Venture Criteria & Feasibility Analysis

Sustainable Growth - Optimizing Business Operations

July 14, 2025

Your Optimizing Business Operations Cohort

Community Agreements

- Stay engaged - please keep your camera on if you can
- Listen to understand
- Take space, make space
- Nobody knows everything, but together we know a lot
- Challenge assumptions
- Expect and accept non-closure
- Center participant workers
- Embrace diversity in all of its forms
- Create a safer space for sharing / refrain from attribution

Session Overview

Today we will:
➔ Review the concepts of Venture Criteria and Feasibility Analysis
➔ Have open Q and A about Venture Criteria and Feasibility Analysis – and any other questions you have!

Check-in Reflection

Reflecting back on your journey with CA Rise over the past year:

1. What are you still wondering or need support on from the last years sessions?

Please put your thoughts in the chat. And then, share connections with some of the other comments in the chat.

Let's Review….

You have an exciting idea or ideas for growing your business – what do you do?

What Are Venture Criteria?

Venture Criteria are a set of predefined conditions that outline the requirements that must be met for an Employment Social Enterprise (ESE) venture to be successful.

These criteria aren't just arbitrary rules; **they're specific requirements, built by your organization, that help you make smart, informed choices about your business.**

Venture criteria and Feasibility Analysis work together to help you fully realize effective and sustainable growth.

A quick example before we get into the benefits of venture criteria:
Java Joe's is thinking about starting a catering business where they drop off coffee and pastries to local offices based on order put in by 5pm the prior day.

Their focus population is justice impacted individuals who have returned to their community within the last year. Individuals employed by Java Joe's tend to take the bus or walk and have set times they are available to work and benefit from the stable schedule Java Joe's offers. Java Joes helps folks gain customer service skills or pastry skills through their two program tracks.

What are some considerations Java Joe's would want to think through and use to vet not just this idea but for other growth ideas as well?

By having Venture Criteria clearly defined you can:

- **Make "data-driven decisions"** This means you'll base your choices on facts and evidence, rather than just guesswork or assumptions.
- **Increase your chances of achieving your goals** Whether your goal is to generate revenue and create jobs, or provide specific services meeting your venture criteria keeps you on the right track.
- **Stay true to your mission** ESEs have a social mission alongside their business goals. Venture criteria help ensure that your business activities always align with what you set out to achieve for the double bottom line.

Benefits of Designing Venture Criteria?

- **Ensure agreement between stakeholders**
    - This means gaining agreement from staff with different roles, the board, participant workers, and other key stakeholders.
- **Evaluate your growth opportunities and guide decision-making process**
    - Maintain strategic clarity and optimize your resources in the process
- **Guide business planning and operations**
    - Clear criteria help inform and align operational decisions

What is a Feasibility Analysis?

A **feasibility study** normally includes these elements: **market analysis, operation and organizational analysis,** and **financial projections.** We are going to focus on the operational and organizational analysis today.

What is Operational and Organizational Analysis?

Operational and organizational analysis is the process of assessing both **what an employment social enterprise needs** to implement a growth initiative and **how it must adapt internally** to support that growth.

Why do an Operational and Organizational Analysis?

- Ensures that you have the right people, skills, systems in place for launch and scale.
- Helps you to identify gaps in your capacity where you may have to build new functions or adjust existing ones for the new business line.
- Reveals what you can actually do and the timing in which you can do it.
- Allows you to scale strategically and effectively sequence how you scale/expand.

Open Discussion

What are you wondering?
What do you need clarity on?
What do you need support with?

Check-Out Reflection

Reflecting back on your journey with CA Rise over the past year:

1. What has been a great take away from this experience?

Please put your thoughts in the chat. And then, share connections with some of the other comments in the chat.

Feedback Survey

Please take a few minutes to fill out our Survey on this session.

https://bit.ly/SGTOptimizeAll

This feedback helps us improve your experience and plan adjustments to make moving forward.