



# VIRTUAL PROGRAM

## Workshop Schedule

**THURSDAY 16 JULY**

### GRIST Orientation



Your GRIST adventure starts with an interactive web session where you will meet each your fellow changemakers, facilitators and mentors. We will walk you through each of the platforms we will be using to ensure that everyone is comfortable and equipped for the journey ahead.

**TUESDAY, WEDNESDAY 21, 22 JULY**

### Understanding Social Purpose and Impact



What is your theory for change? How will you take advantage of the current conditions? How might social, economic and environmental systems be negatively impacted by your social enterprise? How will you gain the trust (social license) of the people you want to help?

**TUESDAY, WEDNESDAY 18, 19 AUGUST**

### Testing Your Market and Customer



Can you differentiate between customers and beneficiaries or end-users for your venture? How are you making people's lives better? Who are you competing with for resources or market share? 19 Aug will be an hands-on Masterclass featuring either an Accountant or Bookkeeper to answer all your questions about effective financial management for your enterprise.

**WEDNESDAY 23 SEPTEMBER**

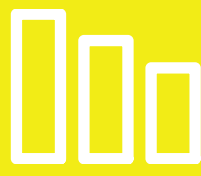
### Your Product or Service & Revenue



How are you going to make money? For what value are your customers really willing to pay? What alternatives are out there? Who benefits from your social enterprise NOT succeeding? What potential roadblocks are there?

**TUESDAY 6 OCTOBER**

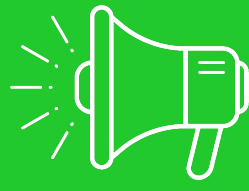
### Pulling it all together



This month, the second draft of your Business Model Report is due. You will incorporate feedback from your Facilitators and mentors. If you are part of our SERVICE ONE Social Venture Catalyst Crowdfunding Campaign, you will be busy engaging with your target market to support your project.

**FRIDAY 6 NOVEMBER**

### Pitching for Purpose Masterclass



This Masterclass will be in partnership with the Canberra Innovation Network. By the end of this session, you will be Pitch Perfect ahead of the Graduation and Investment Showcase.

**THURSDAY 26 NOVEMBER**

### Graduation and Investment Showcase



Our virtual program for 2020 culminates in a celebration event and an opportunity to deliver your pitch to social impact investors from Canberra and the region.

### Other Key Program Dates

- 19-28 August: Mentor and Facilitator Check-Ins
- 1 September: Applications Close for SERVICE ONE Campaign
- 30 September: First Draft of Business Model Report Due
- 1-31 October: SERVICE ONE Social Venture Catalyst Campaigns Live
- 30 October: Second Draft of Business Model Report Due
- 20 November: Feedback Provided on Business and Financial Models
- 1-15 December: Exit Interviews are conducted with each venture team

### 2020 GRIST Supporters



**UNIVERSITY OF  
CANBERRA**

**SERVICE ONE®**



**MILLS  
OAKLEY**



**Chief Minister's  
Charitable Fund**  
In partnership with Hands Across Canberra

**SOCIAL TRADERS**



**CANBERRA  
INNOVATION  
NETWORK**



**Hands  
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Canberra**  
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**THE MILL HOUSE  
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