


# Entrepreneurship for Good Program

Future of Work Challenge

THE **DO** SCHOOL



Join our Entrepreneurship for Good Program in Berlin and learn hands-on what it takes to be an entrepreneur by working on a real life group Challenge posed by H&M.

**It's time to turn your ideas into action!**

## The Challenge

More and more people are looking for a meaningful job and a fulfilling career. They want to contribute to something greater than “just a job” – something that is bigger than them. But how will they ever feel that they’re making a big difference? How could they measure their impact? What would that kind of job look like in a big company? How, as a part of a big system, would employees be able to tell that their work matters?

That’s what our next Entrepreneurship for Good Program: The Future of Work Challenge is all about. Posed by H&M Germany, the Challenge invites you and 19 other young entrepreneurs to spend 10 weeks on campus in Berlin. After that, you’ll move on to implement your own venture over the course of the next 10 months.



Even big change begins with small steps. So let’s start by finding ways to empower employees across 400 different locations in Germany to make a positive impact on business and also on society at large – and to enable them to measure it, too. And that’s where you come in. H&M Germany and the DO School challenge you to devise amazing new formats for employees in the fashion sector to set targets for themselves and their teams. In addition, you should find concrete, measurable ways for them to track their impact.

### **In particular, you will be asked to:**

- Identify new areas in big companies that aren’t already covered by employee satisfaction surveys
- Create an amazing solution that is easily scalable and transferable, i.e. to other companies
- Empower individual and structural change by making its effect measurable

## The Challenger

H&M's business concept is to offer fashion and quality at the best price in a sustainable way. Since it was founded in 1947, H&M has grown from a single women's wear store in Västerås, Sweden into one of the world's leading fashion companies, with six different brands, around 3,900 stores, and 132,000 employees in 61 markets.

H&M's business operations aim to be run in a way that is economically, socially and environmentally sustainable for both present and future generations. H&M has a responsibility towards everyone who contributes to their success, including those who are not employees of H&M.

### Relevance

Increasingly employees relate to self-actualisation as much as to salary and other perks, while companies struggle to retain skilled employees who don't see purpose in their work. But only engaged employees in combination with companies that empower their passions have the power to become a source for positive change in society and great sustainable Good Business.

### Who should apply

Emerging social entrepreneurs aged 21 to 31 from around the world, with relevant interest and skills as well as an idea for a venture that they want to implement during the Entrepreneurship for Good Program. Successful candidates may come from, but are not restricted to the fields of HR professional, psychologists, intrapreneurs, happiness experts, organisational development experts, UX designers.

### Dates

#### Incubation Phase,

DO School campus in Berlin, Germany: 15 May – 24 July 2016

#### Implementation Phase

In your home country: 25 July 2016 - 14 May 2017

#### Application Deadline

Applications for the Program can be submitted until 11 February 2016

## Program description

### **On campus Incubation Phase**

During the 10-week long Incubation Phase you will develop your personal venture plan with a support network of experienced coaches. At the same time you will work together with the other Fellows to solve the Challenge, which will teach you the skills and methods necessary to turn an idea into action.

Over the ten weeks you will create and pilot a way that involves a team in collectively and individually defining the impact they want to have on their business and their society in a way that can be tracked and evaluated throughout the year. This process is supported by our Challenge Lab, a course which offers skills, knowledge and tools necessary to successfully solve the Challenge. Further, you will gain an in-depth look into a world leading fashion company.

You will have the chance to interact with experts from relevant fields and conduct research to identify and understand the status quo of H&M. Based on these learning experiences you will brainstorm, identify and test ideas to assemble and communicate information and knowledge.

The Venture Lab is the second major focus of the Incubation Phase, in which you will work on turning your own venture idea into a viable start-up plan that is ready for implementation.

In the Incubation Phase, you will benefit from individual coaching sessions and workshops on entrepreneurship, communications, project management, and start-up

financing to develop your idea into a concrete project plan. You will publicly pitch this plan before returning home to start the Implementation Phase.

