4-WEEK LEARNING SPRINT
WEEK 04

IOC YOUNG LEADERS AS SOCIAL ENTREPRENEURS

November 29th, 2022
AGENDA

1. Welcome & housekeeping
2. Wrap-up reel
3. Introduction to the Week 04 topic & objectives
4. Sport and social business
5. Social entrepreneurial processes
6. What IOC Young Leaders say
7. Q&A
8. IOC Young Leaders programme application
9. Next steps
1. Participants will learn about social business and how it is being implemented in and through sport.

2. Participants will examine the social entrepreneurial process, including the design thinking approach and how it can be used to design sustainable sport-based projects and businesses.

3. Participants will hear directly from an IOC Young Leader about his sport social enterprise and his reflections on the different phases of development.

4. Participants will review the next steps of the 4-Week Learning Sprint and the next phase of the IOC Young Leaders programme application.
WRAP-UP REEL

• Take a 2-3 second vertical video (or picture) representing your participation in the Learning Sprint
• No sound
• Write your name + your country
• Send it to us via Instagram or Facebook message (@iocyoungleaders) by Tuesday, December 6th
• Important: this is not the weekly social media challenge, it’s an optional opportunity for those who want to participate.
1. The deadline for the submission of all weekly task forms is Saturday, December 3rd at midnight Central European Time. After this time, it will not be possible to submit your forms.

2. The chat box will be open throughout the session. Please use it for informal exchange and comments on the content. Kindly minimize informal chatting while the presenters are speaking.

3. We kindly ask you not to use the chat for personal promotion. Instead, join the LinkedIn IOC Young Leaders Community of Practice.

4. There will be zero tolerance on discriminatory language.

5. Feel free to use the Q&A box to share your questions for the speakers. We will do our best to address them.

6. The session will be recorded and uploaded onto the YouTube and linked to the Learning Hub an hour or so after the session.
Yoan Noguier
Co-founder & Managing Director
Yunus Sports Hub
@yunussportshub @yonoguier
PROF. MUHAMMAD YUNUS

★ Father of microcredit and social business
★ Peace Nobel Laureate 2006, for his fight against poverty
★ Recipient of the Olympic Laurel
★ One of the greatest entrepreneurs of our time (Forbes)
WHAT IS SOCIAL BUSINESS

NGO / Charity

Traditional business

GOAL

Providing solutions to human challenges

Maximizing profits

MEAN

Grants and subsidies

Financially self-sustainable model
SOCIAL BUSINESS

= A NON DIVIDEND COMPANY TO SOLVE A SOCIAL OR ENVIRONMENTAL PROBLEM
“A charity dollar has only one life. It goes out, does a great job, but does not come back. A social business dollar has endless lives”

Prof Muhammad Yunus
WHAT DOES IT BRING TO THE SPORT TABLE?
THE BRIGHT SIDE

- Fantastic impact and work
- Committed to the problem they address
- Deeply rooted in local communities

THE DARK SIDE

- Dependency exposes program continuity
- Time and resource allocation
- Risk of mission drift
Skating school for girls in Afghanistan

Business Model
High quality licensed products branded “Skateistan” distributed in European specialized skating shops and online

Cool fact
Skateboarding is now the most popular sports for girls in Afghanistan
Business Model
Production and sale of surfboard parts with recycled plastic waste collected on the beaches

Cool fact
Amigos del Mar sells its surfboards parts to the national surf federation
Business Model
Facilities (restaurant, hotels and bedrooms) to attract sport tourism and youth camps

Cool fact
Kick4life is ranked first restaurant on Trip Advisor in the country

Football based education program in Lesotho
Clément Delcourt
Program Manager
Yunus Sports Hub
@yunussportshub
The ideal-typical entrepreneurial process?!
The ideal-typical entrepreneurial process?!
Design Thinking in 5 Steps

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST
Design Thinking in 5 Steps

- **EMPATHIZE**: Learn about the audience
- **DEFINE**
- **IDEATE**
- **PROTOTYPE**
- **TEST**
Design Thinking in 5 Steps

Create a point of view
Design Thinking in 5 Steps

Brainstorm and offer solutions
Design Thinking in 5 Steps

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST

Build something to show
Design Thinking in 5 Steps

EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

Share your prototype
Design Thinking in 5 Steps

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
The Design Thinking approach

Human Centered Design

➢ ... a mindset that puts the user at the center throughout the process

Source: IDEO
Am I passionate about it?
Do I have the resources?
Is my idea feasible AND does it have an impact?
Do people need / like the product?
Are my target customers able to pay for it?

Is my target audience able to access it?
Is there a Market / Community for it?
<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 problems</td>
<td>Top 3 features</td>
<td>Single, clear, compelling message that states why you are different and worth buying</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Metrics</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key activities you measure</td>
<td>Path to customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Acquisition Costs</td>
<td>Revenue Model</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>Life Time Value</td>
</tr>
<tr>
<td>Hosting</td>
<td>Revenue</td>
</tr>
<tr>
<td>People, etc.</td>
<td>Gross Margin</td>
</tr>
</tbody>
</table>
Design Thinking in 5 Steps

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
Lean start up loop

build-measure-learn loop

➢ ... feedback loop whose purpose is to transform assumptions and risks into knowledge and certainty

Source: Eric Ries
Sarah Hanffou

Cost of a ping pong table in Africa

Ecological footprint

The first tables 100% made in Africa
Mickael Kevin Goco

Will to empower local communities

Bamboo benefits

Shin Pads made out of Bamboo
Aminata Bah

- Lack of opportunities after a career
- Youth unemployment
- Pastry Business
  Partnership with ministry of sports
Lack of sport facilities  Poor curriculum  Sports study center
THANK YOU

Visit us: www.yunussportshub.com
WHAT IOC YOUNG LEADERS SAY

Dhukhilan Jeevamani (SGP)

- IOC Young Leader
- Member of the Partnership connect group
- Founder of the Possible Play
Former professional footballer in Singapore and a bronze medalist at the Youth Olympic Games Singapore 2010.

