

The Circle  
**Academy**

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Prospectus

# More Than Profit

An organisation or individual operating under any legal structure aims to create positive, social or environmental impact by ensuring sustainable, reliable and diverse income streams.

"The Circle Academy changed my thinking, in fact, I would go so far as to say it changed my life."

Kathryn Rattray, Photographer, Cohort 2

# INCLUSION

Giving opportunities to everyone, no

## MISSION

To support thriving and sustainable 'More Than Profit' businesses, through delivery of an online 12 week programme.

## VISION

To create an ecosystem of strong, long-lasting, socially impactful organisations.

## VALUES

Inclusion  
Fairness  
Teamwork  
Professionalism  
Empowerment  
Pioneering

# Introduction



The Circle was founded to create and contribute to a vibrant and sustainable community. We are a multi-award winning 'More Than Profit' organisation that operates in Dundee and Glasgow. We support people to make a difference to communities across Scotland, the UK, and globally by providing education, entrepreneurial training, affordable spaces, and a like-minded community.

The Circle Academy is a practical and educational entrepreneurial training programme for individuals or organisations interested in running a 'More Than Profit' business. The programme is open to anyone who wants to create positive, social or environmental change in a sustainable and commercially viable way.

The Circle Academy is an online training programme for social entrepreneurs which is focused on developing skills, knowledge and mindset.

Along with one-to-one support and guidance with industry experts, the programme will provide the tools and building blocks to launch and grow a 'More Than Profit' organisation.



# Features



1.

A 12-week online programme where you will be guided through topics and content that will develop your business acumen, build an entrepreneurial mindset, and fine-tune your pitching, selling, and marketing skills.

2.

Sessions from industry speakers covering all 12 topics.

3.

1-1 sessions to access critical support and guidance to aid in the development and refinement of your business plan, cash flow, and marketing plan.

4.

Access to The Circle Academy's exclusive learning resources, including a copy of The Academy Manual.

5.

The opportunity to pitch to a panel on completion of the programme, with the possibility of being awarded a share of a funding pot.

6.

The end goal will be to develop highly investable people, who have produced a well-researched and credible business plan worthy of investment.



7.

Access to The Academy online platform.

8.

All sessions will be conducted via our online portal.



# QUALIFICATION

## The Circle Academy Award in Social Entrepreneurship

SCQF Level - 7 / SCQF Points - 21 / Programme Owner - The Circle

On completion of The Circle Academy, successful participants will be awarded an SCQF (Scottish Credit and Qualifications Framework) Level 7 qualification, evidencing their development of business acumen, understanding of good governance, ability to understand cash flow, financial planning and diversity of income, and development of leadership and management skills.

This qualification is equivalent to an Advanced Higher or EQF (European Qualifications Framework) level 5.

Candidates will be assessed on:

01

Business Plan

Business Plan; including legal structure, organisation structure, social impact, governance

02

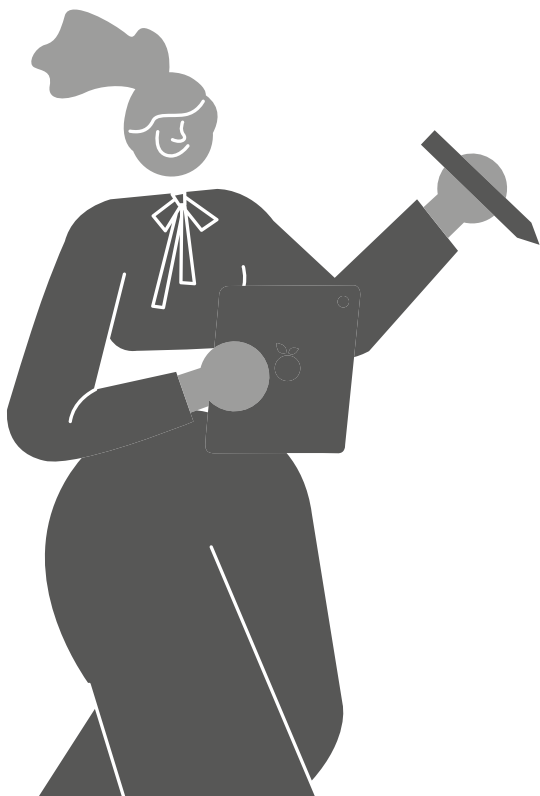
Marketing

Marketing Strategy; including SWOT analysis, price points, marketing channels

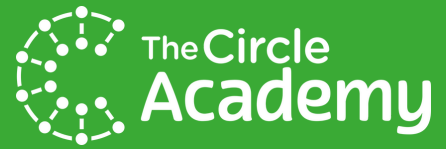
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Financials

Financials; including cash flow and financial projections



# Topics/ Weeks



01

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An introduction to 'More Than Profit' and social entrepreneurship

