



Assets, Opportunities and Enterprise Ideas

Assets (plural of as-set); noun: 1. A useful or valuable thing, person or quality, 2. Property owned by a person or company, regarded as having value and available to meet debts, commitments, or legacies

Examples: physical assets, brand/reputation, patents, relationships/partnerships, space, knowledge, expertise, experience, clients, customers, donors, supporters

<i>Human assets</i>	<i>Skills/expertise</i>	<i>Audience/relationships/members</i>
<i>Services, programs, events</i>	<i>Facilities, equipment</i>	<i>Reputation/brand</i>

Assets	Opportunities <i>(which of your assets can be turned into revenue)</i>	Match with Mission, Key Strengths/Interests/Criteria <i>(which opportunities are a good fit for your skills, interests, mission, etc.?)</i>	Feasibility Check <i>(which opportunities would you like to explore in more depth?)</i>	Social Enterprise Business Plan <i>(based on outcomes of feasibility check, which enterprise will you pursue?)</i>