

FEEDBACK REPORT – EVALUATION GRID FOR THE PITCHING REPAIR SESSIONS

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1 INTRODUCTION

In addition to the respective reports on the specific Pitching Repair Sessions in Slovakia, Romania, Croatia and Hungary (D.3.4.3), the Project Partners also conducted an evaluation of the social entrepreneurs' pitches based on a standardized template. In each case an overall impression was reported, which should go beyond an individual evaluation of individual pitches.

In this report we document these evaluations of the pitching repair sessions and provide a brief overall conclusion.

2 EVALUATION GRID FOR PITCHING REPAIR SESSIONS

TEMPLATE

Pitching Repair Sessions

[Date and place of the event]

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Assessment of Pitching Repair Methodology

BACKGROUND INFORMATION

A1) Organising institution

A1) Contact details of organising staff

Name

Email

Address

CONTENT OF THE EVENT

B2) Please assess the overall quality of the sessions during the event? (please tick)

Sessions	Strongly Agree	Agree	Disagree	Strongly Disagree
The event format allowed interactive learning				
The pitching format was useful to get to know SE ideas				
The pitching repair session format was adequate for the objectives of the workshop				
The pitching repair sessions helped to better understand SE needs				
The pitching repair workshop helped to gain new contacts and to widen my network				

B4) How would you assess the overall quality of the pitches made during the event?

- Very good
- Good
- Poor
- Very poor

B5) Please share your reflection on the pitching repair sessions and their general relevance for the Social Business community

General assessment of the event

Please assess the overall quality of the underlying business models presented at the pitching repair sessions

Overall quality (hint: think of clear definition with realistic assumptions, outline of next steps, assumption of necessary resources, clarity of the targets concerning social impact etc.):

- Very good
- Good
- Poor
- Very poor

Additional comments:

Presentation skills

Please assess the overall quality of the presentations skills

Overall quality (hint: think of structure of the pitch, duration of the pitch, did the pitch raise interest and excitement etc.?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

Social problem addressed

Overall quality (hint: relevance of the social problem, definition of target group(s), understanding of the social problem to be addressed, clarity and functionality of the proposed solution?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

WE THANK YOU FOR YOUR COOPERATION!

3 EVALUATION GRID FOR PITCHING REPAIR SESSIONS - SLOVAKIA

Pitching Repair Sessions

[Date and place of the event]

28.03.2019, Banská Bystrica, Slovakia

Assessment of Pitching Repair Methodology

BACKGROUND INFORMATION

A1) Organising institution

Union of Slovak Clusters

A1) Contact details of organising staff

Name	Katarína Blicklingová
Email	info@uorsk.sk
Address	Piaristická 2, 949 01 Nitra, Slovakia

CONTENT OF THE EVENT

B2) Please assess the overall quality of the sessions during the event? (please tick)

Sessions	Strongly Agree	Agree	Disagree	Strongly Disagree
The event format allowed interactive learning	x			
The pitching format was useful to get to know SE ideas	x			
The pitching repair session format was adequate for the objectives of the workshop		x		
The pitching repair sessions helped to better understand SE needs		x		
The pitching repair workshop helped to gain new contacts and to widen my network	x			

B4) How would you assess the overall quality of the pitches made during the event?

- Very good
- Good
- Poor
- Very poor

B5) Please share your reflection on the pitching repair sessions and their general relevance for the Social Business community

According to our knowledge, this was completely new format of event for social entrepreneurs, as well as for other participants. They had no experience with pitching before and this was reflected in too long presentations, which on one hand captured the business idea, but at the same time were not fully in line with the pitching concept. However, the relevance for social business community was high, since similar events are very useful source of information and provide space for networking and exchange of experience.

General assessment of the event

Please assess the overall quality of the underlying business models presented at the pitching repair sessions

Overall quality (hint: think of clear definition with realistic assumptions, outline of next steps, assumption of necessary resources, clarity of the targets concerning social impact etc.):

- Very good
- Good
- Poor
- Very poor

Additional comments:

The overall quality of presented business models was good, while the pitching SEs have clear idea of what they want to achieve in terms of social impact as well as business goals. The existence of SEs in Slovakia is often connected to solving concrete social problems in the region or community and SEs have defined clear targets how to contribute to solving these problems and to boost positive social impact.

