



STONE SOUP CONSULTING

CASE STUDY: Momentum Project

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The challenge

Momentum Project is a pioneering program set up in 2011 by ESADE and BBVA, with the collaboration of PwC, to support Spanish social entrepreneurs, through training, mentoring and access to finance, to scale up their social venture. The program is set to select, train and help scale up 10 social enterprises each year. (<http://www.momentum-project.org>)

Before the beginning of the first edition, the executive committee asked Stone Soup to help them operationalize the first edition. Since then, Stone Soup carried on cooperating with Momentum Project in every edition; the first two editions, the focus was on the operationalization process and since the third edition, Stone Soup's contribution has been linked exclusively to the social impact aspects of the program.

The process

During the first two editions, in collaboration with ESADE and BBVA, Stone Soup team was responsible for developing all the tools and processes that Momentum Project needed in order to be operational and successful: from communicating the opportunity to the right social networks, to screening potential candidates in the first and second round of selection, select and train the students who would then be part of the mentoring program, give specific training on scaling-up strategy and impact measurement to the participants, review the business plans and prepare participants for the Social Investment Day, and elaborate the yearly report.

Since 2013, because ESADE had gained enough internal knowledge and processes were well institutionalized, Stone Soup's collaboration started focusing on the specific component of social impact measurement. This has meant creating the monitoring tool for impact indicators of the Momentum Portfolio, as well as help entrepreneurs define their theory of change and set up their social impact growth strategy, in line with their business plan.



The results

Thanks to the efforts of Momentum's support team – at ESADE, BBVA, PwC and Stone Soup- Momentum is seen as a good practice support program for social entrepreneurs both in Spain and worldwide. BBVA replicated it in several Latin-American countries. In Spain, in 2014, 40 social ventures benefited from the program. An impact analysis implemented by Stone Soup also showed the positive impacts of the program on its main stakeholders, including MBA students, business mentors and the social entrepreneurs themselves.



The future

We hope that Momentum will carry on for years and years to come! In 2015, it is set to support 15 more Spanish entrepreneurs.

The team of consultants

Many Stone Soup consultants have supported Momentum since its first edition: Elena Rodriguez, Susana Balet, Jaime Oller and Ester Xicota, all of them under the supervision of Sophie Robin, Stone Soup's co-founding partner.