



OUTREACHING HONORS PROGRAM

Social Entrepreneurship by Victims of Violence

<u>Title of lab</u>	Social Entrepreneurship by victims of violence
<u>Professor/Lab supervisor:</u>	prof dr Josette Dijkhuizen
<u>Name of the chair</u>	
<u>General information</u>	<ul style="list-style-type: none">• Students will receive skills and research training in several Modules and Searl meetings.• For Dutch speaking students and English speaking students• All disciplines
<u>Number of students</u>	6– 8
<u>Period</u>	September 2019 – June 2020
<u>Effort per student</u>	~80h/student
<u>Effort for supervisor</u>	Meeting at the start, mid term and end presentation. Email and phone contact during the full term.
<u>Final presentation</u>	June 2020

Background of the project

Krachtbedrijf Foundation runs entrepreneurship programs for survivors of violence (domestic violence, human trafficking, war) in The Netherlands. Participants go through a blended program of online learning, workshops and coaching. After eight months the participants decide if they want to start their own business or choose for a job, study or voluntary work. See: <http://www.krachtbedrijf.nl/>

Some of the participants make products which can possibly be sold in The Netherlands. At the same time, other organizations outside Krachtbedrijf – in The Netherlands or abroad - might have suitable products made by survivors of violence. Krachtbedrijf can also sell these products and by doing so they can create awareness on the issue of violence and show the story of those talented people who survived. In the meantime exposure and awareness of the entrepreneurship program is created via the products.

Main characteristics

In this Lab we look for students who want to investigate different issues, such as:

- Market analysis:
 - who are the potential buyers (consumers, companies)? what is the market potential?
 - what is the value chain for these kind of products?
 - what are competitive products? Etc.
- Which products will match the needs of the buyers, which also suit the aim of Krachtbedrijf and form a consistent product line? ○ Where can we find these products?
 - How can we organize distribution?
 - What is the pricing strategy?
- Communication plan: how can we market the products? ○

Problem statement

Which product line will be most suitable for Krachtbedrijf Foundation and how shall these be marketed?

Stakeholders

- Prof dr Josette Dijkhuizen
- Participants in the Krachtbedrijf programme and producers of products
- Organizations outside Krachtbedrijf

Research approach

The research will be a mixed methods research: an approach to inquiry involving collecting both quantitative and qualitative data, using different value disciplines , for instance:

<https://www.toolshero.com/strategy/value-disciplines-treacy-wiersema/>

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Final reporting

- Final presentation
- Final report (by powerpoint or word document)

Organizational issues

In general, students are expected to work independently, cooperate well in a team and to be highly organized and motivated.

There will be a general meeting in which the background and aim of this Lab is explained (September), a midterm- meeting and an end presentation. More meetings will be planned, if needed, and there will be e-mail and phone contact during the full term. Between the meetings,

students will work independently or together with (some) group members on the problem statement.

The students will also pay visits themselves to organisations that may be important for this project.