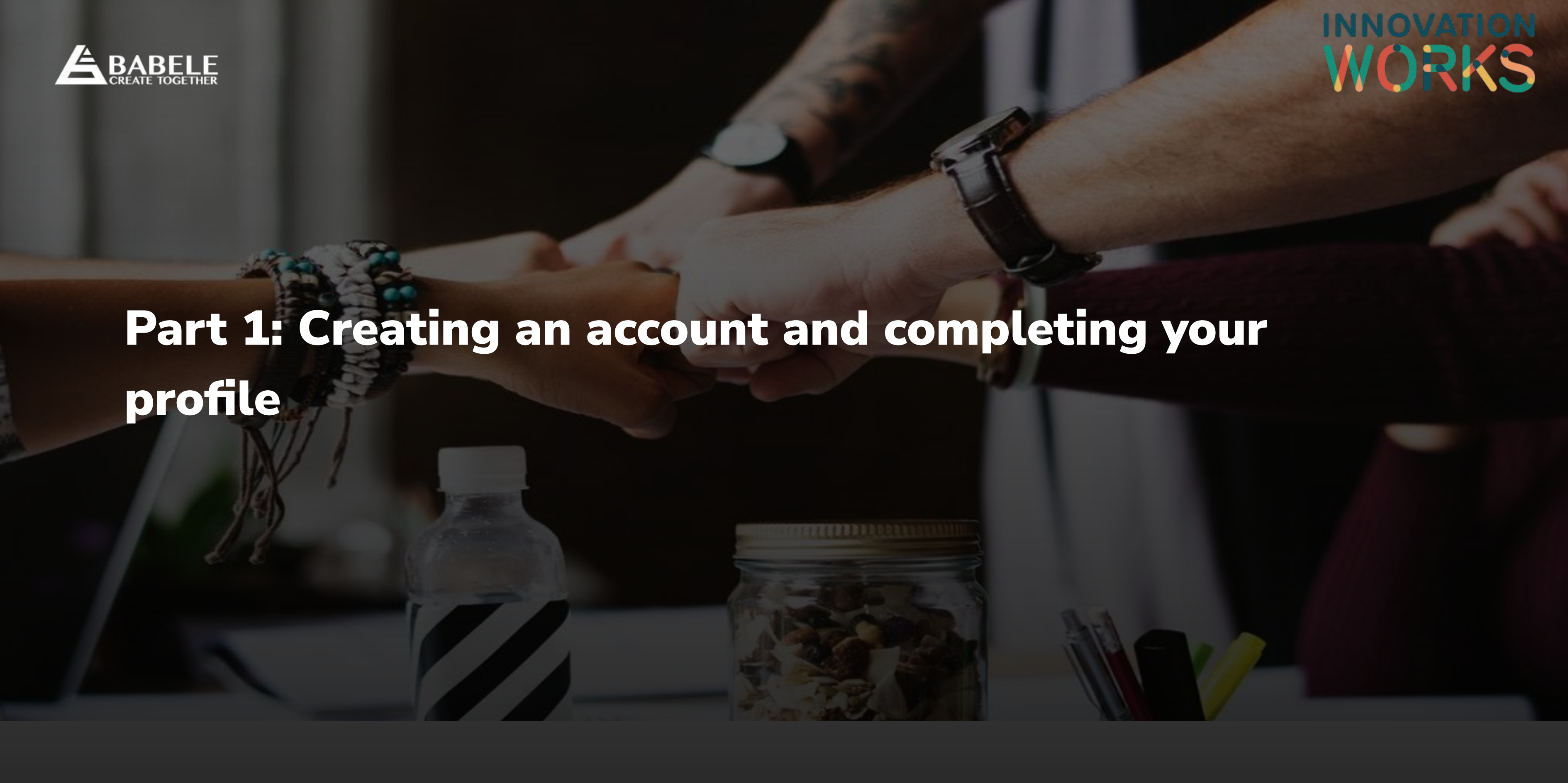


**Innovation Works**

User guide for Social  
Entrepreneurs





# **Part 1: Creating an account and completing your profile**



# Join the Innovation Works Community



## General Pipeline

Welcome, aspiring entrepreneur! We're excited that you're here. The application process is designed to ensure the best fit for you and our community.

Our team will review your application, and our decision will be based on alignment with the IW mission and our perceived ability to support you on your entrepreneurial journey.

We're committed to fostering an environment that nurtures your growth and success. Your passion and dedication are valued, and we're eager to explore how we can support you. Thank you for taking this step, and we look forward to potentially welcoming you into our vibrant community of entrepreneurs.

Supporting historically underserved entrepreneurs – especially those leading social enterprises—is vital to the economic progress of neighborhoods and the overall well-being of Baltimore City.

We accompany social entrepreneurs (SEs) through the full lifecycle of the entrepreneurship journey with our 5-stage Enterprise Development Pipeline, allowing leaders to come into the development cycle at any stage.

IW provides SEs with a curriculum developed with the help of our partners at Miller Center for Social Entrepreneurship (Santa Clara University). Programs support SEs in the later stages of the pipeline with enterprise development curriculum in the form of structured modules, a timeline with concrete

Apply now!

FILL YOUR APPLICATION

## Complete your application

External

Inbox



**Babele** <noreply@babele.co> [Unsubscribe](#)  
to me

10:28 AM (7 minutes ago)



You are almost there...

Hi **Test Account**,

Thanks for applying to **General Pipeline**.

To activate your account, click on this link:

<https://app.babele.co/activate/704a221c-02e0-480d-9d56-c811a578ae47>

(or copy and paste it into your browser)

We look forward to see you onboard.

Need help? Email us at [support@babele.co](mailto:support@babele.co)

## Log into your account

EMAIL ADDRESS

Email Address

PASSWORD

Password



I'm not a robot



reCAPTCHA  
Privacy - Terms

LOG IN

 Sign in with Google

You don't have an account? [Create one](#)

Forgot password? [Reset password](#)

## Getting started

**First:** Create an account for the digital community using the link below. [Babele Account Creation](#).

**Once you have created your account, you will receive an email with instructions to log into your account.**





# Submitting Your Application



Thank you for considering joining our vibrant entrepreneurship community. Your decision to complete this brief application is the first step towards potential membership. Our team will review your submission shortly.

We strive to build a community of like-minded individuals whose visions align with our mission and goals. If your application is successful, you'll receive a warm welcome via email, along with an invitation to complete an intake form. This form will gather more information about you and your enterprise, helping us tailor our support to your needs.

Should you have any lingering questions about whether our organization is the right fit for you, we encourage you to revisit our website for further insights. We appreciate your interest and look forward to the possibility of welcoming you to our entrepreneurial community.

Company Name\*

Under 30 characters.

Application deadline  
31 August 2027

SAVE

EXIT

SUBMIT

DRAFT

## Submitting your SE application

Once you sign in, using the link from your email.

You are now ready to complete the Social Entrepreneur Company Startup application - here is the direct link to the application, if you have any issues: <https://app.babele.co/application-definition/107>.

Once you submit, our team will review the application for fit in the IW system.

Once reviewed the Program Manager will make a determination of fit with IW. Upon acceptance to the network, you will receive an email notification.

Notes: Ignore the application deadline date, you want to complete the application as soon as possible.

If you save the application, you may return to it using your login credentials.

There are some questions that may seem redundant, there is a purpose for them. Thanks for completing them, fully.



# Submitting Your Application



## Submitting your SE application

Once you submit, use the orange **Exit** button to go back to your account page.