Presentation skills

Please assess the overall quality of the presentations skills

Overall quality (hint: think of structure of the pitch, duration of the pitch, did the pitch raise interest and excitement etc.?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

Before the event, pitching SEs were provided with a template of pitch, which was used by all of them. Therefore, the structure was given and respected. In general, the pitches were very long and the pitching social entrepreneurs did not respect the time slot given for the pitch. However, the pitches raised interest of other participants, who asked additional questions and were eager to know more about the presented social business concepts and ideas.

Social problem addressed

Overall quality (hint: relevance of the social problem, definition of target group(s), understanding of the social problem to be addressed, clarity and functionality of the proposed solution?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

Most SEs in Slovakia are dealing with work integration, i.e. integration of disadvantaged (long-term unemployed, mentally or physically disabled) and vulnerable people (women, people over 50, etc.) into labour market. Therefore, response to social needs is one of the important aspects pertaining to social enterprises in Slovakia. Pitching SEs have clearly described the potential ways of solving these problems through their development plans. The overall feasibility of proposed solutions was assessed as good by other participants, especially by experts from social bank, business support organizations and other experts on social economy.

WE THANK YOU FOR YOUR COOPERATION!

4 EVALUATION GRID FOR PITCHING REPAIR SESSIONS - ROMANIA

Pitching Repair Sessions

April 23rd, Bucharest, Education Point

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Assessment of Pitching Repair Methodology

BACKGROUND INFORMATION

A1) Organising institution

UEFISCDI

A1) Contact details of organising staff

Name Elena Simion, Raluca Coscodaru, Anamaria Ravar, Marius Mitroi

Email elena.simion@uefiscdi.ro, Raluca.coscodaru@uefiscdi.ro,
Anamaria.ravar@uefiscdi.ro, marius.mitroi@uefiscdi.ro

Address 39-41 Academiei Str., Bucharest, Romania

CONTENT OF THE EVENT

B2) Please assess the overall quality of the sessions during the event? (please tick)

Sessions	Strongly Agree	Agree	Disagree	Strongly Disagree
The event format allowed interactive learning	x			
The pitching format was useful to get to know SE ideas	x			
The pitching repair session format was adequate for the objectives of the workshop	x			
The pitching repair sessions helped to better understand SE needs	x			
The pitching repair workshop helped to gain new contacts and to widen my network	x			

B4) How would you assess the overall quality of the pitches made during the event?

- Very good
- Good
- Poor
- Very poor

B5) Please share your reflection on the pitching repair sessions and their general relevance for the Social Business community

The participating pitching SES were from Romania, Bulgaria and Moldova and got the chance to get feedback from experienced jury members. The session provided the opportunity for a real learning experience, due to the fact that there was no competition involved.

General assessment of the event

Please assess the overall quality of the underlying business models presented at the pitching repair sessions

Overall quality (hint: think of clear definition with realistic assumptions, outline of next steps, assumption of necessary resources, clarity of the targets concerning social impact etc.):

- Very good
- Good
- Poor
- Very poor

Additional comments:

Presentation skills

Please assess the overall quality of the presentations skills

Overall quality (hint: think of structure of the pitch, duration of the pitch, did the pitch raise interest and excitement etc.?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

Social problem addressed

Overall quality (hint: relevance of the social problem, definition of target group(s), understanding of the social problem to be addressed, clarity and functionality of the proposed solution?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

WE THANK YOU FOR YOUR COOPERATION!

