



The Circle
Academy

Prospectus

More Than Profit

An organisation or individual operating under any legal structure that aims to create positive, social or environmental impact by ensuring sustainable, reliable and diverse income streams.

"The Circle Academy changed my thinking, in fact, I would go so far as to say it changed my life."

Kathryn Rattray, Photographer, Cohort 2

INCLUSION

Giving opportunities to everyone, no

MISSION

To support thriving and sustainable 'More Than Profit' businesses, through the delivery of an online programme.

VISION

To create an ecosystem of strong, long-lasting, socially impactful organisations.

VALUES

Inclusion
Fairness
Teamwork
Professionalism
Empowerment
Pioneering

Introduction



The Circle was founded to create and contribute to a vibrant and sustainable community. We are a multi-award winning 'More Than Profit' organisation that operates in Dundee and Glasgow. We support people to make a difference to communities across Scotland, the UK, and globally by providing education, entrepreneurial training, affordable spaces, and a like-minded community.

The Circle Academy is a practical and educational programme for individuals or organisations interested in running a 'More Than Profit' business. The programme is open to anyone across the world who wants to create positive, social or environmental change in a sustainable and commercially viable way.

The Academy is an online training programme that is focused on developing skills, knowledge and mindset for social entrepreneurs.

Along with one-to-one support and guidance from industry experts, the programme will provide the tools and building blocks to launch and grow a 'More Than Profit' organisation.

Features



1.

An online programme where you will be led through topics and content that will develop your business acumen, build an entrepreneurial mindset, and fine-tune your pitching, selling, and marketing skills.

2.

Sessions from industry speakers covering 12 topics.

3.

1-2-1 sessions to access critical support and guidance to aid in the development and refinement of your business plan, cash flow, and marketing plan.

4.

Access to The Circle Academy's exclusive learning resources, including The Academy Manual.

5.

The opportunity to pitch to a panel on completion of the programme, with the possibility of winning a funding pot.

6.

Attain a qualification in Social Entrepreneurship awarded by The Circle Academy and credit rated by the SQA.



7.

All sessions will be conducted online and recordings will be held in our online library.

8.

A programme valued at £4,000 per candidate.



QUALIFICATION



The Circle Academy Award in Social Entrepreneurship

SCQF Level - 7 / SCQF Points - 21 / Programme Owner - The Circle

On completion of The Circle Academy, successful participants can attain an SCQF (Scottish Credit and Qualifications Framework) Level 7 qualification, evidencing their development of business acumen, understanding of good governance, ability to understand cash flow, financial planning and diversity of income, and development of leadership and management skills.

This qualification is equivalent to an Advanced Higher or EQF (European Qualifications Framework) level 5.

Candidates will be assessed on:

01

Business Plan

Business Plan; including legal structure, organisation structure, social impact, governance

02

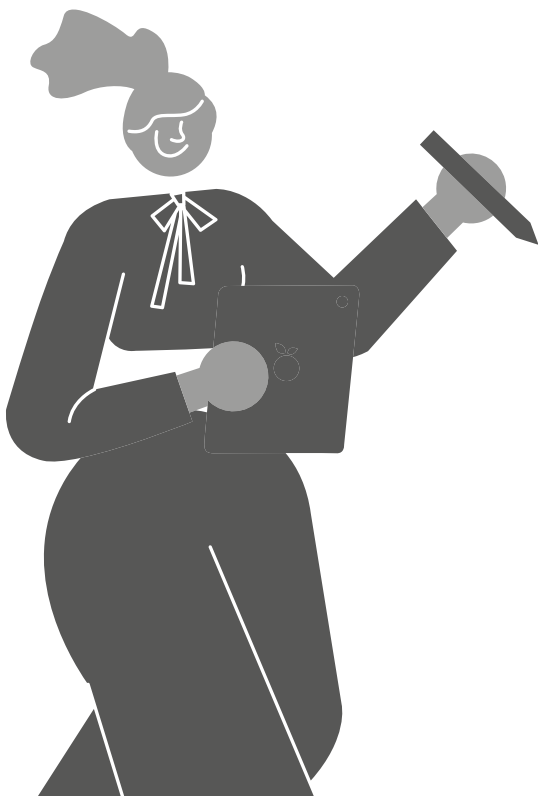
Marketing

Marketing Strategy; including SWOT analysis, price points, marketing channels

03

Financials

Financials; including cash flow and financial projections



Topics/Weeks



01

'More Than Profit'

02

Mindset

03

Business Planning

04

Legal Structures

05

Governance

06

Finance

07

Reading Week / 1-2-1's

08

Marketing

09

Sales and Selling

10

Teams and Culture

11

Social Impact

12

Funding

13

Pitching

14

Reflection Week / 1-2-1's

15

Final Pitches*

TIME COMMITMENT

4 hours per week - live
speaker sessions

2 hours per week - self-study

*optional

The Outcomes



The programme aims to encourage an entrepreneurial mindset by equipping individuals with the knowledge to develop and grow a More Than Profit business.

On completion, successful participants will have:

Outcome 1

Attained an SCQF level 7 qualification: 'The Circle Academy Award In Social Entrepreneurship'.

Outcome 2

Produced a detailed and actionable business plan, cash flow, and marketing plan.

Outcome 3

The skills, knowledge and networks that will enable them to create a successful 'More Than Profit' business.

Outcome 4

Access to online learning resources to support business growth for 1-month post-completion of The Academy.

Outcome 5

Follow up support from The Circle, including 9 monthly 1-2-1's, and access to The Circle Academy alumni network.

Outcome 6

A fully prepared and rehearsed pitch.

Outcome 7

The opportunity to pitch for a funding pot at the end of the programme.

What others have said



Entrepreneurs across the world have completed The Academy.

"The Academy is more than a classroom or sessions. It is genuine support, not just a pat on the back."

Eddie Baines
Kirkton Community Larder

"The biggest learning curves for me were around my mindset, self-confidence and sustainability. To me these ingredients are the most important to having a healthy social enterprise."

Suzie Repova
Catesbi

"The programme has been invaluable in many ways already, providing not only knowledge, insights & guidance but fostering amazing connections."

Alvina Menzies
Enlighten Cupar
SPRING Wellbeing Services

"Inspiring! It has allowed us to understand what is necessary to develop our social enterprise, especially in Africa where entrepreneurship is something new."

Mugisha Parfait
Perfect Village Communities



Who should apply for The Circle Academy?



The Circle Academy is open to anyone across the world wanting to create positive social or environmental change in a sustainable and commercially viable way.

You can apply for The Academy if you;

- want your current social impact efforts to become your full-time job.
- run a for-profit business and want to do more for your community.
- run a 'not-for-profit' organisation and are struggling to survive through funding alone.
- have an idea for a way to positively impact your community but are unsure of how to execute it.
- are an entrepreneur concerned about burnout.
- run an existing social enterprise and looking to grow.
- run a small business that does good things, but is struggling to make ends meet.
- have started a community project and are self-funding it.
- run a business and want to integrate your social purpose and values into your business model.
- are reliant on one source of funding.
- have no prior experience in the third sector.

The Circle Academy has been funded by the Scottish Government to provide 40 subsidised places. You must fit one of the following criteria to be awarded a place;

- those from or working in rural communities.
- people whose business is in the environmental space.
- young people under 30.

Should you not fit the funding criteria, paid places are available.

Contact for more information.

[Apply for The Circle Academy here.](#)

Applications are open all year round, your application will be submitted and The Academy team will be in touch with details of the next cohort.

Contact

If you have any questions please contact The
Academy team

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The Circle



Scottish Government
Riaghaltas na h-Alba
gov.scot

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