



Fact Sheet

Expedition™ and Road Trip™ Training

About Social Enterprise Ventures

SEV, LLC is a national consulting and training company, based in Albuquerque, New Mexico. It is led by principals Jean Block and Randy Gleason, with senior consultants in other states. The company was formed to teach social enterprise to nonprofits who want to diversify their funding base and become more self sustaining through earned income.

About *Expedition™* and *Road Trip™* Training

Expedition is a year-long program with seven one-half day classroom sessions, homework and consultation. Participating agencies build an ***Expedition*** team of staff and volunteers to undertake the journey:

Session 1:	Organizational Focus, Goals and Desired Outcomes
Session 2:	Assets, Opportunities and Objective Evaluation Criteria
Session 3:	Venture Market research Part 1 – The Customer(s)
Session 4:	Venture Market Research Part 2 – The Competition
Session 5:	Costing, Financing and UBIT issues
Session 6:	Sales Planning
Session 7:	Business Plan Development and Next Steps

***Expedition™* Outcomes**

- Participants can expect changes to occur in the way they manage their nonprofit business.
- Many will create a business plan for an ambitious earned income social enterprise venture.
- Many agencies will refine and enhance their current programs and services by providing value added benefits that create new income sources through new payer markets and customers.
- All participants will develop a new language and will internalize a new, objective method by which to evaluate current and future programs, services and income opportunities.
- At the core, completing the Expedition program will result in fundamental organizational change while enhancing your mission.

Expedition Cost. Pricing for this program begins at \$12,000 per agency, regardless of the size of your ***Expedition*** team. The fee includes all training and consultation for up to one year during the training including trainer expenses.

Road Trip™ is a two day condensed version of the ***Expedition*** program. Participants will follow the map of the full ***Expedition*** program, and will lay the groundwork for more intensive training, if they choose to do so. They will be exposed to all the phases of the full journey. Pricing for this program begins at \$500 for 2-3 participants per agency.