5 EVALUATION GRID FOR PITCHING REPAIR SESSIONS - CROATIA

Pitching Repair Sessions

[Date and place of the event]

April 30th, 2019 at Impact Hub Zagreb space in Vlačka 70e, 10000, Zagreb

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Assessment of Pitching Repair Methodology

BACKGROUND INFORMATION

A1) Organising institution

Pokreni Ideju

A1) Contact details of organising staff

Name	Hermes Arriaga Sierra
Email	hermes.arriaga@impacthub.net
Address	Vlačka 70e, 10000, Zagreb

CONTENT OF THE EVENT

B2) Please assess the overall quality of the sessions during the event? (please tick)

Sessions	Strongly Agree	Agree	Disagree	Strongly Disagree
The event format allowed interactive learning		X		
The pitching format was useful to get to know SE ideas	X			
The pitching repair session format was adequate for the objectives of the workshop		X		
The pitching repair sessions helped to better understand SE needs			X	
The pitching repair workshop helped to gain new contacts and to widen my network		X		

B4) How would you assess the overall quality of the pitches made during the event?

- Very good
- Good
- Poor
- Very poor

B5) Please share your reflection on the pitching repair sessions and their general relevance for the Social Business community

This events are very needed, especially for social entrepreneurs because the opportunities to present their ideas in a safe environment with honest feedback are rare. I would probably add more time for them to receive feedback and give an extra opportunity to present. The more they can present the better they can exercise their communication and presentation skills, not to mention the better they can think of ways of better communicating and convincing the listener.

General assessment of the event

Please assess the overall quality of the underlying business models presented at the pitching repair sessions

Overall quality (hint: think of clear definition with realistic assumptions, outline of next steps, assumption of necessary resources, clarity of the targets concerning social impact etc.):

- Very good
- Good
- Poor
- Very poor

Additional comments:

Presentation skills

Please assess the overall quality of the presentations skills

Overall quality (hint: think of structure of the pitch, duration of the pitch, did the pitch raise interest and excitement etc.?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

Social problem addressed

Overall quality (hint: relevance of the social problem, definition of target group(s), understanding of the social problem to be addressed, clarity and functionality of the proposed solution?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

WE THANK YOU FOR YOUR COOPERATION!

6 EVALUATION GRID FOR PITCHING REPAIR SESSIONS - HUNGARY

Pitching Repair Session

Budapest, 5-6 June 2019

Assessment of Pitching Repair Methodology

BACKGROUND INFORMATION

A1) Organising institution

IFKA Public Benefit Non-Profit Ltd. for the Development of Industry

A1) Contact details of organising staff

Name	Mike Nagorkin
Email	nagorkin@ifka.hu
Address	100 Andrásy út, Budapest 1064, Hungary

CONTENT OF THE EVENT

B2) Please assess the overall quality of the sessions during the event? (please tick)

Sessions	Strongly Agree	Agree	Disagree	Strongly Disagree
The event format allowed interactive learning	x			
The pitching format was useful to get to know SE ideas	x			
The pitching repair session format was adequate for the objectives of the workshop	x			
The pitching repair sessions helped to better understand SE needs	x			
The pitching repair workshop helped to gain new contacts and to widen my network	x			

B4) How would you assess the overall quality of the pitches made during the event?

- Very good
- Good
- Poor
- Very poor

B5) Please share your reflection on the pitching repair sessions and their general relevance for the Social Business community

The pitching sessions are always useful for the community and the individual participants as well, because lack of communication is one of the biggest obstacles the community in Hungary is facing. Even in the case of good and marketable ideas, the most SE's have difficulties to "sell" their business and social activities. The pitching participants learn how to catch the attention of the jury (investors) to those elements of their plans, which are important for them, but at the same time they try to focus on issues which are relevant to the jury (investors). At the same time jury members (investors) could see that Social Entrepreneurs are different from the normal enterprises in the way that their owners are not focused on the profit, but rather on solving the social problem.

During the Pitching session in Budapest social entrepreneurs from 6 countries were present: Hungary, Slovakia, Serbia, Croatia, Slovenia and Austria. The professional mentors from Hungary, UK and Ireland were hired to train the social entrepreneurs (SEs) on how to structure and deliver their presentation. This international approach showed us that there can be 2 types of social entrepreneurs: "with impact" and "for impact". "For impact" social entrepreneurs are driven only by the goal of solving a social issue and understand that financial sustainability is very much important in order to keep their enterprise running and delivering social impact, for which it was created.

