



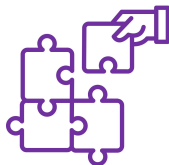
## Activity 4

### ChangeMaker Challenge, create your Social Business

#### Welcome to the ChangeMaker Challenge!

For this challenge, you will be developing your Social Business from the ground up. Follow the steps below to create the executive summary for your Social Business:

- Business Introduction
- Market Opportunity
- Product and Services
- Marketing and Sales Strategy
- Financial Highlights
- Call to Action



#### Material

- Reusable printed instructions
- Printed templates for each section



#### ~ 1.5 hours in total

You have 1 hour to develop your solution and be ready to present it.



#### Key learnings

- Business development
- Data analysis
- Strategic thinking
- Oral presentation skills
- Creativity
- Team work