

## Summary of Curricular Adaptations for GSBI Boost

Updated November 2019

Section	Summary of Curricular Adaptations	Additional Changes Needed?
Welcome / Introduction	<ul style="list-style-type: none"> <li>• Cover photo from 1st Baltimore Boost</li> <li>• First bullet on “Introductions” broadened to allow for a more personal answer</li> <li>• Added 3 slides explaining the concept of social entrepreneurship</li> <li>• Modified agenda</li> </ul>	N/A
Social Impact Model	<ul style="list-style-type: none"> <li>• Adjusted problem statement statistics for WW example to reflect a more realistic estimate</li> <li>• More inclusive language in solution description for products &amp; services</li> <li>• More specific language on Impact to Date template</li> </ul>	N/A
Target Market & Value Proposition	<ul style="list-style-type: none"> <li>• Competitive Advantage: replaced clean cookstove example with VFC</li> <li>• Broadened product-specific language on value prop. template</li> </ul>	N/A
Marketing, Sales, & Partnerships	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	<p>The Five P’s section is fundamentally too product- based (see orange markers where language is not inclusive). The same goes for the 5 P’s section of GSBI Online, which I did not feel qualified to adapt.</p> <p>IW GSBI Boost would benefit from including an education-based example enterprise, or some other example</p>

		that cannot easily be conceptualized in terms of product-based language. Both VFC and WW can be measured in terms of a product (cars, pounds of laundry) even though WW is a service and VFC is a nonprofit.
Business Model	<ul style="list-style-type: none"> <li>• “Understand the entire value chain” diagram was reworded to more inclusive language</li> <li>• Reworded customer section of “ways to think of your value chain” to include free services</li> <li>• Added simplified value chain diagrams for VFC and WW (taken from what I created for the GSBI Online curriculum)</li> <li>• Made product-based language more inclusive on “key questions that may be missed”</li> <li>• Changed “ex-convict” references to the politically correct term “returning citizen”</li> </ul>	N/A
Growth Strategy	<ul style="list-style-type: none"> <li>• Color corrections</li> <li>• Updated strategic initiatives for VFC and WW, based on what I changed for these example enterprises</li> </ul>	N/A
Raising Capital: Justifiable Ask	<ul style="list-style-type: none"> <li>• Numbered the sections</li> <li>• Added justifiable ask example for Vehicles for Change</li> </ul>	N/A
Executive Summary	<ul style="list-style-type: none"> <li>• Broadened some of the language on Executive Summary Template</li> </ul>	N/A
Resources & Wrap-Up	N/A	Innovation Works will customize Next Steps and Participant Survey