



User Guide

For entrepreneurs

Manage your venture page

Overview

Here you find the wall where you and your team can share news & updates

EDIT Project

Click this button to upload a logo, video or tags

Discussions

Here you have a space to post discussions, challenges & debates

Network

Here you find your venture's team & your network of mentors

Business Strategy

Here you find your business model

Resources

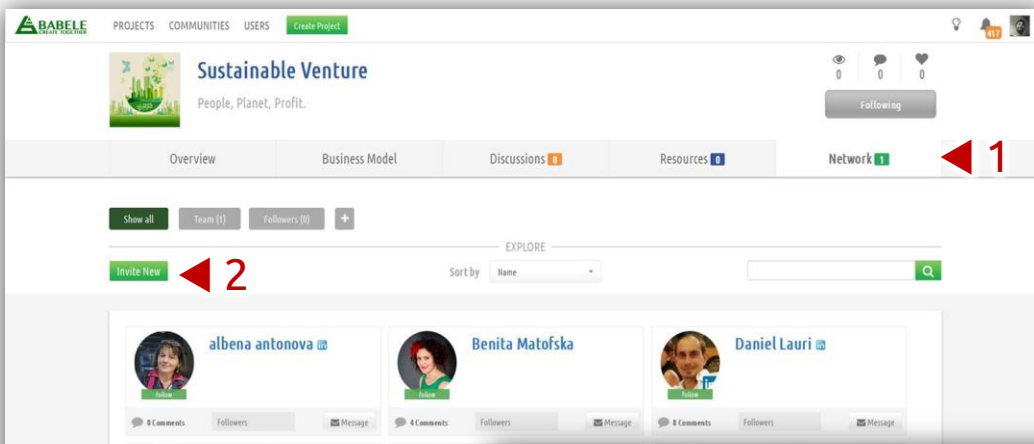
Here you have a database where you can upload relevant files & docs

The screenshot shows the user interface for a venture page on the BABELE platform. At the top, there are navigation tabs for 'Projects', 'Communities', and 'Users', along with a 'Create Project' button. The main header area includes the venture name 'Sustainable Venture', a tagline 'People, Planet & Profit', and location tags 'Anguilla', 'Social & Environmental services', and 'Start-up'. On the right, there are statistics for views (76), discussions (5), and likes (2), along with a 'Following' button. Below the header is a navigation bar with tabs for 'Overview', 'Business Model', 'Discussions 1', 'Resources 2', and 'Network 2'. The main content area is divided into two columns. The left column features a large image of a family in a field and a section titled 'Continue your Business Model' with two buttons: 'Current status of the company' and 'Historical financials', each with a 'Start' button. The right column features a 'Team' section with two members: Emanuele Musa and Simon Mathijssen, and an 'Open Discussions' section with a text input field containing 'My experiments to validate the revenue model.' and a 'See all discussions' button.

