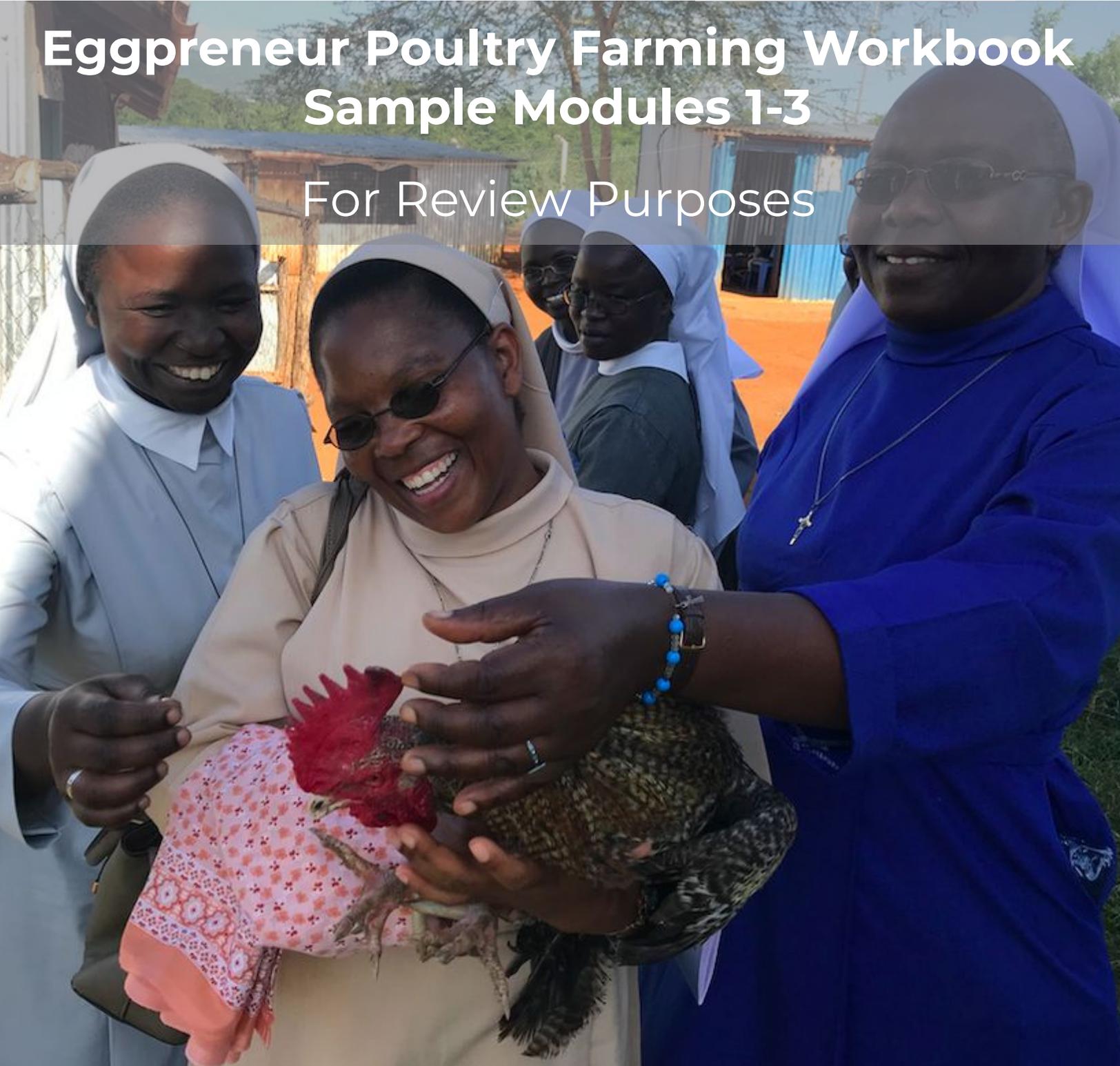




**Miller Center**  
for Social Entrepreneurship



# Eggpreneur Poultry Farming Workbook Sample Modules 1-3 For Review Purposes



Erin Malcolm and Marissa Boylan

# EXECUTIVE SUMMARY

This Eggpreneur poultry farming workbook draws on training materials created by the Eggpreneur team and further developed by a pair of 2019 Global Social Benefit Fellows. This version can be used to provide teams Eggpreneur works with offline options to engage with materials when needed.

Prior fellows created a 22-page workbook that compiled the important forms and tables for Sisters and other partners to reference and utilize during and after the apprenticeship. These components included prompts and tables on budgeting, marketing activities, feed and water management, operational recordkeeping to assist Sisters and other users in operating their poultry farming social enterprises. These components were primarily tools to be used by the Sisters for key functions of their business instead of learning tools/aids.

