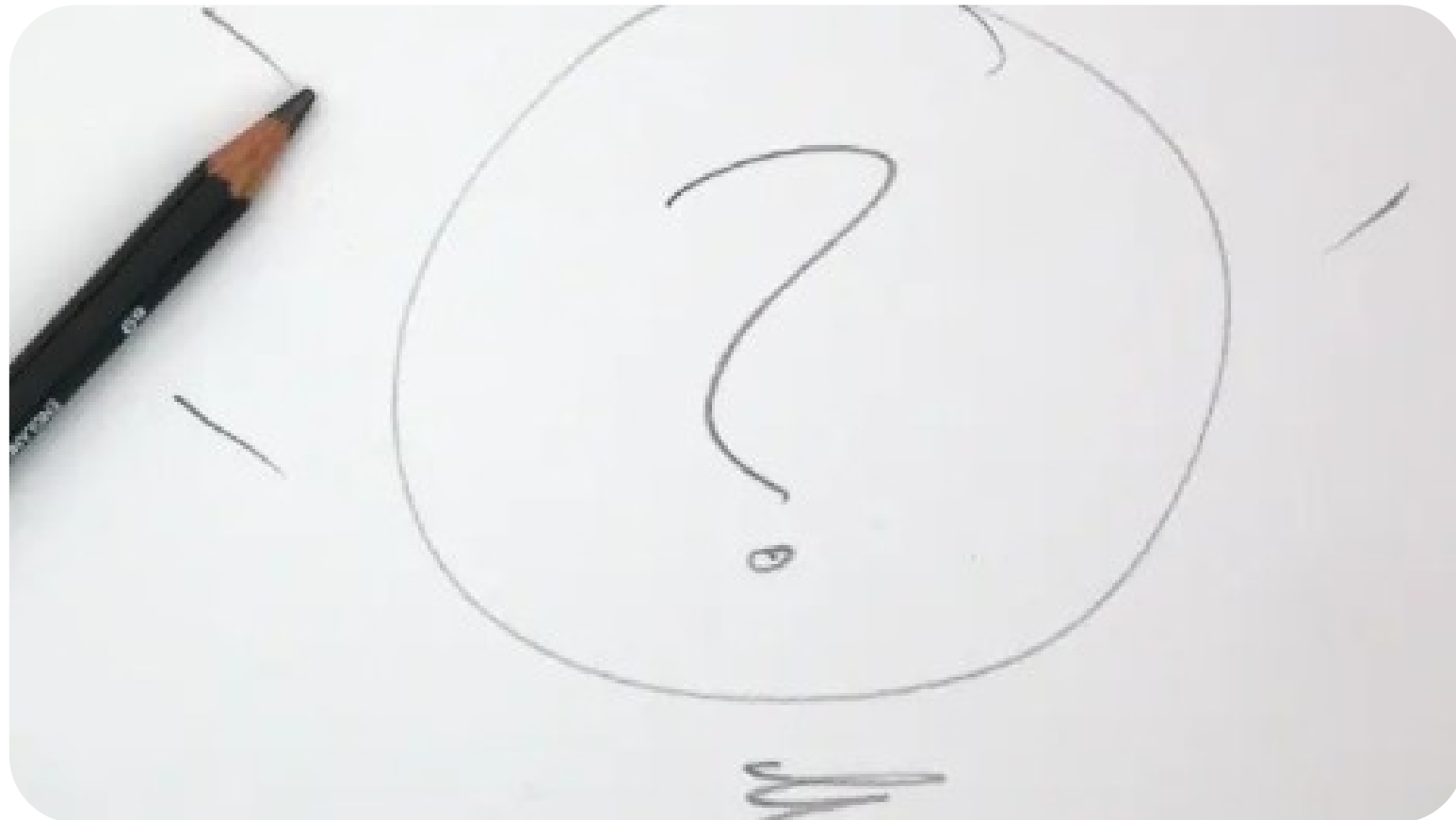


FINDING THE RIGHT INVESTOR

- Mission
- Mindset
- Mandate



Why are investors important?



Support

Investors believe in the mission and the project idea and help turn them into reality.

Why are investors important?

Funding

Investors provide the cash needed to move a project forward.



Why are investors important?



Team players

Investors are part of the collaboration, part of the team. Not only with cash but with their network, ideas, and experience.

MISSION: Beyond the numbers

Investors will back your mission - if they believe in it



MISSION: Beyond the numbers

Manage

Expectations

It's not just about
financials. Articulate your
goals, your "why", and the
story and purpose of your
business.



MISSION: Beyond the numbers

Mindset Shift

In a Social Business,
passion meets pragmatism.
Articulate how financial
tools can be an answer to
solving social issues.



MINDSET: What is the invitation?



Purpose-Driven
Passion: When seeking
investors, you are
inviting to a
collaboration over
more than pure
finance. Articulate your
mission.

MINDSET: What is the invitation?



Long-Term Vision:
Articulate where you are
heading - beyond
immediate gains.

You are inviting the
investor to be part of a
long-term journey, not
quick financial returns.

MANDATE

FINANCIAL RETURN VS SOCIAL RETURN

Investors may have a social mandate or a pure financial mandate.

Understanding potential partners' mandates will help in finding the right fit for your mission.



BECOME INVESTOR-READY

- Know your Business
- Be Visible
- Be Confident



Understand your business



- Triple Bottom Line: People, planet, profit
- Measuring Success: Beyond profits
- Know Your Numbers: Burn rate, runway, growth projections
- Clean House: Legal compliance, IP protection
- Investor Documentation: Pitch deck, term sheet, due diligence, data room

Be visible



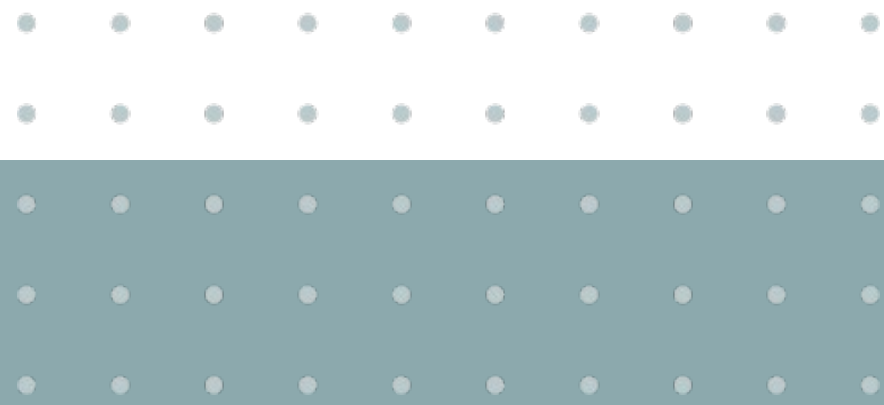
- Market Yourself: Make yourself attractive to the kind of investor you want on your team.
- Be visible: Build your network, consider strategic advertisement



Be confident



- First Impressions Count: Investors evaluate not only your business idea but also your demeanour. It shows that you believe in your venture's potential.
- Inspires Trust: Investors want to back entrepreneurs who exude confidence.
- Know Your Business Inside Out: Mastery breeds confidence.



THANK YOU!

