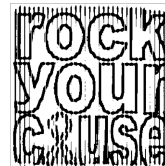


SOCIAL ENTREPRENEURSHIP 101



EVERYTHING IMPORTANT YOU'LL EVER NEED TO KNOW ABOUT SOCIAL ENTREPRENEURSHIP

definition: a social entrepreneur recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture that drives social change.

Entrepreneurial VS. Social Entrepreneurial

- ✓ serving markets with new products/ services for financial gain
- ✓ idea for product/service, startup, prototype, venture (investment), growth, exit plan, return on investment

- ✓ drive social change brought about by social challenges
- ✓ using business solutions to solve them
- ✓ aim is to further social and environmental goals
- ✓ a big win = sustainability and social impact

The SOCIAL enterprise

an enterprise that provides business solutions to social problems... "good at doing good!" Has a clear social purpose. Reinvests Profits back into the business / community.



A COMPANY THAT EMPHASIZES **CORPORATE SOCIAL RESPONSIBILITY** IS NOT A SOCIAL ENTERPRISE. MUCH LIKE AN ENTREPRENEUR WHO DONATES MONEY TO HIS FAVOURITE CHARITY IS NOT A **SOCIAL ENTREPRENEUR**



Starbucks + Fair Trade Coffee
SOCIAL RESPONSIBILITY



A social venture is NOT a charity... it is a business with social objectives

••••• FAMOUS EXAMPLES OF SOCIAL ENTREPRENEURSHIP •••••

THE GRAMEEN BANK - MUHAMMAD YUNUS

- ▶ Eradicate extreme poverty by providing the poorest of the poor with no collateral "micro-loans" to use towards reinvestment in their future.

KIVA.ORG - MATT FLANNERY AND PREMAL SHAH

- ▶ Allows regular people to provide loans to small businesses owners around the world via the Internet. Kiva "investors" can keep up to date on their investments by tracking the business's growth online. Once a loan is paid back it becomes "Kiva Credit" and can be used to fund a new loan.

KICKSTART - MARTIN FISHER AND NICK MOON

- ▶ Promotes sustainable growth and employment creation in developing countries by promoting technologies that can be used by entrepreneurs to establish and run small scale enterprises.

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