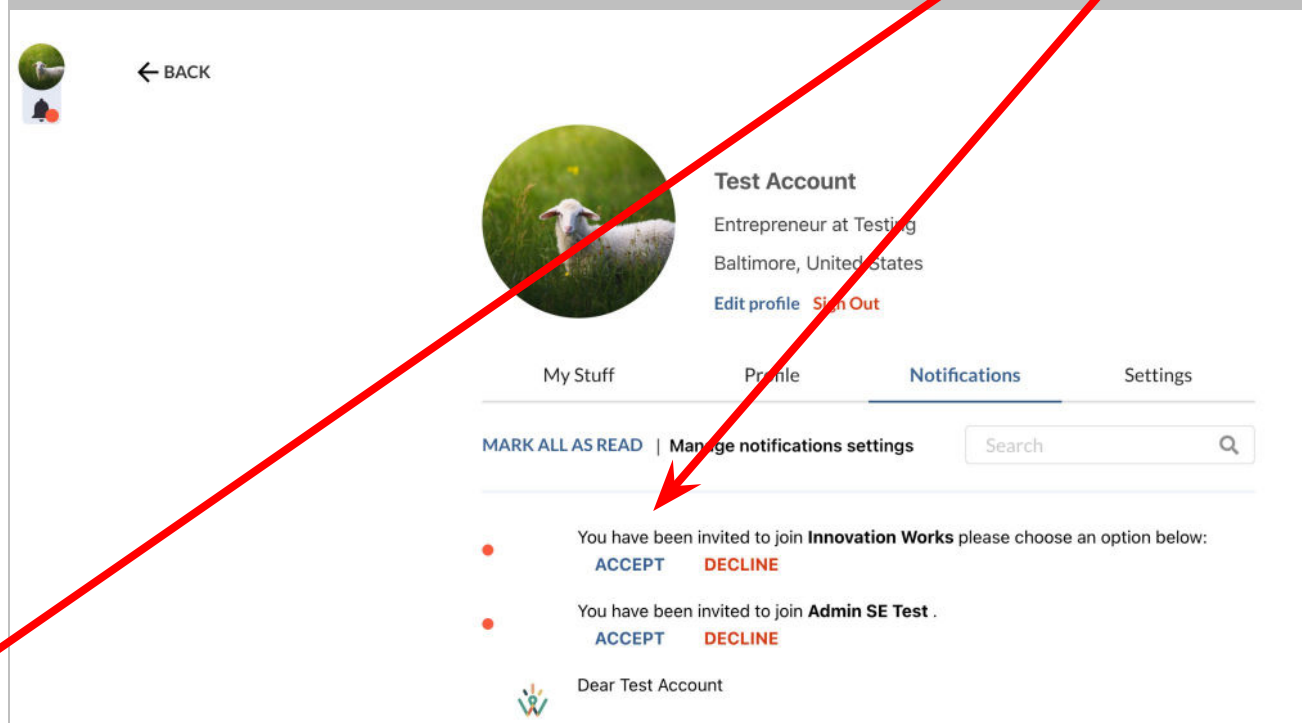
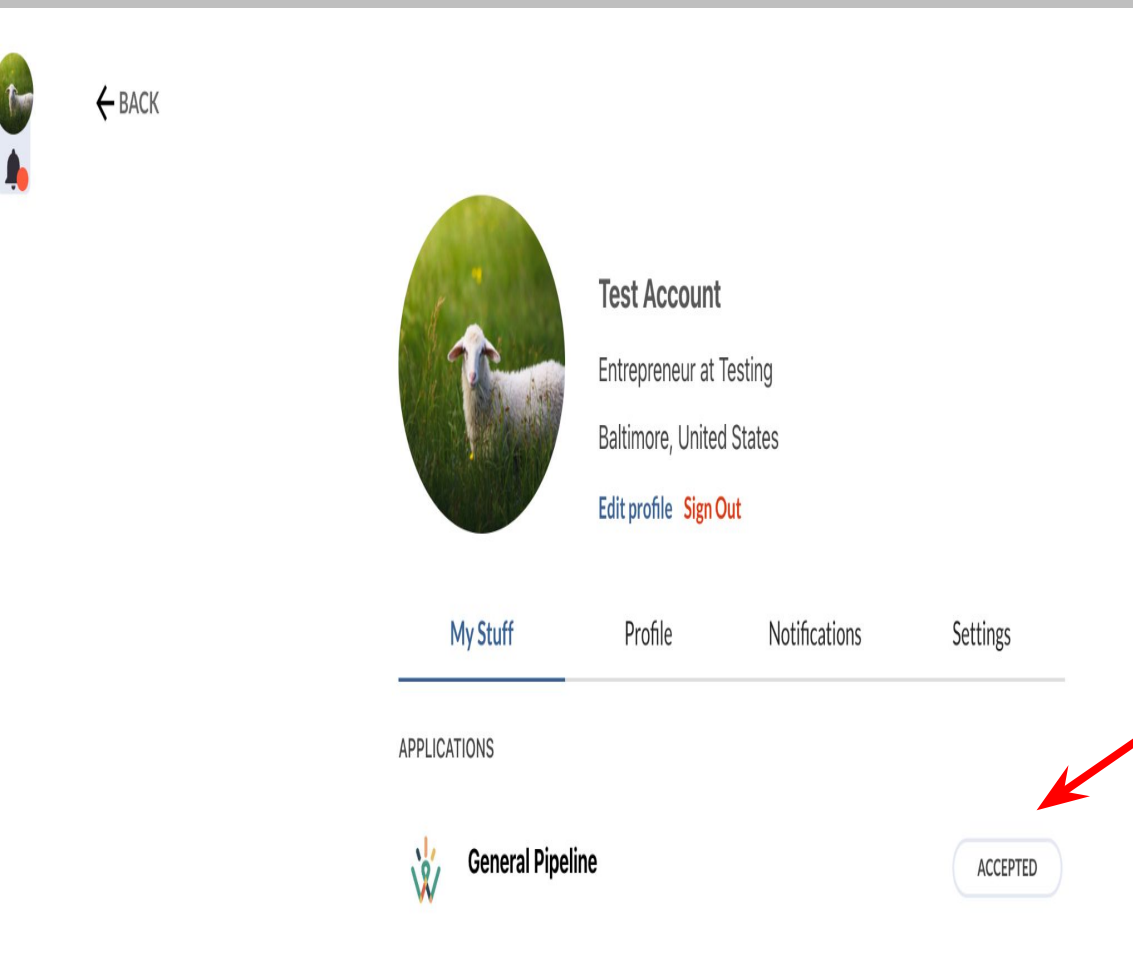
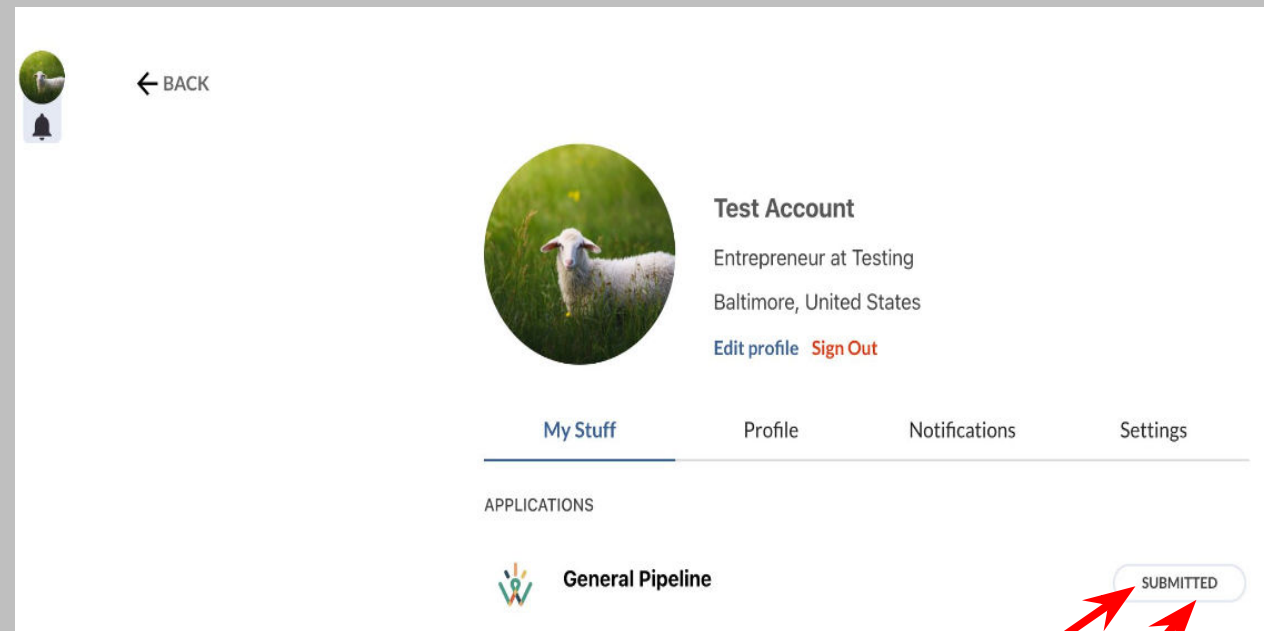
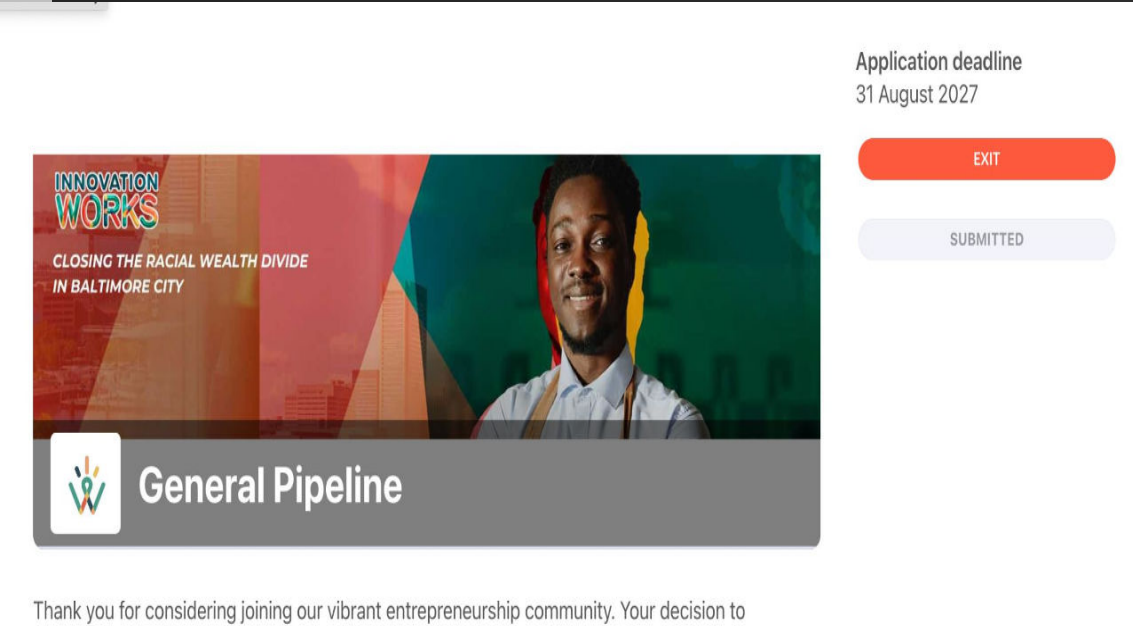
On the account page, you will see your application status as **Submitted** (while our team reviews it).

