

# Introduction to Impact Entrepreneurship

This masterclass introduces the foundations of impact innovation and equips aspiring changemakers – students, NGO leaders, entrepreneurs, funders, industry professionals to understand how impact-driven ventures can solve societal challenges sustainably. In just a few hours, you will learn the core principles behind designing solutions that create both social value and economic opportunity.

## Core Topics: What You Will Learn

**Understanding Impact Innovation :** Learn how social innovation differs from traditional entrepreneurship and why it is essential for solving complex societal challenges

**Your Purpose & the Problem You Want to Solve:** Identify the injustices or community issues that personally move you and explore how these shape your entrepreneurial direction

**Systems Thinking 101:** Map root causes of community challenges and learn how to spot real, high-impact opportunities

**Stakeholder & Empathy Mapping:** Understand the lived experiences of the people you want to serve and identify who is affected, who benefits, and who influences the system

**From Idea to Impact Business Concept:** Apply simple design-thinking tools to sketch an early impact venture using the Social Business Model Canvas

**Your Impact Statement:** Craft a short, powerful description of your intended social and/or environmental impact



format

3h Online Masterclass



date

12 March 2026  
09:30– 12:30



book

R450 pp  
capewinelands@  
impacthub.net



certificate

Digital certificate  
of attendance



## Who Should Attend?

- Students (undergrad & postgrad)
- Emerging or aspiring social / impact entrepreneurs
- NGO/NPO leaders & team members
- Funders, foundations & CSI teams
- Government departments driving SED/ED
- Community leaders & youth innovators
- Anyone passionate about solving real problems

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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

What is Impact Entrepreneurship?

### Module 2

Exploring the Problem and Stakeholders

### Module 3

From Idea to Concept

### Closing & Reflection

## Practical Application

Each participant leaves with:

- A personal Problem vs. Opportunity Canvas
- A completed Empathy + Stakeholder Map
- A draft Impact Statement
- A simple Business Model Canvas for your idea
- Clarity on next steps, including pathways into the IHCW Pre-Incubator