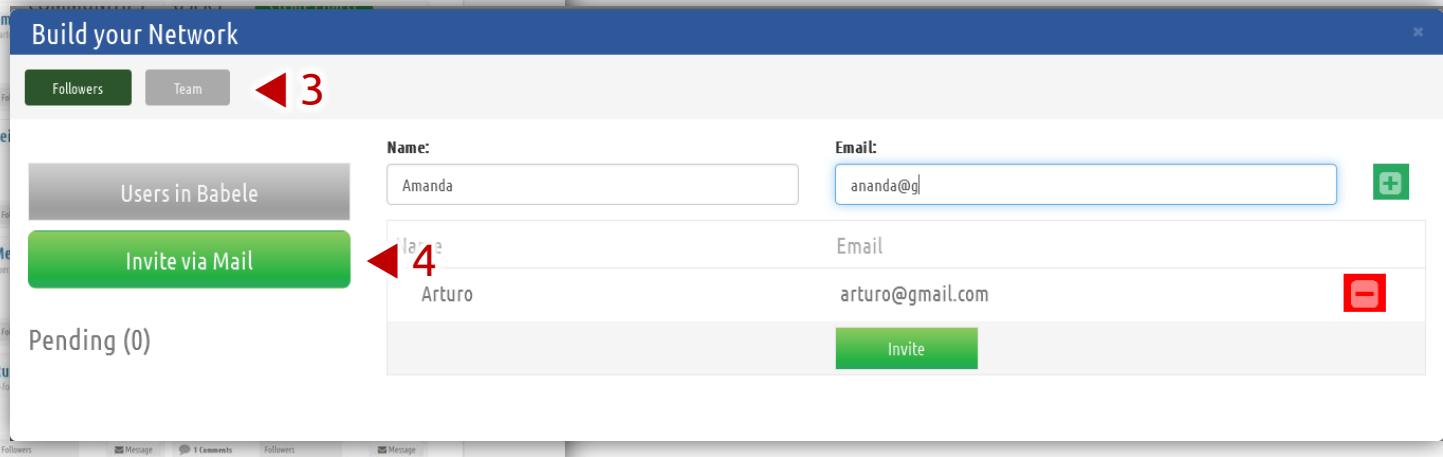
Engage your supporters



Involve your network of friends and mentors to get as much feedback as possible, and improve your business strategy **collaboratively** within the shortest period of time.



1. Open the Tab **Network**;
2. Click on the green button «**Invite New**» ;
3. Choose if to **invite a mentor or a team-member**;
4. **Invite via email** the people you think could share a useful feedback to improve your business idea.



| Name: | Email: |
|--------|------------------|
| Amanda | ananda@g |
| Arturo | arturo@gmail.com |

Develop your Venture

BUILD YOUR SOCIAL BUSINESS STRATEGY

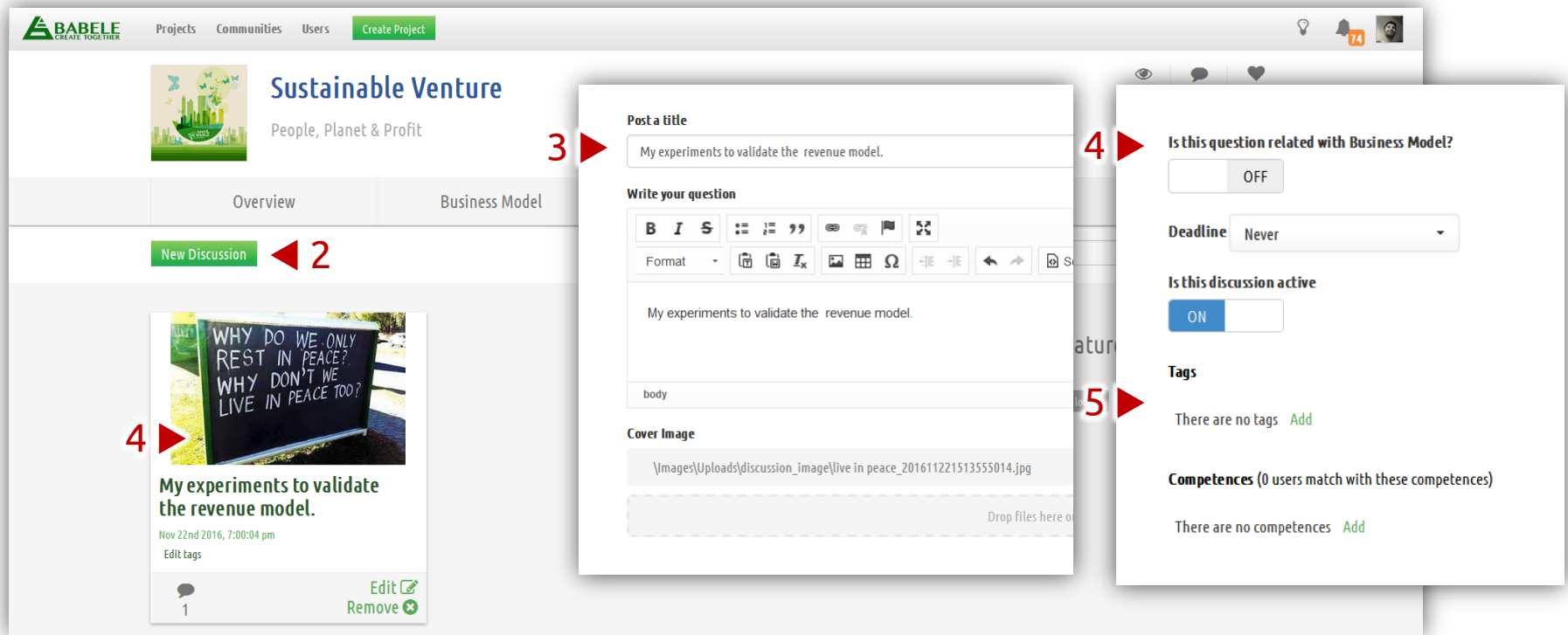
1. Open the Tab **Business Model**;
2. On the right you will find **all the topics to describe your social business**;
3. You can find all details of your task in the **light-blue tutorial**;
4. Complete **your answer** and don't forget to click on **SAVE**.