### How do you know you have been approved?

You will receive an email confirming approval OR

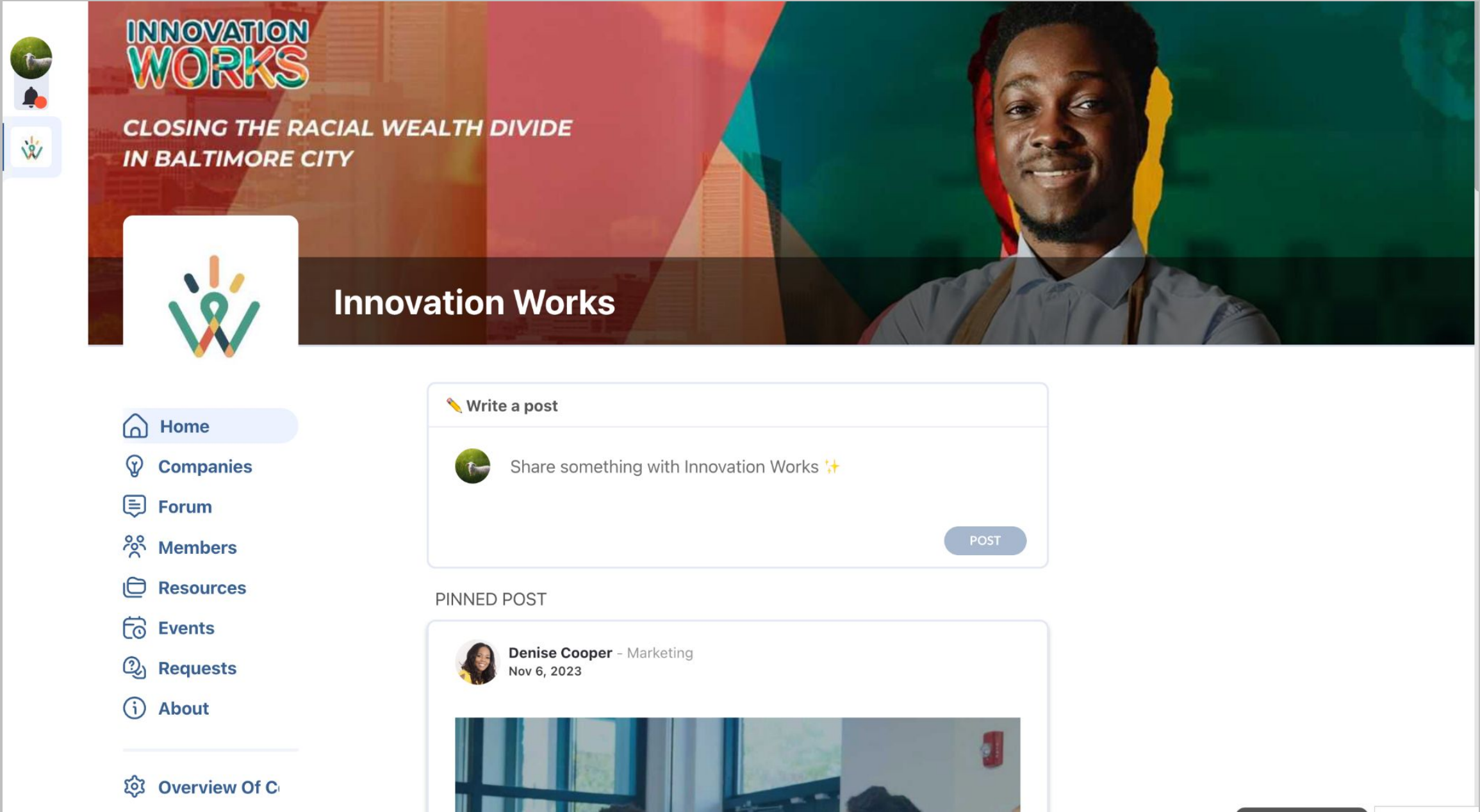
You will see the status change to **Accepted** on your account page OR

You can also check the 'notifications' on the IW Community page for an invitation to join the enterprise network.





# Submitting Your Application



## Welcome to the IW Community Page

Once you accept, it will look like this.





# Complete Your Enterprise Profile (Based on Stage)



## Getting started

Once you have been accepted to the 'General Pipeline' and have access to your own enterprise page, you will need to add more information about your social enterprise. This information will allow us to better serve you and help you track your milestones and progress over time.

To do this,

- 1) Click on **Companies**, then search for your own enterprise.
- 2) Click the **Modules** section and the first module to be completed will be 'Intake....'. Click that and complete the form thoroughly.

If you do not have a response to any of the questions, leave them blank We will revisit them at a later time.

The screenshot displays the Innovation Works platform interface. On the left is a navigation sidebar with links: Home, Companies (highlighted), Forum, Members, Resources, Events, Requests, and About. The main content area is titled 'Companies' and shows a search bar with '13 companies' and filter buttons for Country, Industry, Tags, SDGs, and Recently modified. Below this, a section titled 'All companies' features a grid of company cards. One card for 'Jay's Bakerv' is partially visible, followed by a card for 'Ova West Printing Services' which is expanded to show its full profile. The profile for 'Ova West Printing Services' includes a header image of a worker, location (Baltimore, United States), business type (Business Services), and a 'Short Pitch' section with the text 'We print all of your needs'. A 'TEAM' section shows a profile picture and an 'Invite to team' button. On the right side of the profile, a 'MODULES' section lists: Company summary (selected), INNOVATION WORKS INTAKE INI..., Intake Form, WELCOME, and Introduction to Innovation Wor..., with an 'EXPORT MODULES' button at the bottom.



