



# UnLtd Ventures\*

## Frequently Asked Questions for UnLtd Ventures' replication guides

Developed by UnLtd Ventures\* 2008

### 1 What is replication?

To get started on the wide variety of considerations involved in replication, have a look at the following:

- **Social Enterprise Replication: Planning and Key Considerations**
- **Funding for Replication: Challenges and Opportunities for the Social Entrepreneur**
- **Choosing a Social Enterprise Replication Strategy: The Affiliation Model**

### 2 Should we replicate?

You should consider whether your organisation is ready to replicate, and how replication will impact your finances and your core mission. Consider some core competencies that your organisation and stakeholders must possess in order to replicate.

*Try reading the following:*

- **Social Enterprise Replication: Planning and Key Considerations**
- **Social Enterprise Strategies for Early Demand for Replication**, especially the box "Do You Have What it Takes? Six Necessary Capacities for Replication." This guide also outlines three social enterprises who have dealt with early demand for replication.
- Your trustees, investors, and other key support organisation should read **UnLtd Ventures' Experiences in Social Enterprise Replication: A Guide for Consultants and Support Organisations**

### 3 What model should we use to replicate?

- Learn about the models available for replication by reading **Social Enterprise Replication: Planning and Key Considerations**
- Consider how your model will affect your financing in **Funding for Replication: Challenges and Opportunities for the Social Entrepreneur**
- **Choosing a Social Enterprise Replication Strategy: The Affiliation Model**

### 4 How do we make sure our vision and social mission stay intact if we replicate?

If you want a high level of control over the new, replicated entities you set up, you may want to consider a replication strategy with stronger controls, such as a wholly-owned model, or a high-control affiliation model. In any case your replication plan must carefully consider your vision and how you will ensure that decisions made by the replicated entities mirror that vision.

- To read more about strong-control replication models, see **Choosing a Social Enterprise Replication Strategy: The Affiliation Model**
- To learn how various legal structures might affect your control over replicated entities, read **Legal Structuring for Social Enterprise Replication**
- Then refer to the section on organisational culture in **Social Enterprise Replication: Planning and Key Considerations**

## 5 How do I know what it's really going to cost, and how can we fund our replication?

Replication can be costly on many fronts, so to make it work you have to be sure you are identifying all potential costs and creating a proposition that funders and investors will like.

- A complete discussion of the costs of replication, as well as ways to find funding for your replication can be found in: **Funding for Replication: Challenges and Opportunities for the Social Entrepreneur**
- **Legal Structuring for Social Enterprise Replication** also discusses some of the financial issues related to replication

## 6 What kind of obstacles might we come up against?

Other social entrepreneurs have been there, too! Have a look at some of UnLtd Ventures' case studies:

- **Replication Challenges and Tactical Responses: A case study of Get Well UK's fight to replicate within the NHS system**
- **UnLtd Ventures' Experiences in Social Enterprise Replication: A Guide for Consultants and Support Organisations**

## 7 How can we just get the idea out there so others can do it?

You have several options. You could choose a "dissemination" strategy which simply distributes your knowledge and model to the public at-large, or you could consider a licensing strategy that still allows you to create a network without requiring you to do the setting up and running of new entities.

To read more about your options, take a look at: **Choosing a Social Enterprise Replication Strategy: The Affiliation Model**, especially Keyfund Federation's approach.

## 8 How do we choose partners to help us replicate?

Choosing the right partners can make or break your replication plan. We recommend that you pay careful attention to the section "Screening and Selection of Affiliates" in **Choosing a Social Enterprise Replication Strategy: The Affiliation Model**.

## 9 Who are UnLtd Ventures and what do they do to help social enterprises?

UnLtd Ventures is the in-house consultancy division of UnLtd. It provides the support and tools that help social entrepreneurs to grow local initiatives into robust and financially sustainable organisations. UnLtd Ventures has worked extensively with several social enterprises in their replication efforts, and have created case studies, toolkits, and guides to help entrepreneurs and their support organisations in making the important decisions necessary to successful replication. For an in-depth analysis of UnLtd Ventures' findings, read **UnLtd Ventures' Experiences in Social Enterprise Replication: A Guide for Consultants and Support Organisations**.