Captained Singapore National Football Team at all age group levels till the U23s.

Served in the Republic of Singapore Air Force as an Air Defense Specialist.

Graduated from University College Dublin with a Bachelor of Business Studies (Hons) in Finance.

Finance industry – family office investments, impact funds, banking

Founder, "The Possible Play", a social enterprise empowering children, especially girls, aged 5-16 years old through football.
MY JOURNEY AS AN IOC YOUNG LEADER
Youth Olympics footballer Dhukhilan selected as one of IOC’s 25 Young Leaders

Undergrad, 25, aims to use sport to help young girls, the physically disabled and intellectually impaired.
"Leaders in Football"
December 2021
Boot Camp

Using football as a tool for leadership and empowerment to children, especially young girls, aged 5 to 16 years old
The demand of sports programmes for kids in Singapore.

x 2.8 increase
Measuring Participation Progress - Girls

From our bootcamps, we realised that there were not enough girls participating in sports.

We are focused on having a balanced number of female : male participants.
How can we bring the girls' number up?

How can we encourage parents to convince their daughters to play sports?

For every girl that joined us, we had 6 boys (1:6)

We had 8 girls join us every training session, compared to 42 boys (Total: 50)

For every female coach we had, there were 6-7 male coaches.
GROWTH

8-WEEK PROGRAMME FOOTBALL LEADERSHIP PROGRAMME

YEAR 2

LEADERS IN FOOTBALL 8-WEEK PROGRAMME
Conducted by MNCC Certified Coaches
Programme Fee: $100
Open to ages 5-13 years old
Girls are strongly encouraged to join
Learn a new technique each week:
Ball Control, Dribbling, Passing, Shooting, Control and
Turn, Pseudonisation, Coordination, Basic Tackling

~ 30 minutes of free play!

15 JANUARY - 5 MARCH 2022
EVERY SATURDAY 5:30 - 7PM OR SUNDAY 9:30 - 11AM
SENQANG SECONDARY SCHOOL FIELD

SIGN-UPS
FEMALE SIGN-UPS

PROFITS
FEMALE COACHES > MALE

PROFIT-MARGIN
UPGRADE COURSES (CPR – COACHING)

2nd Edition

3rd Edition
Build-Measure-Learn Loop

Source: Ries. E
Singapore

Ensuring racial diversity in groups

Balance between female and male players per group

Female coaches > Male coaches

No winners, no losers
WHAT MAKES A GOOD (SOCIAL) ENTREPRENEUR

**Organisation Skills**
- Time Management, Planning, Communication, Teamwork,
  Prioritizing, Delegating, Scheduling, Budgeting.

WHAT SKILLS WERE IMPORTANT IN MY JOURNEY

Time Management, Planning, Delegating Tasks, Budgeting.

Leading with purpose, understanding the SDGS, testing and revising (being open to feedback).
IDEAS THAT WERE HELPFUL IN MY PROJECT JOURNEY

1. **Learn as much as you can from the experts and peers.**
   Expert sessions, Mentorship, Connect Groups, Events.

2. **Have a prototype always ready, and if you do, start testing it.**

3. **Year plan, month plan, week plan.**
   Yearly goals, monthly planning, week-to-do list.

4. **Go at your pace, and always enjoy what you’re doing.**
   [Forget the metrics]
THANK YOU
4-WEEK LEARNING SPRINT AS PART OF THE APPLICATION PROCESS

- All registered participants should fill out and submit their four weekly tasks (google forms). Upon submission, you should receive an automated email with your response so you know it has been submitted.

- All four weekly tasks should be submitted before Saturday, December 3rd at midnight Central European Time. After this time, the forms will all be closed.

- All registered 4-Week Learning Sprint participants who submitted the 4 weekly tasks by this deadline will be eligible to earn a Certificate of Participation.

- This Certificate of Participation will be sent via email.

- The application process opens on 5 December and closes on 31 December 2022.
1. Additional resources on social entrepreneurial design processes and sport and social business will be shared in the Week 04 slide deck.
2. Recording will be shared on IOC Media YouTube channel and linked to the Learning Hub.
3. Week 04 weekly task, including social media challenge, will be shared on the Learning Hub with the deadline of completion on Saturday, December 3rd. All forms will be due by this final date.
4. Week 04 social media challenge:
   - Share with your audience one or more key takeaways that stood out to you in the session, translating it into actionable content that they can apply when designing their own sport-based social projects/social businesses/social enterprises.
5. Extra session will take place on December 6th at 1 pm CET. You will receive an email with further information and the zoom link to register for the session.
<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>LINK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Thinking Bootleg</td>
<td><a href="https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/5b19b2f2aa4a99e99b26b6bb/1528410876119/dschool_bootleg_deck_2018_final_sm+%282%29.pdf">https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/5b19b2f2aa4a99e99b26b6bb/1528410876119/dschool_bootleg_deck_2018_final_sm+%282%29.pdf</a></td>
</tr>
<tr>
<td>D. School Design Thinking Method Cards</td>
<td><a href="https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/58890239db29d6cc6c3338f7/1485374014340/METHODCARDS-v3-slim.pdf">https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/58890239db29d6cc6c3338f7/1485374014340/METHODCARDS-v3-slim.pdf</a></td>
</tr>
</tbody>
</table>