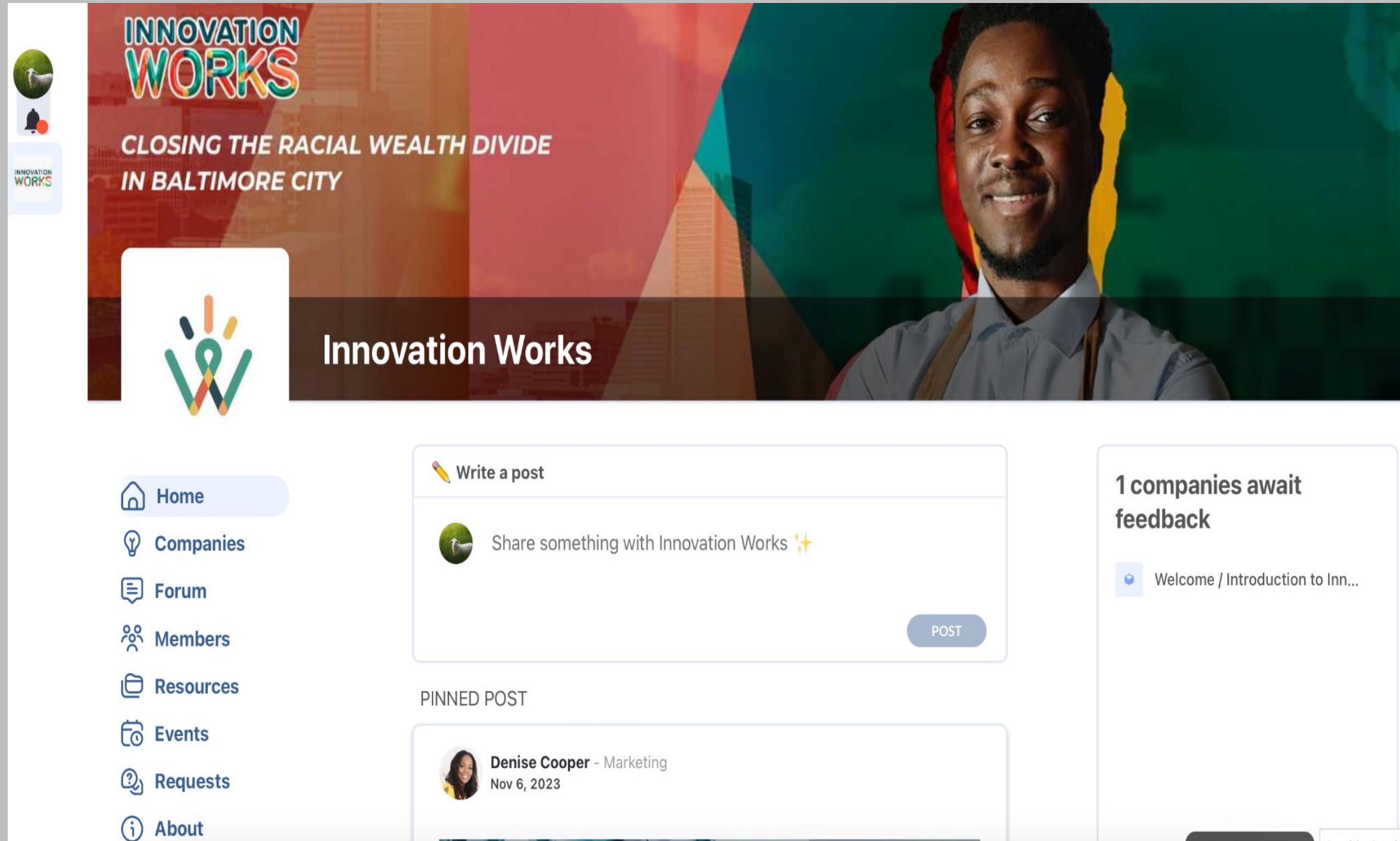


# **Part 2: Exploring the IW Network and Community Platform**





# Discover the Platform: IW Community



## On the **left menu** you have the program's environments

- **Home:** it's a newsfeed for conversations
- **Companies:** all social enterprises in the IW pipeline
- **Forum:** Space for targeted group-based discussions initiated by Innovation Works based on SE/Mentor requests
- **Members:** A list of all the community participants
- **Resources:** database with files & documents that a Social Entrepreneur may find useful
- **Events:** Find all events hosted by IW or meetings scheduled with members of network
- **Requests:** Where you initiate and manage requests for support from IW/Community