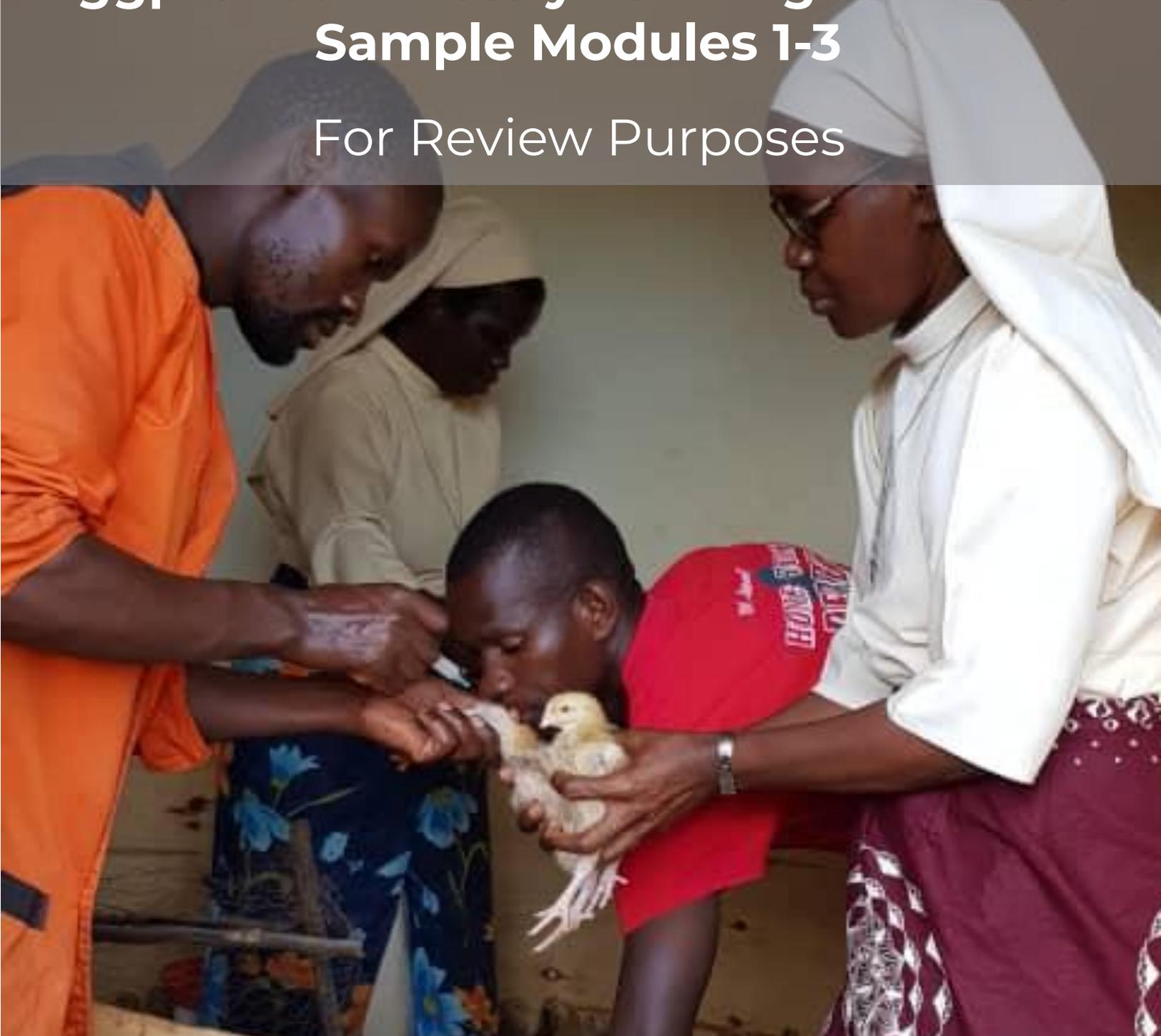
This workbook has incorporated those tools with the key lessons and activities from the apprenticeship playbook. It follows the 12 module format and breakdown of the playbook to make the tools complement each other rather than reorganizing things in a way that could be more confusing for users or trainers. For the first module we created a table for students to plan and keep track of when they receive training, the preferred delivery method, and the venue at which they receive training. The remaining modules start with key terms and short definitions that are particularly relevant for students to remember. The key terms are followed by explanations of concepts and lessons from the playbook mixed with activities for students to have additional ways to engage with materials. One activity lists discussion prompts for students to either write about independently or talk through with their trainers and fellow students. Others activities ask students to recall information to check their understanding and retention of information.