“With impact” social entrepreneurs are focused on profit generating, but at the same time they are strongly conscious about the impact on the environment they work in. They tend to use social impact as part of their branding in order to position themselves in front of the clients, business partners and employees. Both types of social enterprises are interested to find additional funding (investor), but they have a different understanding of investor’s role. This understanding is very different from what the investors expect. That is why when organizing Pitching sessions it is better not to focus on achieving investments deals, but rather on raising awareness of both sides (investors and SEs) about each other interests.

General assessment of the event

Please assess the overall quality of the underlying business models presented at the pitching repair sessions

Overall quality (hint: think of clear definition with realistic assumptions, outline of next steps, assumption of necessary resources, clarity of the targets concerning social impact etc.):

- Very good
- Good
- Poor
- Very poor

Additional comments:

The quality of the business models ranges from very poor to very good, but in average we conserved it ok. We see a difference between “for impact” and “with impact” social entrepreneurs. Business oriented entrepreneurs on average have a better business model. But there are cases of very good and functional business model of social impact oriented entrepreneurs, in this case social enterprises always have few “legs” and some of the activities are mostly business oriented, the other are mostly impact oriented.

Presentation skills

Please assess the overall quality of the presentations skills

Overall quality (hint: think of structure of the pitch, duration of the pitch, did the pitch raise interest and excitement etc.?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

It was run by professionals, so it was very good. The participant’s presentation skills improved a lot. All presentations of SEs participating in the Pitching Repair Session were improved on the basis of June 5 mentoring. Some of the presentations were changed totally and took a different approach to present themselves. Jury members were very satisfied with all presentations and were asking more questions than giving advice.

During our Pitching Repair Session we identified that SEs need to improve their skills in communicating their goal and finding the partners. The business model is another important knowledge, which can be gained by SEs.

Also not all SEs understand the function of an investor and how investment can be beneficial for their business. Loan from the bank is more clear for SEs, but still not all of the successful SEs would like to apply for a loan. Most of them consider that grant money is the only acceptable source of funding.

Social problem addressed

Overall quality (hint: relevance of the social problem, definition of target group(s), understanding of the social problem to be addressed, clarity and functionality of the proposed solution?)

- Very good
- Good
- Poor
- Very poor

Additional comments:

- NumanaNova (Slovenia) – important social problem of recycling clothes and employment for people with disabilities is being addressed. A proven and successful business model operating already for years and scaling within Slovenia.
- Kakaw co+ (Slovakia) - important social problem on unemployment and drug production in Columbia is being tackled by the production of original cacao and its sales in the EU. Has a good business model and marketing.
- Our House (Serbia) important social problem of employment people with disabilities, but still a weak business model. Has a good potential for development of new services and producing new products.
- TUTO (Slovakia) – important social problem of cloth recycling and providing employment to the rural population (retired sewers). Business model is working without state funding. Have potential for scaling to other countries.
- Agro Iris (Serbia) – important social problem of employment for rural population of Serbia. Business model to sell dry fruit collected from individual households – proven to be a very successful. Their products are sold in the super markets already.
- Fierce Women (Croatia) – weak social problem – awareness raising about famous women via table game, but a good marketing and business model, which is functioning already.
- Gastro Heroes (Hungary) – important social problem – awareness raising about nutrition and support to local food production and recycling, Business model is very successful and already scaling to other countries.
- MTOP (Austria) – important social problem – helping migrants to integrate into society by finding a job for them. They work as a recruitment agency and have a proven record of successful hiring. At the same time they are supported by grant money and currently are not profitable.

WE THANK YOU FOR YOUR COOPERATION!

7 CONCLUSIONS

Of course every pitching repair session was unique. However, some overall conclusions can be derived from the evaluation results presented in this report.

First of all, it can be noted that the format of "pitching repair sessions" has proven to be very appropriate. It was emphasised that it is a suitable platform for learning and interaction with external experts/investors. Thus, they represent a good opportunity to train and improve the relevant skills.

Overall, the quality of the business models and the significance of the addressed social problems are assessed as good.

The biggest problems and lags can be found on the one hand in the area of pitching skills per se and on the other in the understanding of (private) investments (by professional impact investors) as a form of financing for social businesses.

The pitching repair sessions revealed relevant knowledge about gaps in experience and thus their necessary future needs.