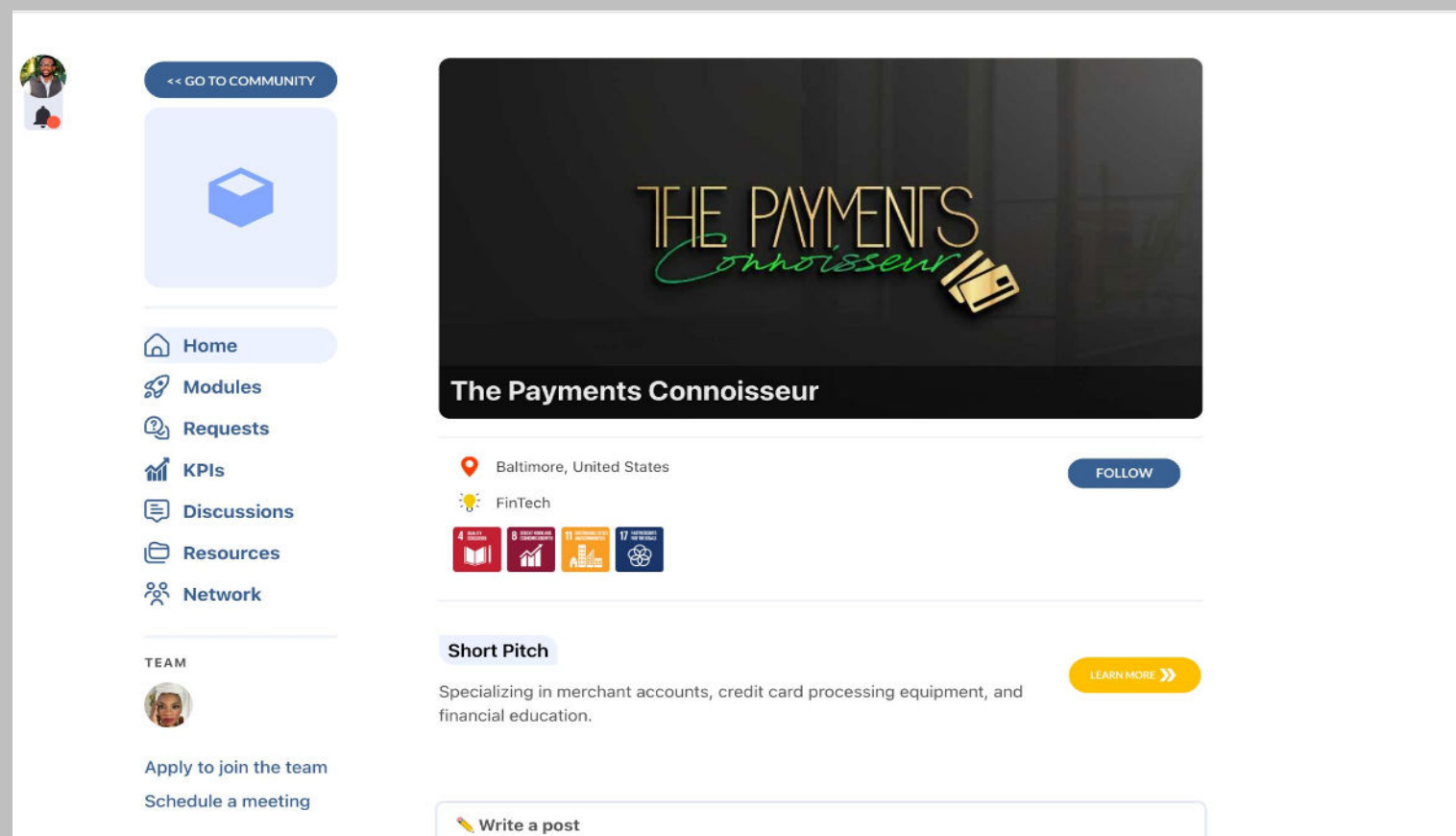
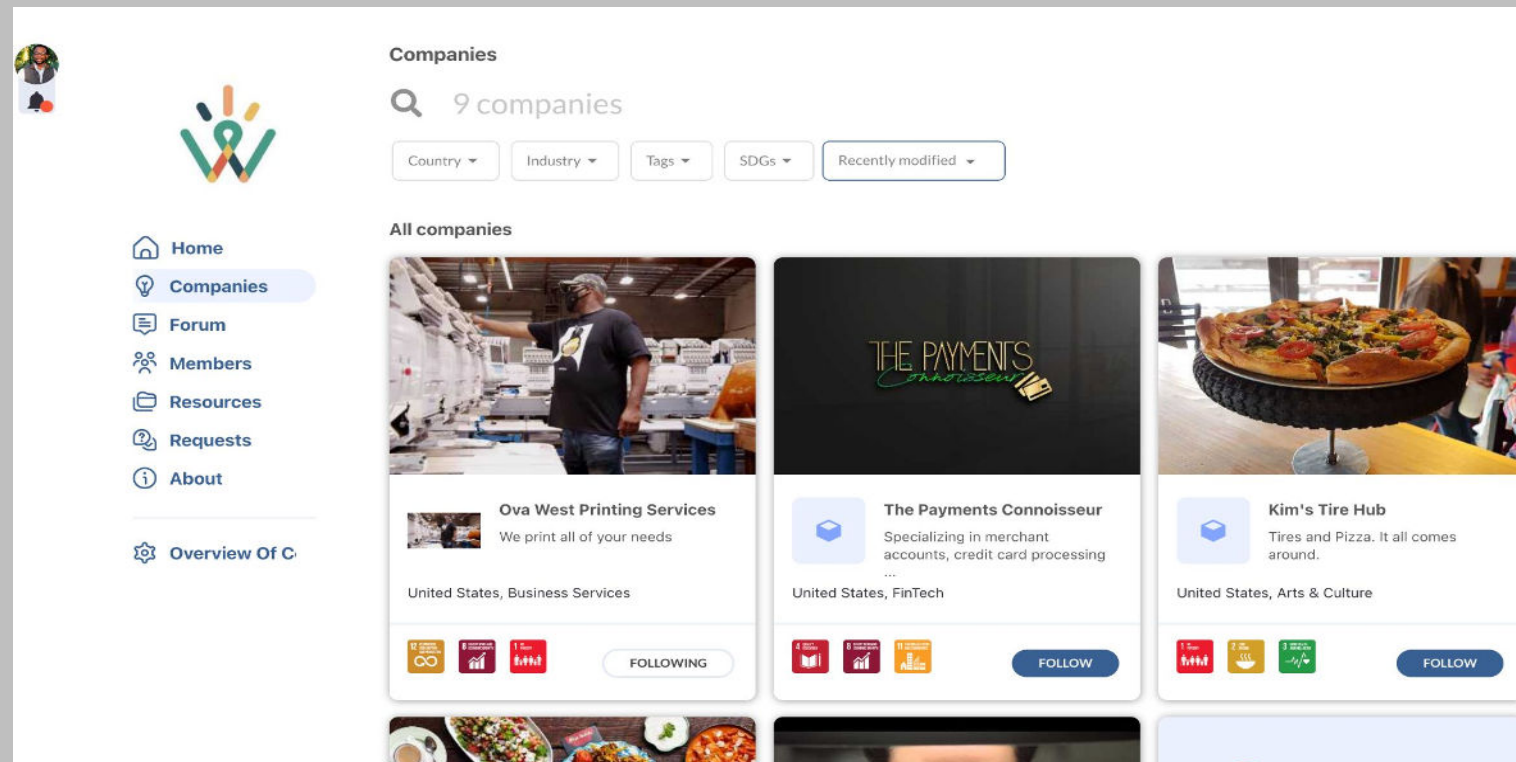
# IW Community: Companies



## Under the tab **Companies** you can .....

Here you will find a list of enterprises in the IW program/network

- Select an Enterprise (not your own)
  - **Follow the Enterprise**
  - **Initiate a Meeting Request:** to schedule a meeting with the SE
  - **Write a Post:** on their wall to send them a message
- Much of the sections (Requests, KPIs, Discussions, etc) will not be visible to you unless you are on that person's team.







**Under the tab *Forum* you can have access to small group discussions set up by IW staff at the request of any network member. Only public forums or those who you have been included in will be visible to you.**

**Enter the sample forum displayed.**

- Follow the forum to receive updates
- Leave a comment to contribute to the discussion forum