All elements directly support the learning approach of the Eggpreneur playbook. This workbook provides an opportunity for students to engage with the material outside of an online or lecture platform for the purpose of furthering their learning. This extends Eggpreneur's reach to people with limited internet access, and those unable to interact with Eggpreneur in person.

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# Guidelines for Eggpreneur Instructors

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For the workbook to fulfill its intended purpose, it is important that the Sisters or other adult learners have access to the workbook both online and in a printed format. As such, please instruct your learners to print the relevant sections before attending the workshops for those modules.

The activities in this workbook are based on the homework assignments in the Eggpreneur playbook. This will allow the Sisters to review the information they have learned. Writing answers by hand will present another way for the Sisters to engage with the material, which will also help strengthen knowledge retention.



**Photo 1:** Sisters Christine, Agnes, and Agatha learning from Eggpreneur founder, Matt Dickson  
(Photo Credit: Eggpreneur)

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# Guidelines for Users

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This workbook is meant for use both during and after the Eggpreneur training workshop. During the workshop, this guide will correspond to the training slides for each module as well as present additional tables and graphics. It will be helpful for you to take notes throughout the presentations and by using the workbook, you will be able to keep all of your notes well organized and easy to reference.

The tables and charts in the appendices will be helpful for recording everyday tasks that are required to be a successful poultry entrepreneur.



**Photo 2:** ASE feeding hungry chickens  
(Photo Credit: Eggpreneur)

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# Module 1: Introduction and Apprenticeship Timeline

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<b>Module/Activity</b>	<b>Dates</b>	<b>Delivery Method</b>	<b>Venue</b>
M1: Introduction			
M2: Poultry Sector Opportunity			
M3: Eggpreneur Value Chain			
M4: Eggpreneur Market Segmentation			
M5: Poultry Farming			
M6: Poultry Management			
M7: Poultry Hub: Workforce Development			
M8: Poultry Hub: Sales			
M9: Teams and Organization			
M10: Financial Viability			
M11: Modes of Financing			
M12: Business Plan			

# Module 2: Poultry Sector Opportunity

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## Key Definitions:

- Problem Statement - a concise description of a problem that needs to be solved or a situation that needs to be improved.
- Solution Description - an explanation of exactly how you will solve the problem.
- Business Metrics - quantify what you do and how your business is working.
- Social Impact Metrics - quantify the actual impact you have in someone's life.
- Mission Statement - a short, actionable statement that aligns all of the work of your social enterprise.

## Module 2.1: Writing a Problem Statement

Consider what problems you hope to address through your social enterprise. For example, Eggpreneur recognizes that rural families in Africa face:

- Extreme poverty in underserved areas
- Unemployment among women
- Child malnutrition in rural communities

Do these same problems exist in your communities? Are there additional difficulties that affect the people around you?

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## Answer the following questions:

A. List 3 reasons why poultry farming is a good option for you.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

B. Write 1 sentence which explains the size of the problem globally or in the target region.

C. Write a few sentences explaining why the problem is a problem [Example: 3-stone cooking fires cost more to operate than improved cookstoves].

D. Write a few sentences explaining why current efforts to address this problem have failed or are not ideal [Example: current clean cookstove models distributed in the region are too costly for poor consumers]

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Now combine your answers to the above questions into your problem statement (should be about 250 words).

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## Module 2.2: Create a Solution Description

Write a couple of sentences that describe your solution, including various components and activities. In other words, you might sell eggs or coffee seedlings, as well as train people how to grow, and then later, buy their products. **So explain the basic idea of your enterprise and how it will solve the problem described in module 2.1.**

Your response should include answers to the following questions:

- A. Why is poultry/coffee farming a solution?
- B. Why will this work for your neighbors?
- C. What will your solution do for them?
- D. Why will your proposed solutions work better than previous efforts?

## Module 2.3: Desired Impact

- A. This submodule 2.3 asks you to identify what change you want to make in the world. What improvement do you want to make in the lives of your neighbors? What improvement in the life of your congregation?
  
- B. Social entrepreneurship uses impact metrics. A metric is a measurement of something, in this case, a measurable improvement in people's lives. Below you should list 3, 4 or 5 metrics, such as eggs sold, kilos of coffee sold, improved price of products sold, number of livelihoods created, money savings, what farmers do with more money. One of the metrics should be: Number of lives positively impacted since the founding of the social enterprise initiative.

