

Group name:
DI. PE. THE.
FOR YOU AND ME



IOANNINA 8 – 12 MAY 2023

BRIEF DESCRIPTION OF THE CASE STUDY

**Developing a business plan for
social entrepreneurship project that
uses the Municipal Regional Theater
of Ioannina**

STRATEGIES PROPOSED

**This is a project for three
documentary performances about
disabled people, addicts and
refugees in partnership with three
NGOs that are working with these
issues.**



IOANNINA 8 – 12 MAY 2023

SOCIAL BUSINESS MODEL CANVAS

DI. PE. THE.
FOR YOU AND ME

KEY RESOURCES

- * Target groups
- * Actors
- * Directors
- * Set Designers
- * Costume designers
- * Technical staff
- * Funding
- * Venues

PARTNERS + KEY STAKEHOLDERS

- * NGOs: Merimna,
- * Kethea, ICSD
- * Media: Radios, TV,
- * Online media,
- * Newspapers
- * Municipalities
- * Art schools

KEY ACTIVITIES

- * Three performances:
 - research
 - production
 - rehearsals
 - playing
- * Informative campaigns:
 - visiting schools
 - discussions after the performances
 - spreading informative materials
- * Marketing:
 - competition for designers
 - posters, flyers, programs, billboards
 - radio, TV, newspapers, online media
 - social media and YouTube
- * Open call for young interns
- * Tour

TYPE OF INTERVENTION

- * Theatre performances
- * Competition and open call
- * Informative and marketing campaign

CHANNELS

- * Posters, flyers, programs, billboards
- * Radio, TV, newspapers, online media
- * Social media and YouTube

COST STRUCTURE

- * Production expenses
- * Informational and marketing expenses
- * Tour expenses

SURPLUS

- * Marketing
- * Festival
- * Future production

SEGMENTS

- * Theatre
- * NGOs
- * Municipalities
- * Students
- * Target groups
- * Audience