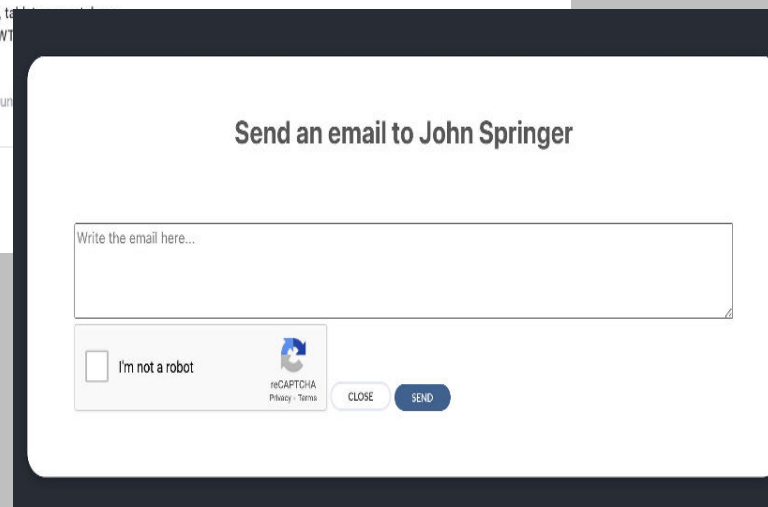
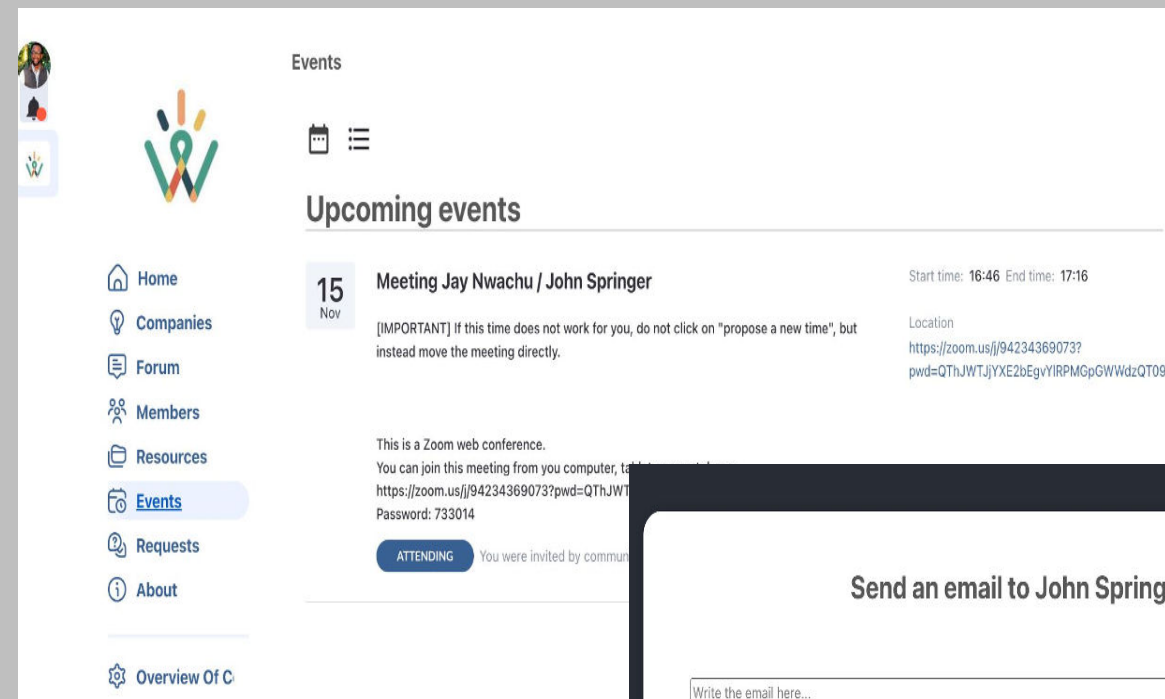
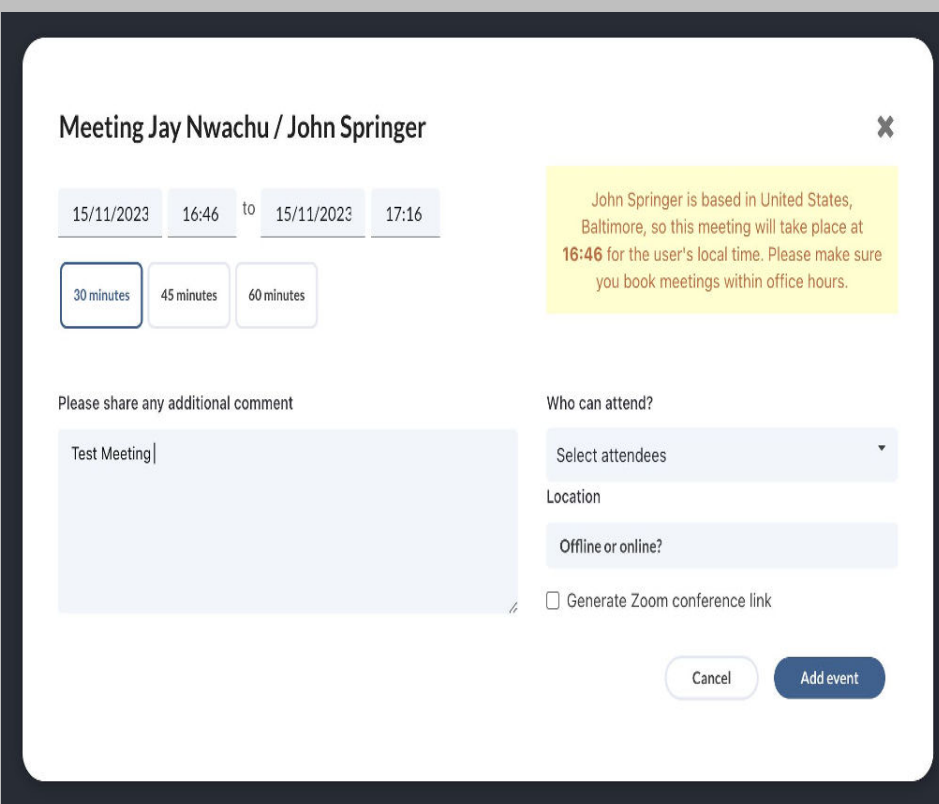
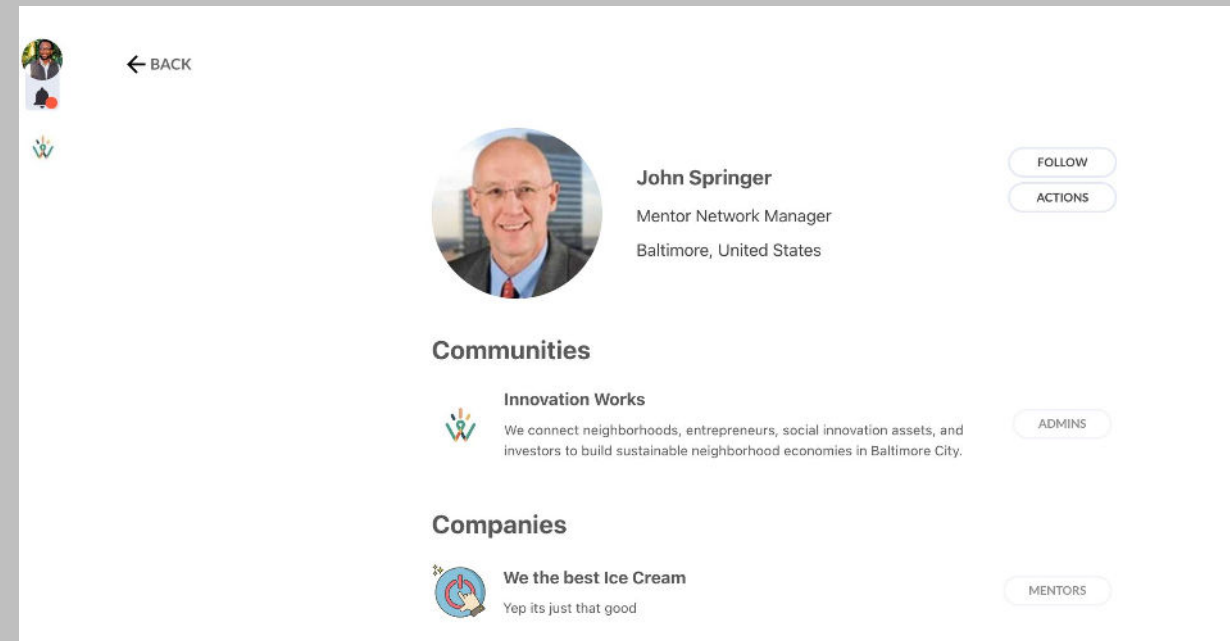
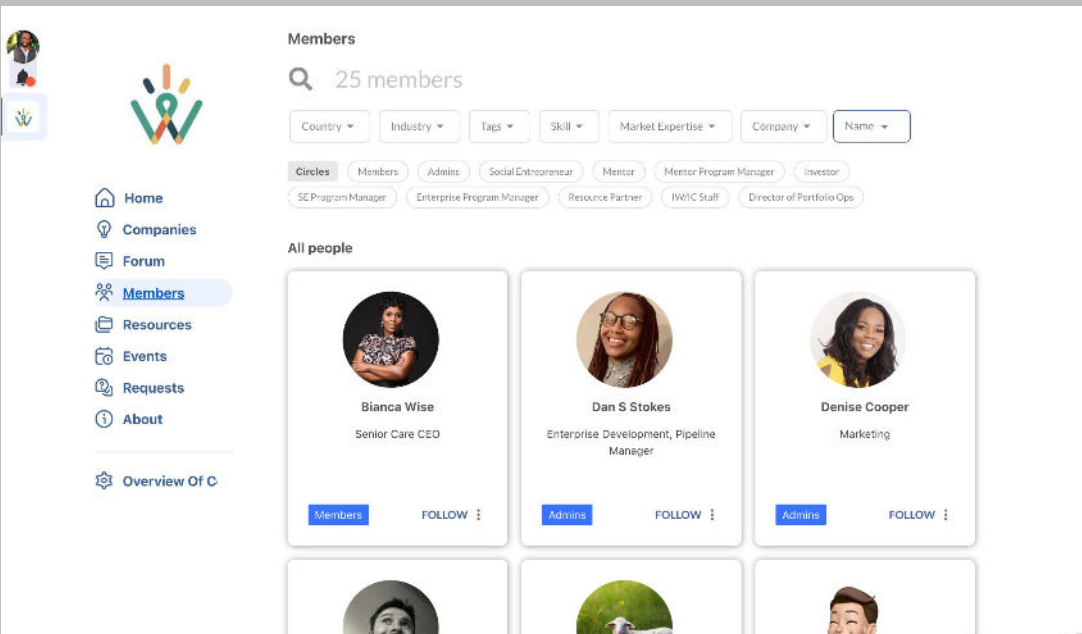
# IW Community: Members



Under the tab **Members** you can see all members in the network.

