BRIDGING GAPS

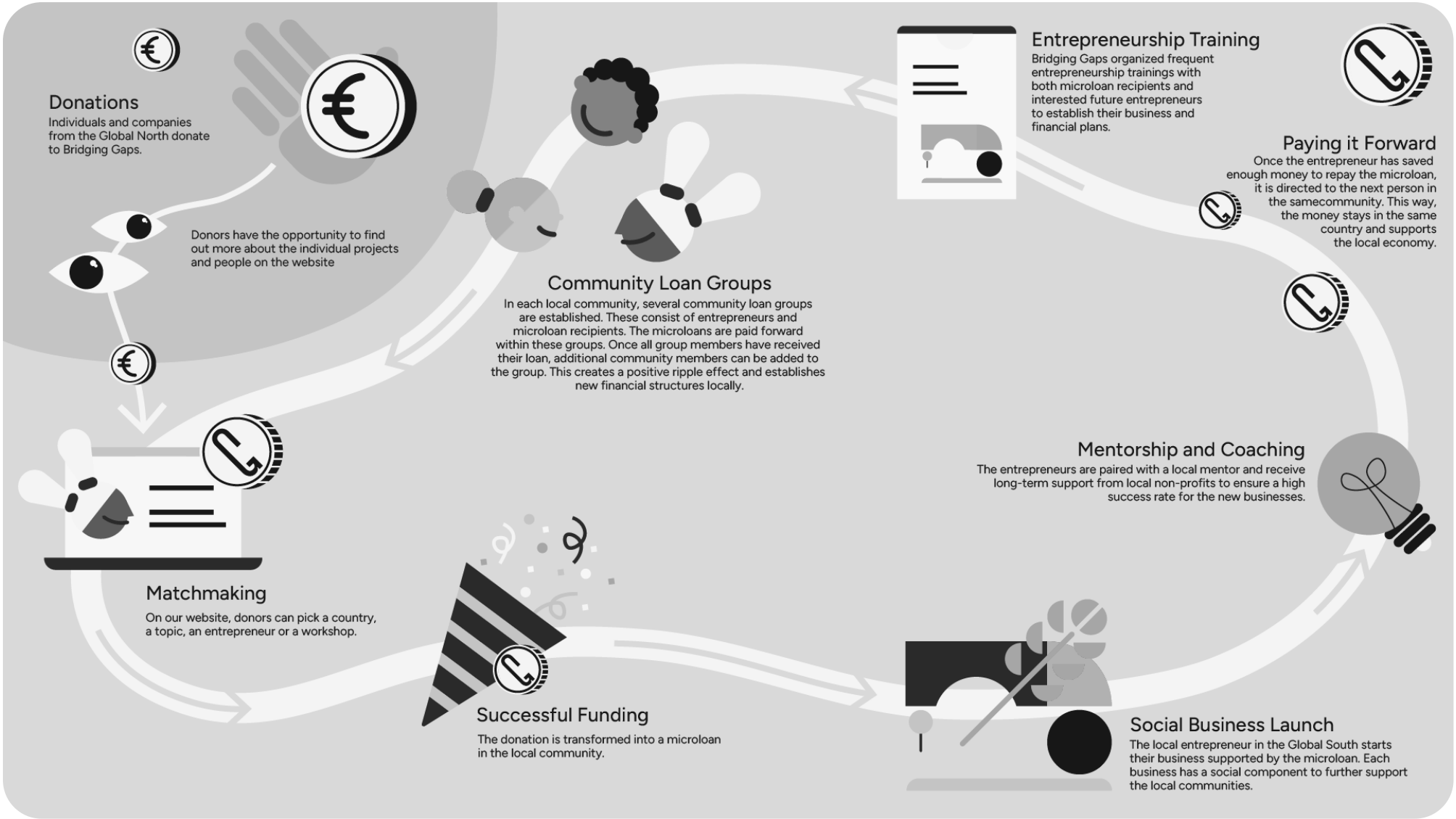
Entrepreneurship & Microfinance Workbook

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How Bridging Gaps works in a nutshell:

Step-by-Step:

1. Individuals in need of microloans join a workshop, develop their business ideas and form groups within their communities to apply for a loan.
2. Each individual of the group fills in this workbook and applies for a microloan through the Google form. Through the application, the project will be visible on the Bridging Gaps website.
3. Bridging Gaps fundraises for your business.
4. The chosen project receives the microloan
5. The loan is used to develop the business idea
6. Once you have saved the amount of the loan, the money is paid forward to the next member of your community loan group and will be used for the next project.


