**Feasibility Scan: Business Model**

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| **Social Enterprise Idea:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Revenue model.** How does this business make money?What does it sell? How do customers pay for the product or service? What are the costs associated with delivering the product or service? |  |
| **Profitability.** What’s the average profitability for a business of this type? How quickly can the business become profitable?  |  |
| **Start-up costs.** What does it cost to start this business? How about run it for the first year? What can you learn about the various expenses you’ll need to plan for? |  |
| **Ease of start-up.** What can you learn about starting this business? What are the steps? How long does it take? |  |
| **Staffing.** What’s the staffing model? How many people will you need and when? What special skill sets or qualifications will they need to have? |  |
| **Space and inventory.** How much space will you need and what kind of space? Do you need inventory to start? If so, about how much? |  |
| **Regulatory environment / requirements.** What special regulations or legal considerations are at play?Beyond the standard business set-up and registrations, what is unique to this type of business? |  |
| **Liability.** What liability issues are present? Are they easily mitigated through insurance or good planning? |  |
| **Others.** Finally, who else is doing this? Can you find examples of nonprofits that are operating this type of business as their social enterprise?Post your research questions here: <http://www.npenterprise.net/>  |  |

**Sources / Citations:**