From this page, you can:

- Filter the members by specific demographics
- Click on one member, from there;
  - Follow that member
  - Using the 'Actions' button; email that member and schedule a meeting with that member









Home

Companies

Forum

Members

**Resources**

Events

Requests

About

Overview Of C

Resources

 2 resources

Tags ▾

| Name                                                                                                                                  | Description                                               | Privacy                                                                                      | Modified ↕           |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------|
|  Innovation Works Social Entreprenuer User Guide.pdf | All functionalities and how to use the platform explained | Public    | Nov 5, 2023 • GOOGLE |
|  Digital Marketing 101                             | Digital marketing 101 PPT deck                            | Public  | Oct 31, 2023 • PDF   |

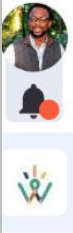
ALL LOADED

## Under the tab *Resources* you will .....

You will find resources that have been uploaded for the purposes of SEs in the pipeline.

Here, you will find only resources that are made publicly available or in which you are tagged in.

To upload a resource, you can do so from your team page.



- Home
- Companies
- Forum
- Members
- Resources
- Events
- Requests
- About

Overview Of C

## Events



### Upcoming events

15  
Nov

**Meeting Jay Nwachu / John Springer**

[IMPORTANT] If this time does not work for you, do not click on "propose a new time", but instead move the meeting directly.

This is a Zoom web conference.  
You can join this meeting from you computer, tablet or smartphone:  
<https://zoom.us/j/94234369073?pwd=QThJWtJjYXE2bEgvYIRPMGpGWWdzQT09>  
Password: 733014

ATTENDING

You were invited by community admin

Start time: 16:46 End time: 17:16

Location  
<https://zoom.us/j/94234369073?pwd=QThJWtJjYXE2bEgvYIRPMGpGWWdzQT09>

Under the tab **Events** start....

You will find any meetings that you have scheduled or have been invited to through the platform ‘Request a Meeting’ feature.

You will also find future events by IW that will be posted on the events page.





# IW Community: Requests



The screenshot displays the 'Requests' section of the IW Community interface. On the left, a sidebar contains navigation links: Home, Companies, Forum, Members, Resources, Events, Requests (highlighted), About, and Overview Of C. The main content area is titled 'Requests' and shows '2 requests'. Below this, there are filter buttons for Skills, Market Expertise, Submitted within, Tags, and Most Recent. A 'NEW REQUEST' button is located in the top right corner. The requests are displayed in a grid. The first request is from 'Ty's Ice Cream Shop' titled 'Testing Requests' with a status of 'Open'. The second request is from 'Jay's Bakery' titled 'Need Assistance Finding a Retail Location' with a status of 'Open'. Below the grid, it says 'ALL LOADED'. A modal window is open, showing the details of the 'Need Assistance Finding a Retail Location' request. The modal includes the request title, a 'REQUEST' button with a close icon, and the following details: Skills: Foundation-Commercial, Market Expertise: United States, Status: Open, and a description: 'I am looking for a storefront on the westside. Between 2,500 and 3,000 sqft with a loading dock.' Below the description, there is a section 'About Jay's Bakery' with a profile picture of 'Jay's fake profile for a bakery' and a 'LEARN MORE' button. The date 'Nov 8, 2023' is shown. At the bottom of the modal, there is a 'SCHEDULE A MEETING' button and a comment section with a 'Comment...' input field.

**Under the tab *Requests* you will find posted requests that you can engage in.**

Only requests made public or that you are tagged in will show up here.

- Select the Need Assistance Finding a Retail Location request.
- Comment on the request
- Select the Need Assistance Finding a Retail Location request.
- Create a new request

# **Part 3: Exploring Your Enterprise Page and Resources**





# Your Enterprise Page



[<< GO TO COMMUNITY](#)

Home

Modules

Requests

Discussions

Resources

Network

TEAM

Invite to team

Company Settings

Schedule a meeting

CHANGE COVER

Ova West Printing Services

Baltimore , United States

Business Services

UNFOLLOW

Short Pitch

We print all of your needs

LEARN MORE >>

IW INITIAL STAGE PLACEMENT

Stage 3: Create

Your companies

Ova West Printing Se...

INNOVATION WORKS INTAKE...

Intake Form

Current activity

Introduction to Innovation Works

Start activity

Explore Modules

Upload resources

Keep your company organized and easily upload resources accessible by all the company members.

## On the *left menu* you have the program's environments

- **Home:** it's a newsfeed for conversations limited to your team
- **Modules:** you will find curriculum modules specific to your your enterprise and its goals
- **Requests:** Where you initiate and manage requests for support specific to your team members
- **Discussions:** discussions private to your team only
- **Resources:** database with files & documents that are specific to your team
- **Network:** Invite your team members, organize your mentors and other stakeholder groups.



# Your Enterprise Page: Enterprise Profile



<< GO TO COMMUNITY

Home

Modules

Requests

Discussions

Resources

Network

TEAM

+

Invite to team

Company Settings

Schedule a meeting

CHANGE COVER

Ova West Printing Services

Baltimore , United States

Business Services

UNFOLLOW

Short Pitch

We print all of your needs

LEARN MORE >>

IW INITIAL STAGE PLACEMENT

Stage 3: Create

Your companies

Ova West Printing Se...

INNOVATION WORKS INTAKE...

Intake Form

Current activity

• Introduction to Innovation Works

Start activity

Explore Modules

Upload resources

Keep your company organized and easily upload resources accessible by all the company members.

## Develop your enterprise’s profile

Once your application has been reviewed and approved by the Enterprise Program Manager, you will already be a member of your enterprise profile. To find your enterprise, click on your user profile (top-left).

Update your profile as best you can. Remember, this is a community and we can only be of service to each other if we have full information about all of the brilliance and resources that we bring to the table as a community.





# Your Enterprise Page: Modules and Enterprise Milestones



[<< GO TO COMMUNITY](#)

[Home](#)[Modules](#)[Requests](#)[KPIs](#)[Discussions](#)[Resources](#)[Network](#)

TEAM

[Invite to team](#)[Startup settings](#)[Schedule a meeting](#)

**PROOF OF CONCEPT**

## Customer segment

The community of customers that you are aiming to sell your product to.

✓ Published May 17, 2023 > Circles [EDIT](#)

ACTIVITY

LEARNING CONTENT

### Kids bicycle trailer/stroller: Young families

Despite the wide applicability of our technology, we are planning to enter a B2C kids market first as the most developed. The Baby Stroller and Pram market in Europe is forecast to grow at a CAGR of 3.87 percent during 2015-2019 (According to the TechNavio Report 2014). In Germany the market of kids mobility solutions is estimated €741 Mio. in 2011.

|                 |                              |                        |
|-----------------|------------------------------|------------------------|
| 15-24 Year Olds | Young Adults and Businesspeo | Families with Children |
|-----------------|------------------------------|------------------------|

We target customers in the kids market are young families with kids (0-6 years old) and to-be-parents. According to our survey, 81% of the German families have kids strollers. However 44% still uses car as a main mean of child transportation.

Furthermore, baby and child mobility solutions are highly dependent on age and weight of

**MODULES**

- Startup summary
- PROOF OF CONCEPT**
  - Customer segment
  - Market analysis
  - Key assumptions
  - Experimentation and MVP
  - Lesson Learned
- INCUBATION** WAITING FOR UNLOCK
  - Value proposition
  - Channels
  - Customer relationship
  - Partners
  - Resources
  - Activities
  - Financials

[MAKE AVAILABLE](#)[EXPORT MODULES](#)

## Under the tab **Modules** you can find the program modules

Each week, a new module becomes available.  
All you need to do is:

- Click on Start Assignment;
- Watch the video / read the tutorial;
- Complete your assignment;
- Organize a conf-call with your mentor.

*For each activity, you can customize the privacy, based on the circles defined in the Network tab.*



# Find experts to help you out



**Requests**

6 requests

Most Recent Skills Market Expertise Submitted within SEE MY REQUESTS NEW REQUEST

ARTICLE BUSINESS CRISIS EVALUATION LEADERSHIP PITCHING AND STORYTELLING READING-->BLOCK2

**I need coaching from Niels**  
Click to add tags  
Q 0 Status: Open

**Test Entry 2**  
Click to add tags  
Q 0 Status: Open

**Review and consolidate our business plan**  
evaluation business  
Q 2 Status: Assigned

**Review our marketing strategy**  
pitching and storytelling  
Q 1 Status: Closed

**Efficient way for compliance (e.g. REACH, RoHS, etc.)**  
Click to add tags  
Q 2 Status: Assigned

**Data Security & Privacy Standards**  
Click to add tags  
Q 1 Status: Assigned

ALL LOADED

## Under the tab **Requests** you can post your challenges

Do you need help with a specific challenge?

