



**The Difference  
Incubator**

“ AS SOMEONE WHO DIDN'T KNOW THE FIRST THING ABOUT DEVELOPING A SOCIAL ENTERPRISE BUSINESS, BUT WAS DOING MY BEST TO RUN ONE, TDI PROVIDED AN INVALUABLE INSIGHT INTO THE THEORY AND MECHANICS OF CREATING A SUCCESSFUL MODEL. ”  
- PAST PARTICIPANT



At The Difference Incubator (TDi) we grow Investable Social Enterprises (ISEs). Our focus is on helping bridge the gap between social enterprises and impact investors through targeted capacity building. We believe that there is capital in the market that can be used for good if only we begin to develop business models that can pay for capital while delivering measurable social benefits.

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# WHAT IS AN INVESTABLE SOCIAL ENTERPRISE ?

“ AN INVESTABLE SOCIAL ENTERPRISE IS AN ORGANISATION WITH A CENTRAL SOCIAL OR ENVIRONMENTAL MISSION, A COMMERCIALY VIABLE BUSINESS MODEL, AND THE RIGHT MANAGEMENT TO DELIVER ON THE MISSION AND MODEL. ”  
 - BESSI GRAHAM, TDi CEO



## Mission

Mission speaks to the driving force or intention of the business and why it exists, or what it seeks to create in the world.



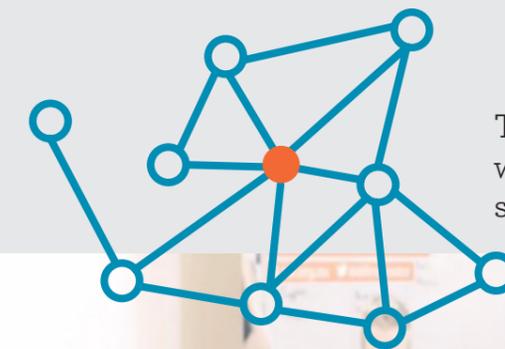
## Model

An ISE's model must be commercially viable as the organisation needs to be able to service, or repay, the investment capital it takes on.



## Management

Management need to have track record, a passionate and capable team, and a willingness to be held accountable for social and financial returns.



TDi have worked with over 150 social enterprises



## TDi's PROGRAMS

1

### Business Model Workshops

The business model canvas is a foundational tool in all of our work at TDi. We run Business Model Workshops across the country to teach enterprises how to use the Canvas, gain clarity and create stronger, sustainable businesses.

2

### Two Feet Program

Over a six-month period we work with social enterprises to further develop their business model and critical skills and disciplines to running their enterprise and becoming investable.

3

### Consulting

Tailored sessions with a custom TDi team to address a specific need within an organisation. Consulting sessions act as a reality check providing clarity on the gaps that exist in the business and financial models as well as outlining next steps needed to begin addressing the gaps.

4

### Investment Readiness Program

Bespoke programs for organisations with a scalable model requiring TDi's capital investment in the next 12 - 18 months. The Investment Readiness Program helps consolidate and grow Investable Social Enterprises with strong Mission, Model and Management.



TDi have a growing pool of educational resources including a YouTube Channel with 50 videos