

**SOCIAL  
ENTERPRISE  
ACCELERATOR**

**LABINAR #2**  
**Exploring Earned Income Possibilities...**  
**Identifying Opportunities to Do Good and Do Well**  
November 21, 2024

**Instructions:** Score your organization's top 3 earned income possibilities 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) \_\_\_\_\_
- Do customers have \$\$\$'s to buy it? (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) \_\_\_\_\_
- Do customers have \$\$\$'s to buy it? (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) \_\_\_\_\_
- Do customers have \$\$\$'s to buy it? (1-10) \_\_\_\_\_
- Operational ease (1-10) \_\_\_\_\_
- Speed to market (1-10) \_\_\_\_\_
- Margin contribution (1-10) \_\_\_\_\_
- Mission contribution (1-10) \_\_\_\_\_