

Balancing Social & Economic Value Creation

This Masterclass equips impact entrepreneurs to strengthen their venture models by balancing social value creation with locally anchored economic value. Using the Social Business Model Canvas and the Economic Value Creation Canvas, participants will identify opportunities for community ownership, shared value, and local value-chain participation that enhance both impact and sustainability.



format

3h Online Masterclass



date

14 April 2026
09:30 – 12:30



book

R450 pp
capewinlands@
impacthub.net



certificate

Digital certificate
of attendance

Core Topics: What You Will Learn

A New Framework for Balancing Social & Economic Value

Understand why social innovation must create both impact and local wealth, drawing from global and local case studies.

The Role of Ownership in Sustainable Impact

Explore how who owns the solution, who benefits, and who holds the risk fundamentally shape long-term sustainability.

Two Practical Tools: Social BMC & Economic Value Creation Canvas

Learn to “pressure-test” your idea for feasibility, equity, and shared prosperity.

Local Value Chain Mapping for Inclusive Economic Development

Identify suppliers, micro-entrepreneurs, partners, and service providers within the communities you serve.



Who Should Attend?

This masterclass is ideal for:

- Early-stage impact entrepreneurs who already have a business idea
- Social venture founders needing stronger economic logic behind their impact offering.
- NGO innovators exploring hybrid models or enterprise spin-outs.
- Community entrepreneurs wanting to build locally empowered business ecosystems.

No prior business training required – only a validated idea or early concept.

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Your Facilitator

Marli Goussard is an impact entrepreneur with 25 years' experience in social impact design and micro enterprise development.

She co-founded Impact Hub Cape Winelands to make social innovation accessible to grassroots communities and previously co-founded the CoCreate Hub in Stellenbosch. Marli chaired the Stellenbosch Civil Advocacy Network for nearly a decade, served on the Fix Forward Board, partners in *The Values Journey*, and is the author of a personal reflection journal.

Education includes Executive Programme in Social Impact Strategy from the University of Pennsylvania and a bachelor's degree in Public Relations Management.

Programme Structure

Module 1

Rethinking Value & Shifting Mindsets

Module 2

Social Business Model Canvas & Economic Value Creation Canvas

Module 3

Applying Shared Value & Co-Creation in Practice

Closing & Reflection

Practical Application

Each participant leaves with:

- A revised Social Business Model Canvas
- A completed Economic Value Creation Canvas
- Mapping value flows, ownership models, and local economic opportunities.
- A list of potential local suppliers or micro-entrepreneurial partners identified within their value chain
- A refined impact venture idea more aligned with shared prosperity