Donations
Individuals and companies from the Global North donate to Bridging Gaps.
Donors have the opportunity to find out more about the individual projects and people on the website
Matchmaking
On our website, donors can pick a country, a topic, an entrepreneur or a workshop.
Successful Funding
The donation is transformed into a microloan in the local community.
Social Business Launch
The local entrepreneur in the Global South starts their business supported by the microloan. Each business has a social component to further support the local communities.
Mentorship and Coaching
The entrepreneurs are paired with a local mentor and receive long-term support from local non-profits to ensure a high success rate for the new businesses.
Paying it Forward
Once the entrepreneur has saved enough money to repay the microloan, it is directed to the next person in the samecommunity. This way, the money stays in the same country and supports the local economy.
Entrepreneurship Training
Bridging Gaps organized frequent entrepreneurship trainings with both microloan recipients and interested future entrepreneurs to establish their business and financial plans.
Community Loan Groups
In each local community, several community loan groups are established. These consist of entrepreneurs and microloan recipients. The microloans are paid forward within these groups. Once all group members have received their loan, additional community members can be added to the group. This creates a positive ripple effect and establishes new financial structures locally.

Important Notes before starting

This workbook entails a **step by step process**, from understanding challenges to defining your entrepreneurial solution.

Before starting the workshop, please **read** through **this Google Form**.

https://forms.gle/dM4ZGonjgtsMvWH1A
(Type in the link or scan the QR Code)

You will need to **fill it in** at the end of the workshop **to apply** for your microloan.

Before diving into the content, **let's take pictures** (you will need them for the Google form). They should **show yourself, anything related to the business** you are planning and have a **high quality.**

All projects need to be in line with these 4 Brigding Gaps sustainability pillars:

We ask you that your submitted project plan is in line with the below pillars and principles. Our team is happy to provide guidance on how to incorporate them if needed.

Pillar 1:
Protected Environment and Ecosystems

We want to ensure that Bridging Gaps projects do not harm the environment, natural ecosystems or contribute to climate change. Any projects supporting healthier ecosystems or protecting the environment are highly encouraged.

Pillar 2:
Healthy Food Systema

Food systems touch on all aspects of our being, they can pose challenges and bring solutions. We want to ensure that Bridging Gaps projects do not contribute to any mass practices or the use uf unsustainable practices. Any projects supporting healthier food systems are highly encouraged.

Pillar 3:
Plant-based Futures

We believe there is power in plants, they offer many solutions. We want to ensure that Bridging Gaps projects do not contribute to any practices that use animals as products or harm them in any way. Any projects supporting plant-based solutions or protecting animal rights are highly encouraged.

Pillar 4:
Happy, Healthy and Empowered Communities

The Bridging Gaps concept starts with communities. We want to ensure that Bridging Gaps projects do not have a negative effect on the communities they aim to support. Any projects empowering communities are highly encouraged.

What is the problem you want to solve with your business?

What is the problem you want to solve? You can explain it by **writing it down**, **drawing a picture**, or **taking a picture** or a **video** of it.

How is it **related to the organization hosting your workshop** (are you working with **refugees**, **protecting wildlife**, **using data to solve a problem** etc.)?

Here are **two examples:**

I want to create a farm to grow vegetables
in order to stop hunger
for people in my community, my family and me.

I want to create a solution
in order to find jobs
for young people in my community.

I want to create _____
in order to _____
for _____

I want to create _____
in order to _____
for _____

I want to create _____
in order to _____
for _____

You can also draw your solution:

Dream Journey

Close your eyes and listen to your facilitator read the text below to you, so you can imagine it and picture it directly. Once you have finished this activity, use the next page to write or draw everything that you saw.

It is 10 years from now. You have successfully solved the problem you set out to solve 10 years ago. You wake up after a good night sleep.

Look around – where are you?
Who are you with?
How do you feel?
You get up and walk around. Where are you?
Who else is there?
What do you see?
What are the smells surrounding you?
What does the air feel like on your skin?
You go outside, you visit your community, your neighbours, your family, your friends. What are they like?
What are the stories they share?
What does your place look like without the challenge?
What has changed from 10 years ago?
Taking this all in, think back a few years. What steps did you take?
What was necessary to solve this challenge?
Who helped you?
How did you do it?
Think back to the very beginning. What were your first steps?
What needs to change?

Your Vision

Write or draw your vision here:

Your Business Idea

How to turn your challenge into an idea! (The next activity should be done it in a group.)

Think about **HOW you can solve the problem** you have defined in the beginning and that you want to solve through your business...

- **as a service** you can offer
- by **developing a product**
- by **creating a local room**
- by **creating a virtual room**
- by **creating a virtual product**

Write down all the ideas you have. Maybe you can combine them into one big idea?
Comment on each others' ideas by passing your workbooks around.
Be positive: There are no bad ideas. Select one idea that you want to move forward with.

Impact Model Canvas

The “impact model canvas” on the next page is your business plan. You can put all your ideas together. Fill in the following details on the next page:

Business Vision and Impact:

Summarize the **vision from page 5 in once sentence!**
How will your business help your community or the environment?

Your challenge:

Repeat your problem statement from **page 3.**

Your solution:

How is your business solving the problem for your community, for the environment or for animals?
Repeat your solution from **page 7.**

Unique selling point:

Is there **anyone working on the same idea?**
What makes you different?

