



Worksheet 7:

Accessing others' help.



The DBACE guide to writing a plan

The Worksheets

7

This worksheet is part of a larger document created by Adrian De La Court and Siân Prime for Deutsche Bank Awards for Creative Entrepreneurs (DBACE) called 'The DBACE Guide to Writing a Plan'. The DBACE Guide aims to help applicants, as well as aspiring creative entrepreneurs in general, to organise their idea and consider the sustainability of their venture.

The guide is a form of workbook comprised of different worksheets. The worksheets have been organised in a way that we feel is most effective for you to work through chronologically, although each worksheet can work as a stand-alone guide for you to develop a particular aspect of your venture.

As you work through the worksheets you will discover more about your work and how to express the impact it has.

The approach works for creatives, people with ambitions to set up a new enterprise and with established businesses who want to increase their impact.

Accessing others' help

At this point you may be getting a sense of the scale of your idea, and also be aware of the gaps in your knowledge or skills. We review working with others, but this is the point where you can begin to map out how to cover the gaps in your experience. If there is an aspect of the project that you yourself have no expertise in, then reach out for someone who can help you realise it.

You have access to people and resources, especially within your networks, so go and arrange time to speak with them. If they cannot help this time, they are likely to know someone who might. Perhaps you can ask for a recommendation or an introduction. Start talking to the people out there and see who will engage with you.

You may be nervous about this, possibly because of the fear that someone will take your idea. Just don't tell people too many details. Look at the later section in this document that covers Intellectual Property, and also know that you are the only one who can do your idea the way it should be executed.

The more you talk about your idea, the more confidence you will gain, and your idea will become more precise. You might wonder why would other people help you? Well okay, in

some instances you might have to pay professionals for services they provide that you cannot, but this is what the budget should address.

In other instances, if they are providing services and skills that you are going to rely on heavily, do you need to think about making them part of the team? A proper member of the company.

You may also find that people are interested in supporting you or mentoring you as through this they will gain different perspectives and skills. Later on, we will return to building relationships.

They might ask for a share of the company or a return from any profits that are made. Before you say yes to something like this, gain support from a business advisor, or an accountant or legal advisor. Sometimes offering someone a share of your company may help to pay for a service you can't afford and build a strong relationship with that person; and it will have the benefit of them wanting the work to succeed as they gain financially too. It is only likely that people will ask for financial reward for sustained and clear service provision, such as coding a complex website.

The creative and social enterprise community are actually really supportive, and people like to feel that they have been a part of bringing a new to life a new organization or experience that has really made a difference to society, so don't be afraid to ask.

Now go and list 3 people who you can approach for help / will assist in supporting your project

- 1.
- 2.
- 3.

Other worksheets you can access from www.dbace.org, either as standalone pieces or as a section in the main document, are:

Worksheet 1: From project to enterprise

Worksheet 2: Can you write a pitch

Worksheet 3: Do you want to work alone or with others?

Worksheet 4: What are your skills and why do you do what you do?

Worksheet 5: What sector are you operating in? Looking beyond you

Worksheet 6: Why are you doing this / how will it change the world / who will it affect?

Worksheet 8: The value chain

Worksheet 9: Ideation process, the creative process. Or, the entrepreneurial process

Worksheet 10: Research, research, research

Worksheet 11: How will you find and engage your customers/clients/beneficiaries/users?

Worksheet 12: Project planning, financial management and modelling

Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)

Worksheet 14: What kind of language is that? How to write appropriately

Worksheet 15: What next?

Worksheet 16: Some useful sources to look to for support and information

About DBACE

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old (applicants must be 18 when the awards open on January 16, 2019 and not older than 30 years old by June 30, 2019). The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank is working with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

About the authors of the Guide

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.