

**W O R K S H E E T**

**LABINAR #2**

\_\_\_\_\_\_\_\_\_

**SOCIAL**

**ENTERPRISE**

***ACCELERATOR***

**Exploring Earned Income Possibilities…**

**Identifying Opportunities to Do Good and Do Well**

May 10, 2023

**W O R K S H E E T**

**Instructions:** Score your organization’s top 3 earned income ideas below on a scale of 1-10 for each of the assessment criteria provided. Add the numbers and place the final score next to each idea.

**IDEA #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Final Score \_\_\_\_\_\_\_\_\_**

**Criteria for assessing your organization’s earned income opportunity**

* + Market need and demand (1-10) \_\_\_\_\_\_\_\_\_
  + Customers with $’s to buy (1-10) \_\_\_\_\_\_\_\_\_
  + Operational ease (1-10) \_\_\_\_\_\_\_\_\_
  + Speed to market (1-10) \_\_\_\_\_\_\_\_\_
  + Margin contribution (1-10) \_\_\_\_\_\_\_\_\_
  + Mission contribution (1-10) \_\_\_\_\_\_\_\_\_

**IDEA #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Final Score \_\_\_\_\_\_\_\_\_**

**Criteria for assessing your organization’s earned income opportunity:**

* + Market need and demand (1-10) \_\_\_\_\_\_\_\_\_
  + Customers with $’s to buy. (1-10) \_\_\_\_\_\_\_\_\_
  + Operational ease (1-10) \_\_\_\_\_\_\_\_\_
  + Speed to market (1-10) \_\_\_\_\_\_\_\_\_
  + Margin contribution (1-10) \_\_\_\_\_\_\_\_\_
  + Mission contribution (1-10) \_\_\_\_\_\_\_\_\_

**IDEA #3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Final Score \_\_\_\_\_\_\_\_\_**

**Criteria for assessing your organization’s earned income opportunity:**

* + Market need and demand (1-10) \_\_\_\_\_\_\_\_\_
  + Customers with $’s to buy (1-10) \_\_\_\_\_\_\_\_\_
  + Operational ease (1-10) \_\_\_\_\_\_\_\_\_
  + Speed to market (1-10) \_\_\_\_\_\_\_\_\_
  + Margin contribution (1-10) \_\_\_\_\_\_\_\_\_
  + Mission contribution (1-10) \_\_\_\_\_\_\_\_\_