

## Ideas for Change

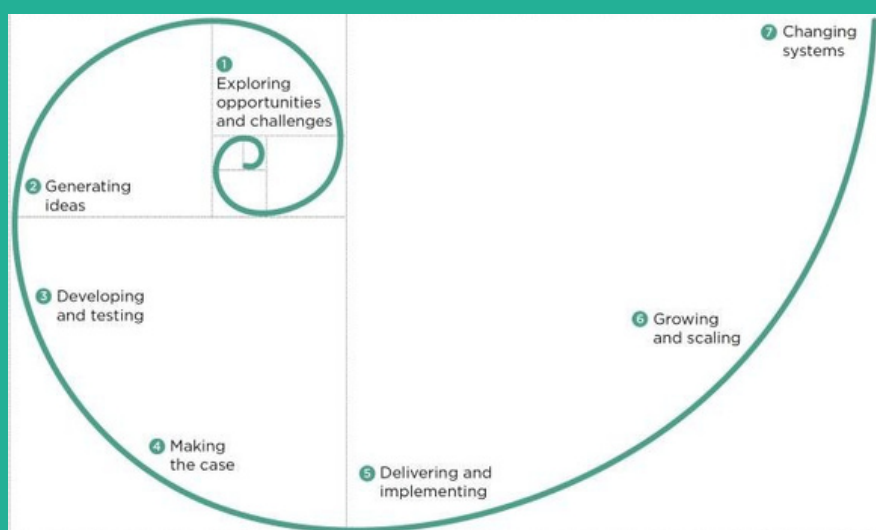
Since 2011, Good Ideas has inspired and supported people to turn their ideas into a sustainable business or project. Developing the skills, knowledge and networks needed to thrive. We help people turn the seed of an idea into reality. This creates jobs, volunteering opportunities and positive social impact for people and the planet.



Good Ideas directly tackles inequality by supporting people with experience of an issue to implement solutions through social innovation.

We lead people on a journey that starts with the spark of an idea, or a specific social problem they seek to address. Good Ideas is a series of facilitated workshops; at the heart of which is the use of Design Thinking methodology.

Those involved have access to online tools to deepen their learning and a strong support network of peers. They also have access to one-to-one coaching, enabling them to start to think differently and move past any challenges they encounter. On completion of the programme, 'Alumni' join the Good Ideas Network, where they continue to access ongoing support.



The social innovation process can be messy and often involves failure. The Young Foundation (YF) and NESTA, the UK industry experts in Social Innovation, have described a 6-stage process for turning messiness into impact. The Good Ideas value proposition is deliberately designed to mirror this proven process.

# The programme

**Our Good Ideas incubator is designed to help entrepreneurs develop their ideas for social good by providing structured support, expert guidance, and a strong peer network. Across the three core modules, participants will gain:**

## Strong Foundations:



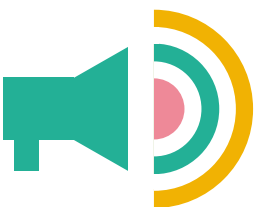
- Clarity on Purpose & Vision – Understanding their "why" and the impact they want to create.
- Storytelling Skills – Learning how to craft and communicate their story effectively.
- Customer & Market Insight – Deep diving into customer needs, problems, and the value their enterprise offers.
- Testing & Validation – Identifying assumptions and learning how to test their ideas in real-world contexts.
- Problem-Solving Support – Engaging in peer-led sessions to refine and strengthen their business model.

## Navigating the Messy Middle:



- Refining the Business Model – Exploring different models, pricing strategies, and revenue structures.
- Scenario Planning – Preparing for challenges like founder syndrome, burnout, team dynamics, and scaling responsibly.
- Real-World Exposure – Visiting established social businesses to learn from their experiences.
- Expert Insights & Coaching – Hearing from experienced entrepreneurs who have successfully navigated this phase.

## Storytelling & Pitching:



- Developing a Strong Pitch – Learning how to present their idea confidently to different audiences.
- Practical Pitching Experience – Practicing with external networks and refining based on feedback.
- Building a Support Network – Connecting with mentors, partners, and potential supporters.
- Showcasing Their Work – Presenting their idea at a final showcase event, opening opportunities for funding, collaboration, or further development.

*"Good Ideas was absolutely pivotal. I describe it as taking me to the edge of the cliff and giving me the necessary push/prompt to jump. I'm aware this doesn't sound like the most positive metaphor (!), but that exciting bit where you don't know where/how you're going to land is what launching a start-up is like."*

## Our approach

**We believe that for any venture to be successful, we need to nurture both the thinking behind the IDEA and provide support to the INDIVIDUAL.**

Our programme is built on six core components: Potential, Wellbeing, Networks, Structure, Tools and Space.



## Beyond the Programme:

The cohort have:

- Access to a Community Lab – A space for networking, peer support, and sharing resources.
- Problem-Solving & Coaching Sessions – Continued support to develop their enterprises.
- Alumni Network & Next Steps – Support in launching, scaling, and sustaining their initiative after graduation.

This programme offers a mix of hands-on learning, real-world testing, expert advice, and a strong peer support system to help social entrepreneurs turn their ideas into impactful and sustainable ventures.

*"When you're doing something new, you don't necessarily feel confident in what you're doing, because it feels like an experiment all the time. You're creating your own pathway, setting your own direction, but you need people travelling with you. And you also need people who have travelled before you, who've encountered some of the same problems and who can put them into perspective. Just normalise them, I'd say."*