02

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Mindset

03

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Business planning

04

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Legal structure

05

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Governance

06

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Finance

07

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Marketing

08

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Sales and selling

09

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Teams and culture

10

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Social impact

11

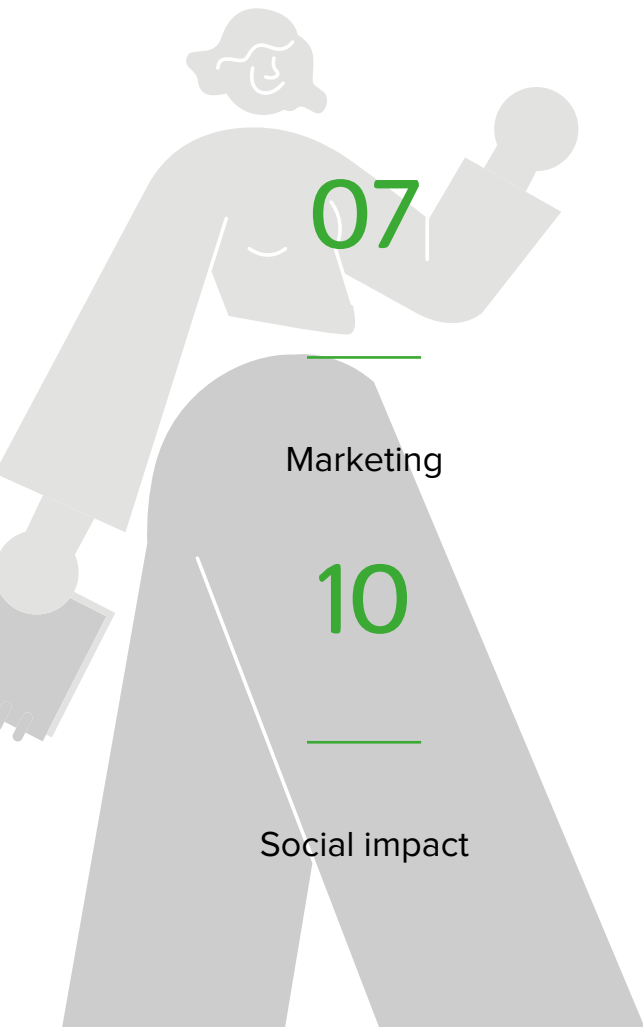
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Funding

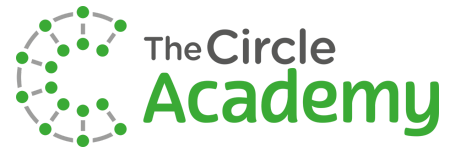
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Pitching



# The Outcomes



The programme aims to produce highly investable individuals by equipping them with the right knowledge to develop a well-researched and viable business idea. Individuals will also grow the business acumen and resilience needed to turn their business plan into action.

On completion, successful participants will have:

## Outcome 1

Achieve an SCQF level 7 qualification: 'The Circle Academy Award In Social Entrepreneurship'.

## Outcome 2

Produced a detailed and actionable business plan, cash flow, and marketing plan.

## Outcome 3

The skills, knowledge and networks that will enable them to create a successful 'More Than Profit' business.

## Outcome 4

Ongoing access to online learning resources to support business growth.

## Outcome 5

Ongoing access to support from The Circle, including monthly meetings, and access to The Circle Academy alumni network.

## Outcome 6

A fully prepared and rehearsed pitch.

## Outcome 7

The opportunity to pitch for a share of a funding pot at the end of the 12 week programme.

# What others have said



Entrepreneurs across Scotland have completed The Circle Academy.

"The Academy is more than a classroom or sessions. It is genuine support, not just a pat on the back."

Eddie Baines  
Kirkton Community Larder

"The biggest learning curves for me were around my mindset, self-confidence and sustainability. To me these ingredients are the most important to having a healthy social enterprise."

Suzie Repova  
Catesbi

"The programme has been invaluable in many ways already, providing not only knowledge, insights & guidance but fostering amazing connections."

Alvina Menzies  
Enlighten Cupar  
SPRING Wellbeing Services





# Who should apply for The Circle Academy?



The Circle Academy is open to anyone wanting to create positive social or environmental change in a sustainable and commercially viable way. You can apply for The Circle Academy if you;

- want your current social impact efforts to become your full-time job.
- run a for-profit business and want to do more for your community.
- run a not-for-profit organisation and are struggling to survive through funding alone.
- have an idea for a way to positively impact your community but are unsure of how to execute it.
- are an entrepreneur concerned about burnout?
- run an existing social enterprise that is in its first three years of development.
- run a small business that does good things, but is struggling to make ends meet.
- have started a community project and are self-funding it.
- run a business and want to integrate your social purpose and values into your business model.
- are reliant on one source of funding.
- have no prior experience in the third sector.

The Circle Academy has been funded by the Scottish Government to provide 40 subsidised places. You must fit one of the following criteria to be awarded a place;

- those from or working in rural communities.
- people whose business is in the environmental space.
- young people under 30.

**Due to interest from overseas candidates we have been able to expand funded spaces to international applicants.**

Should you not fit the funding criteria, paid places are available. Contact for more information.

[Apply for The Circle Academy here.](#)

Applications are open all year round, your application will be submitted and Jenny, our Academy manager will be in touch with details of the next cohort.



The Circle



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

## Contact

If you have any questions please contact The  
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