

**W O R K S H E E T # 1**

**LABINAR #3**

**SOCIAL**

**ENTERPRISE**

***ACCELERATOR***

**Think Your Nonprofit is Ready for Earned Income?**

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**Important Success Factors to Consider Before Jumping In**

June 14, 2023

**W O R K S H E E T # 1**

**HOW TO FURTHER ASSESS YOUR EARNED INCOME POSSIBILITIES:**

**Additional criteria for decision-making**

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| **Criteria** | **Possibility #1:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Possibility #2:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| *Is there market need and demand?*  *How do you know it?* |  |  |
| *Do customers have $’s to purchase?*  *How do you know it?* |  |  |
| *Is there operational ease in development and delivery of the offering?*  *How do you know it?* |  |  |
| *Can the offering be developed and launched with speed and efficiency?*  *Please explain.* |  |  |
| *Will the offering contribute to your organization’s mission impact?*  *How do you know it?* |  |  |
| *How likely is it your offering will generate a profit after expenses?*  *How do you know it?* |  |  |