The screenshot shows the BABELE platform interface for a project titled "Sustainable Venture". The navigation bar includes "Overview", "Business Model" (highlighted with a red arrow and number 1), "Discussions 0", "Resources 0", and "Network 1". The main content area is titled "Problem Landscape" and contains a tutorial text (highlighted with a red arrow and number 3) and a text editor (highlighted with a red arrow and number 4). A "Navigation Menu" on the right (highlighted with a red arrow and number 2) lists various topics: PURPOSE, CUSTOMER SEGMENTS, SOCIAL VALUE PROPOSITION, COMPETITORS, MACRO ECONOMIC ENVIRONMENT, DELIVERY, and SALES - MARKETING.

Post your questions & challenges

ENGAGE YOUR
CROWDS
TO TACKLE KEY
CHALLENGES

1. Open the Tab **Discussions**;
2. Click on the green button «**New Discussion**» ;
3. Choose a **short title** and write the **details of your question**;
4. You can **link your discussion** to any topic of your business strategy;
5. You can **add tags** to better contextualize your threads.



The screenshot illustrates the process of creating a new discussion on the BABELLE platform. The interface is divided into several sections:

- Community Page (Left):** Shows the 'Sustainable Venture' community with a 'New Discussion' button (labeled 2) and a list of discussions. A discussion titled 'My experiments to validate the revenue model.' is highlighted (labeled 4).
- Form (Middle):** A 'Post a title' form (labeled 3) with the title 'My experiments to validate the revenue model.' and a 'Write your question' section containing the same text. It also shows a 'Cover Image' field with a file path.
- Settings (Right):** A settings panel (labeled 5) for the discussion, including options for 'Is this question related with Business Model?' (OFF), 'Deadline' (Never), 'Is this discussion active?' (ON), 'Tags' (None), and 'Competences' (None).

Upload anything

You can SHARE
Excel files
Docs, links,
pictures...

1. Open the Tab **Resources**;
2. Click on the green button «**New Resource**» ;
3. Give a **title to your document** and write a **short description** ;
4. **Upload anything**: a file, a link to a google Doc, your financial plan, etc.
5. Add **relevant tags** to organise your shared docs & files.

The screenshot displays the BABELLE web interface for a project titled "Sustainable Venture" (People, Planet & Profit). The navigation bar includes "Projects", "Communities", "Users", and a "Create Project" button. The project page has tabs for "Overview", "Business Model", "Discussions 1", "Resources 2", and "Network 2". The "Resources" tab is active, showing a list of resources. One resource is highlighted with a red arrow and the number "2", with a green "Add Resource" button next to it. An "Edit resource" modal is open over the resource, showing the following details:

- 3** Name: Our First crowdfunding campaign!
- Description: Best start ever!
- Source: \images\Uploads\resource_files\KKBB_201611221526509770.jpg
- 4** Drop files here or click to upload. Options: Use Link, Upload from PC, Choose from Dropbox.
- Icon: pictures (selected)
- 5** Tags: pictures × Add

