

Write a conceptual press release that answers all the following questions in one page.
Ideally, what would your social business look like?

- **Who** are the key players in your social business? Would there be anyone else involved with the product? Who will be affected by the news in the press release and who will benefit from it?

- **What** is new and unique?

- **Why** is this important news - what does it provide that is different?

- **Where** is this happening? Is there a geographical angle? Is the location of the business/product relevant?

- **When** does it happen? What is the timing of it? Does the timing add significance?

- **How** does this happen? How does it relate to your already established NGO?

The outcome of this exercise defines a short and clear-cut picture of what your NGO wants to achieve by setting up a social business and selling a product.