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## Module 2.4: Write your Mission Statement

- A. Draft a mission statement for this initiative using the formula below:
- Example Structure: Verb (activity) → Target (who) → Outcome (change in condition of the who)
- [This should be no more than 10 words]
- B. Now, each Sister on the apprenticeship project team should share this mission statement with one other Sister (not in the apprenticeship). Record the feedback from those Sisters, and discuss as a team. What is the general impression of the Sisters?

### Mission Statement Quiz:

- How long should a mission statement be?
  - 5 - 10 words
  - 10-20 words
  - 20 - 30 words
  - 30 - 40 words
- Should a mission statement include WHAT an enterprise does?
  - True
  - False
- Should a mission statement describe HOW an organization operates?
  - True
  - False
- Should a mission statement include for WHOM it provides its service or products?
  - True
  - False
- Write your own mission statement for your organization/business.

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# Module 3: Eggpreneur Value Chain

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## Key Definitions:

- Value Chain - A value chain describes the steps that create value in each activity of your enterprise. **\*Visual representation below**



- Value Proposition - Value Propositions are brief descriptions of your organization and the value it provides, which define the target customer / beneficiary and why they will choose your product (or service) offerings over other alternatives.

## Module 3.1: The Existing Value Chain

**Draw the existing value chain for eggs:** (Feel free to be creative and add color or other elements)

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**Discuss the following questions with other Sisters on the apprenticeship project team and write down any additional thoughts:**

**Part 1: Factual Questions**

- A. Who are the participants in the value chain?
  - a. Who produces eggs?
  - b. Who are the intermediaries?
  - c. Who buys eggs?
- B. What percentage of egg buyers are women?
- C. Are eggs always available?
- D. How much do those eggs cost? Provide a range:

**Part 2: Ethical questions**

- E. Who is making money in this value chain?
- F. In your opinion, is the price affordable?

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## Module 3.2 The Eggpreneur Value Chain

**Draw Eggpreneur's value chain:** (Once again, feel free to be creative and add color or other elements)

**Answer the following questions:** *Pay specific attention to the differences between the existing value chain and Eggpreneur's value chain.*

- A. What advantages does the Eggpreneur value chain have over the existing value chain?
- B. Who benefits from the Eggpreneur value chain? Write a check mark next to all that apply. (Hint: social entrepreneurship tries to benefit producers and consumers at the same time!)
- a. Sisters who raise and sell eggs/poultry
  - b. Neighboring women who raise eggs/poultry
  - c. Customers of the eggs/poultry
  - d. Children who eat eggs/poultry

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A. What are the benefits that each party receives?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

Optional: if you are able to, draw a value chain for your own congregational social enterprise.

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## Module 3.3 Value Proposition

**Value Propositions** are brief descriptions of your organization and the value it provides, which defines the target customer/beneficiary and why they will choose your product (or service) offerings over other alternatives.

Value Propositions often are sentences in the form of:

- For **(target user)** who wants/needs **(target application)** the **(product name)** is a **(product category)** that provides **(compelling reason to buy)** unlike **(main competitor)** our product **(statement of primary differentiation)**

*Example Value Propositions:*

1. For **consumers** who need **ethically sourced, high-quality honey**, **Honey Care Africa** is a **distributor of honey** that provides **fair treatment of their farmers and a higher quality of honey** unlike other producers, our services **provide guaranteed access to fair market prices.**
2. For **subsistence farmers** in the Ecuadorian Amazon who need **more income from their crops**, **Runa Foundation** gives farmers **a guaranteed price for guayusa crops** unlike **non-consumption**, Runa offers **access to a larger market outside of Ecuador.**

Please write the value proposition for your social enterprise.

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## Value Chain Quiz:

1. What is the correct order of how a value chain should operate from left to right?
  - a. Enterprises⇒ Sales Agents⇒ Local Women⇒ Purchasers
  - b. Purchasers⇒ Local Women⇒ Enterprises⇒ Sales Agents
  - c. Local Women⇒ Enterprises⇒ Sales Agents⇒ Purchaser
  
2. Please select all of the services provided by Eggpreneur.
  - a. Connect with the right market for your eggs or meat birds
  - b. Provide affordable chicks for meat birds or egg laying
  - c. Provide poultry management training
  - d. Assistance with coffee farming
  - e. Connecting poultry farmers to international buyers

*\*The above question may have more than one correct answer*
  
3. When writing a value proposition, you should follow this formula:  
For **(target user)** who wants/needs **(target application)** the **(product name)** is a **(product category)** that provides **(compelling reason to buy)** unlike **(main competitor)** our product **(statement of primary differentiation)**
  - a. True
  - b. False
  
4. Chicken can be less productive during the molting stage or due to weather changes.
  - a. True
  - b. False

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