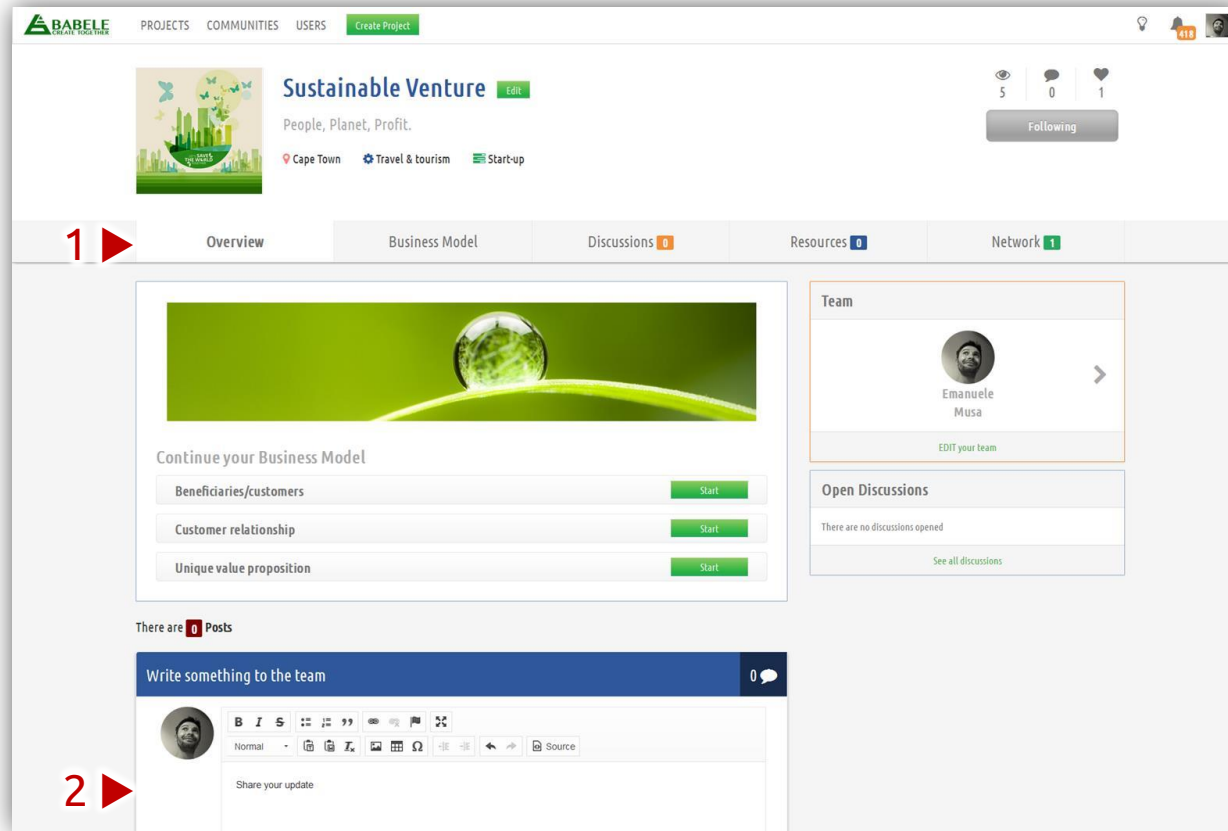
At the bottom of the modal are "Save" and "Cancel" buttons. The background shows a resource card with a photo of people and the text "- 4 hours..." and "Our First crowdfunding campaign! Best start ever!".

Share your progress



KEEP YOUR
COMMUNITY
UP TO DATE

1. Open the Tab **Overview**;
2. Scroll down until you find **the Wall** ;
3. Post **progress and performance** updates .



The screenshot displays the BABEL platform interface for a project named "Sustainable Venture". The navigation bar at the top includes "PROJECTS", "COMMUNITIES", "USERS", and "Create Project". The project page features a header with the project name, a description "People, Planet, Profit.", and location tags "Cape Town", "Travel & tourism", and "Start-up". A "Following" button is visible. Below the header, a navigation bar shows "Overview" (selected), "Business Model", "Discussions", "Resources", and "Network". A red arrow labeled "1" points to the "Overview" tab. The main content area includes a "Continue your Business Model" section with three "Start" buttons for "Beneficiaries/customers", "Customer relationship", and "Unique value proposition". A "Team" section shows a profile for Emanuele Musa with an "EDIT your team" button. Below that is an "Open Discussions" section with a "See all discussions" link. At the bottom, a "Write something to the team" section is highlighted with a red arrow labeled "2", showing a text editor with a "Share your update" button.

THANK YOU



**“Innovation is not about solo genius,
it’s about collective genius.”**

Linda Hill – Harvard Professor