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Summary of Curricular Adaptations for GSBI Boost

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Summary of Curricular Adaptations for GSBI Boost Updated November 2019		
Section	**Summary of Curricular Adaptations**	**Additional Changes Needed?**
Welcome / Introduction	• Cover photo from 1st Baltimore Boost • First bullet on "Introductions" broadened to allow for a more personal answer • Added 3 slides explaining the concept of social entrepreneurship • Modified agenda	N/A
Social Impact Model	• Adjusted problem statement statistics for WW example to reflect a more realistic estimate • More inclusive language in solution description for products & services • More specific language on Impact to Date template	N/A
Target Market & Value Proposition	• Competitive Advantage: replaced clean cookstove example with VFC • Broadened product-specific language on value prop. template	N/A
Marketing, Sales, & Partnerships	• N/A	The Five P's section is fundamentally too product- based (see orange markers where language is not inclusive). The same goes for the 5 P's section of GSBI Online, which I did not feel qualified to adapt. IW GSBI Boost would benefit from including an education-based example enterprise, or some other example

		that cannot easily be conceptualized in terms of product-based language. Both VFC and WW can be measured in terms of a product (cars, pounds of laundry) even though WW is a service and VFC is a nonprofit.
Business Model	"Understand the entire value chain" diagram was reworded to more inclusive language - Reworded customer section of "ways to think of your value chain" to include free services - Added simplified value chain diagrams for VFC and WW (taken from what I created for the GSBI Online curriculum) - Made product-based language more inclusive on "key questions that may be missed" - Changed "ex-convict" references to the politically correct term "returning citizen"	N/A
Growth Strategy	- Color corrections - Updated strategic initiatives for VFC and WW, based on what I changed for these example enterprises	N/A
Raising Capital: Justifiable Ask	- Numbered the sections - Added justifiable ask example for Vehicles for Change	N/A
Executive Summary	Broadened some of the language on Executive Summary Template	N/A
Resources & Wrap-Up	N/A	Innovation Works will customize Next Steps and Participant Survey