### **Implementation Phase**

During this 10 months period you will focus on kick starting and implementing your venture in your home country, while receiving continued online support from the Venture Lab, via the DO School online platform. H&M will continue their support through knowledge sharing, mentoring and their network. Fellow ventures come in many shapes and sizes, from social businesses, to non-profit organizations, artistic projects or campaigns – however, they are always focused on helping to solve a relevant issue within the Fellow's home country. You will graduate from the Entrepreneurship for Good Program with a successful start-up that is already creating tangible impact in your community

## Frequently asked questions

### **Who can apply to participate in the DO School program?**

The DO School is seeking highly motivated and talented emerging impact entrepreneurs age 21 to 31. Applicants should be able to demonstrate a track record of being passionate about addressing social issues and creating and spreading innovative social change. We welcome applications from people with all educational and socioeconomic backgrounds. Successful applicants are determined and willing to use our program to start new, or grow existing ventures, or implement a new initiative within a larger organization. The Entrepreneurship for Good Program is ideal for outstanding mission-driven people who are looking for the tools, skills, and mentoring to launch a social start-up.

### **What are DO School Fellow ventures?**

An idea to start or grow a social venture, be it a non-profit, social business, artistic initiative, campaign or intrapreneurial initiative within an existing organization is a crucial part of the application. Ventures always address a key social issue in the Fellows' communities, while at the same time reflecting their personal passions, motivation, and talents. We don't require applicants to already have finished business plans for their ventures, but rather require them to want to implement an innovative idea for a venture. As Fellows are passionate about the topic of the Challenge they apply for, their venture idea will reflect this and is somehow connected to the content of the Challenge.

### **What is the time commitment during the Entrepreneurship for Good Program?**

During the ten-week Incubation Phase all Fellows live and work together. This phase is an intensive learning and training experience with full-day program for usually 5 – 6 days a week. For the ten-month Implementation Phase, Fellows return to their home countries to start implementing their own ventures with continued online support from the Venture Lab, via the DO School online platform. Fellows can work part-time on their venture implementation, but are required to commit an absolute minimum of 15 hours per week to work on their start-up and participate in the online course.

### **How can one apply for the Entrepreneurship for Good Program?**

Applications for the Entrepreneurship for Good Program are always for a specific Challenge and can only be completed during the stated application period of that Challenge. Applications are completed through an online application form via [www.thedoschool.org](http://www.thedoschool.org).



## Frequently asked questions

### **What does it cost to participate in the Entrepreneurship for Good Program?**

The Entrepreneurship for Good Program is a highly subsidized program, which means participants pay only a small portion of the actual costs as their tuition fee. For Entrepreneurship for Good Programs in Berlin the tuition fee is 1,000 € excluding travel and living expenses throughout the Incubation Phase in Berlin. This only applies to Fellows who can afford to pay the full tuition and their own costs, for everyone else there is financial aid available - see the next question.

### **Is there financial aid available for those who can not cover the cost?**

Yes, financial aid is available for both the tuition fee and the personal costs during the Incubation Phase of the Entrepreneurship for Good Program. Fellow selection is need-blind. This means we select Fellows regardless of their financial circumstances and make sure that everyone who is selected can also participate in the program. If you need financial aid there is a separate form in the application process that you can fill out. If you are accepted you will then automatically receive an individualized partial or full financial aid offer. The offer will be based on your personal needs, however, we expect all candidates to demonstrate entrepreneurial spirit and actively contribute to part of their own costs through their own fundraising activities.

### **Why is the tuition fee for the Entrepreneurship for Good Program so low?**

The DO School's mission is to make excellent education highly affordable. Through its unique fellowship model every Fellow accepted onto the Entrepreneurship for Good Program receives an automatic scholarship covering the vast majority of the program cost. This is made possible through the support of the Challenger who gives the hands-on innovation Challenge.

### **Application & Contact**

To apply for the Entrepreneurship for Good Program visit our website and submit your application online: [www.thedoschool.org](http://www.thedoschool.org)

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