- Create a new request;
- Create a clear description of the problem;
- Choose the skills you need to find;
- Wait for the IW team to invite relevant resources (mentors or SEs) to help you out.





# Fill in your KPIs



## Under the tab **KPIs** you will find your startup's milestones and metrics

You will receive automatic reminders whenever it's time again to submit your KPIs.

- From the HOME tab: click on the submit KPIs blue button;
- Input the KPIs on the pop-up;
- Edit your data from the KPIs page;
- You can create new startup metrics by clicking on the **NEW KPI** button.

***IW staff will assist you with this section***



# Your Discussions Forum



[<< GO TO COMMUNITY](#)

[Home](#)[Modules](#)[Requests](#)[KPIs](#)[Discussions](#)[Resources](#)[Network](#)

TEAM

[Invite to team](#)[Startup settings](#)[Schedule a meeting](#)

### Mentoring notes - Marianna Camille

Emanuele started following[FOLLOWING](#)

A large part of coaching is helping someone make sustainable changes by understanding what's holding them back – both culturally and internally – and then helping them deliberately shift toward new beneficial behaviors.

Nov 4, 2022 > Team

Arianne Commented

[ADD A COMMENT](#)

**Arianne Laloux**, Financial Analyst

Hi, Guys ! You're off to a great start here - I just wanna make it clear from the beginning that you did an impressive job with this task! I will write below some suggestions I have - I'll take it point by point. Mind you, this will be a long text to read, so please have some

AUTHOR

**Emanuele Musa**

ACTIONS

[EDIT](#)[ARCHIVE](#)

## Under the tab *Discussions* start public & private threads

Here you can create discussions with chosen stakeholder groups.

- Click on **NEW DISCUSSION** to start a new thread;
- Choose the privacy: if you choose **custom**, then you can select the users circles that should have access to the discussion;
- You will get notified whenever there are new posts and comments.





# Your Data Room





[<< GO TO COMMUNITY](#)



[Home](#)

[Modules](#)

[Requests](#)

[KPIs](#)

[Discussions](#)

[Resources](#)

[Network](#)

TEAM



[Invite to team](#)

[Startup settings](#)

[Schedule a meeting](#)

## Resources



6 resources

DECK

INVESTORS

PACKAGING

PROOF\_OF\_CONCEPT

STARTUP

VIDEO



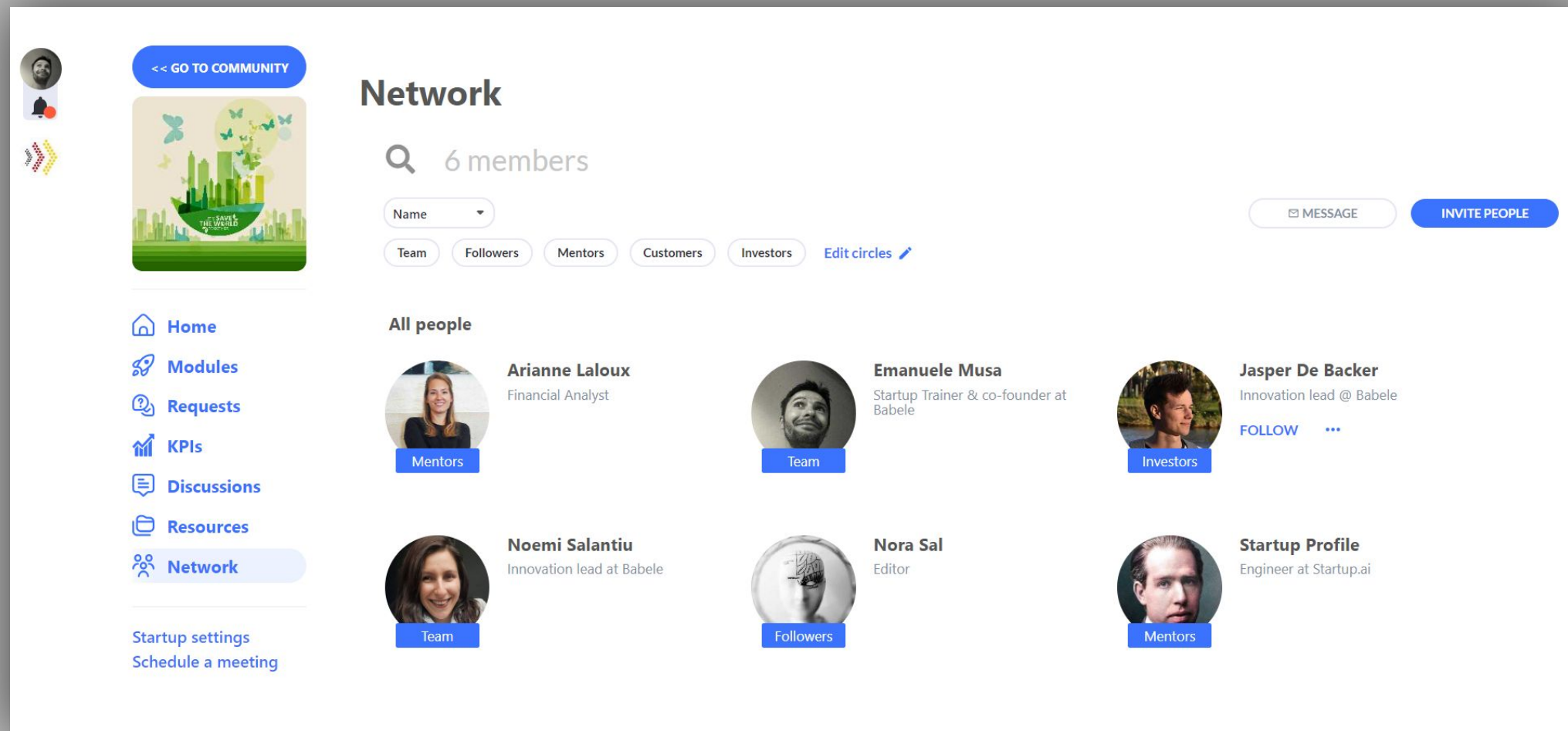
[UPLOAD](#)

| Name                                                                                                                  | Description                                                   | Privacy                                                                                       | Modified              |
|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------|
|  <b>Pitch Deck for Investors.pdf</b> | Version 1.0. Please do not share outside of your organisation | Circles    | Jun 27, 2023 • GOOGLE |
|  <b>Model Startup</b>                | Everyone should watch this video!                             | Public     | Jun 26, 2023 • LINK   |
|  <b>MVP Card</b>                   | Nuwiel's first card!                                          | Public   | Jun 21, 2023 • LINK   |
|  <b>Just a link to our website</b> | Just a link to our website                                    | Public   | Jun 19, 2023 • LINK   |
|  <b>Our Team</b>                   | A picture of our team                                         | Circles  | Mar 27, 2023 • IMG    |
|  <b>Financial pro forma</b>        | Our financial plan for 2022 - 2023                            | Circles  | Nov 4, 2022 • IMG     |

## Under the tab **Resources** you will find your **Data Room**

Here you can store files and documents that are relevant to your startup.

- Click on **UPLOAD** to add files, links and documents (also from Gdrive & Dropbox);
- Choose the privacy: if you choose **custom**, then you can select the users circles that should have access to the resource;
- All the files that you upload on the module activities, are available under the RESOURCES tab, and are tagged with the topic's name - to facilitate navigation.



## Under the tab **Network** you can organize your team

Invite your team members, organize your mentors and other stakeholder groups.

- Click on **Invite People** to add your team members (choose circle = TEAM);
- Create new sub-roles by clicking on the **EDIT Circles** button;
- Change user's roles by clicking on the blue tab underneath their profile picture.



# Feedback Survey



# Thank you