Target audience:

Who are your **customers?**
Who will **use your service** or **buy your product?**

Channels:

How will your **customers hear** about **your business?**
How can you **reach them** and **spread the word** about your business?

Value proposition:

Imagine you have **a lemonade stand.** The **value proposition** is **like telling people why they should buy your lemonade.**
Create a **short and catchy message** that says your lemonade is the best – like **"The tastiest lemonade in town – guaranteed to make you smile!"** It's about making something awesome and telling people about it so they want to try it!

Cost Structure:

Imagine you have a tea farm. The **"cost structure" is like figuring out how much money you need to spend** on **fixed things, like the land and tea plants,** and **variable things** that **change** with how much tea you make, like **extra seeds and hiring helpers during harvest.** It **helps you plan** and make sure you can sell your tea at a price that **covers all these costs** and **gives you some profit.**

Revenue streams:

How will your business make money? Imagine your business is all about helping the planet. **"Revenue streams" are the different ways you make money** for your eco-friendly mission. You can **sell green products, have a subscription service** for regular support, and **organize events** to grow your money while making the world better!

Learning opportunities:

Are there **any areas** of your project where you **want to improve your skills?** If so, what are they?

Next steps:

What are the next steps you will take once you have finalized your business plan?

Your Business Model

The “impact model canvas” on the next page is your business plan. You can put all your ideas together. Fill in the following details below:

Business Vision and Impact:

Your challenge:

Your solution:

Unique selling point:

Target audience:

Channels:

Value proposition:

Cost Structure:

Revenue streams:

Learning opportunities:

Next steps:

Costs

Let's dive into cost structure. From page 10 (business model canvas) take the cost structure and all the items you have added there. Now, we add numbers to them.

Time Frame: 1 year

Initial investment Costs (one time, for example buying a solar panel)

Item	Cost
Total	

Monthly operational costs (each month, for example rent)

Item	Amount	Cost
Total per month		

Total for one year

Income

Time Frame: 1 year

What do you expect to earn per month? Please list below:

Month	Income
Total	

Your microloan needs (according to above time frame)

Month	Cost
Total initial investment costs (amount calculated on page 11)	
Monthly operational costs for one year (amount calculated on page 11)	
Total	

Your Microloan

Time Frame: 1 year

When will your business have earned enough money to cover all its costs (break even). See an example below:

Month	Investment costs	Operational costs	Income Business	Microloan	Total
1	-300	-25	0	+500	+175
2		-25	+20		+180
3		-25	+50		+205
4		-25	+100		+280
5		-25	+300		+555
6		-25	+300		+830



Ready to pay it forward! :)

Microloan Payback

This plan will help you to estimate when you can pay the loan forward to the next member in your group. We are not working with any interests, so you just pay back the amount you have received.

Total microloan needs

Payback period (max. 12 month)

Start payback period

End payback period

Saving plan (when will you pay your microloan forward).
For this one, take the overview table to understand your business profits but also consider the amount of money you will spend for your family/personally each month to set a realistic timeline.

Month	Business Profits (page 12)	Personal financial needs & expenditures	Profits minus expenditures (the amount you can save each month)

Total

Organizing your community loan group

We recommend you form a community loan group of **5 to 10 people you trust.**
Each person will start their own business and receive their own microloan (once selected on the website). The loans may come at **different times.**
Once the first recipient has **earned enough money** with the business **the loan goes to the next group member,** so they can also **start their business.**
If you receive loans at the **same time,** you can **start your projects at the same time.**
Below, you will find specific group roles. Once you have found your group, assign the roles.

Once **all group members have received a loan,** you can start **inviting additional community members** to your **community loan group,** so the **next loans go to them.** This way, many impactful projects can be started and you empower the next person.
(One person can have several roles as preferred by the group.)



1. Bookkeeper:

this person keeps detailed records of the loan, how it may grow or decrease and who is currently in charge of it.



2. Storyteller:

this person keeps detailed records of the loan, how it may grow or decrease and who is currently in charge of it.



3. NGO liaison:

this person keeps detailed records of the loan, how it may grow or decrease and who is currently in charge of it.



4. Coordinator:

this person keeps detailed records of the loan, how it may grow or decrease and who is currently in charge of it.

Your network

Bookkeeper:
To have a successful project a network is very important. For the microloan, we ask you to be backed by a local NGO or non-profit organization in your region. If you are doing this training with an organization already, you are covered. If you are doing this individually, feel free to reach out to Bridging Gaps if you don't know an NGO in your region.

Mentor:
We also ask you to find a mentor, either as a group or as an individual. These mentors should be people who have successfully launched a project in your community. Think about who you can learn from, who might have a similar audience or product.

Bridging Gaps:
We invite you to go through our website where you will find all projects and partners. Feel free to reach out to any other groups or projects if you are interested in a knowledge exchange.

Apply for a Microloan here:

Scan the QR Code or type in this URL:
https://forms.gle/dM4ZGonjgtsMvWH1A

Follow or contact Bridging Gaps:

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