

Entrepreneurship/ Enterprise

Ashley Castillo

Allen Match

Dae Won Ku



What is Social Entrepreneurship?

- ◆ Three components:
 - ◆ 1. identifying stable but unjust equilibrium
 - ◆ 2. identifying opportunity to bear inspiration and creativity
 - ◆ 3. forging a new stable equilibrium

What is Social Entrepreneurship?

- ◆ What do Robert Redford and Grameen Bank have in common in terms of the components of social entrepreneurship?
- ◆ What is the main difference between social entrepreneurship, social service ventures and social activism?
- ◆ How is the RugMark campaign a hybrid of forms of social engagement?

Scavenger Hunt

- ◆ Kiva
- ◆ Grameen Danone
- ◆ Accumen
- ◆ aAqua
- ◆ Benetech
- ◆ Water Security Corporation
- ◆ World Wide Water

Kiva

- ◆ What is Kiva's current repayment rate (all partners)?
- ◆ How many loans are currently raising funds?
- ◆ What type of online community does Kiva create? (For example, lending teams). How does the community work and what do they do?

Kiva

- ◆ Current repayment rate (all partners): 98.99%
- ◆ Community: Lending teams - Members of Kiva Lending Teams continue lending as individuals, but they have the option to count each loan they make towards the overall impact of one of their teams.
- ◆ Loans currently making funds :1,194 Loans currently raising funds

Benetech

- ◆ What is the Human Rights Data Analysis Group and Martus and how have they helped impact human rights?
- ◆ Name and explain some of the programs Benetech conducts to impact and improve literacy.
- ◆ What does Miradi do?

Benetech

- ◆ What is the Human Rights Data Analysis Group and Martus and how have they helped impact human rights?
 - ◆ HRDAG develops database software, data collection strategies, and statistical techniques to measure human rights atrocities. This technology and analysis is used by truth commissions, international criminal tribunals, and non-governmental human rights organizations around the world.
 - ◆ Martus, the Greek word for "witness," is an information and document management system that allows users to document incidents of abuse by creating bulletins, uploading them at the earliest opportunity, and storing them on redundant servers located around the world. These tools help to ensure that the documentation of human rights violations is safeguarded and disseminated.

Benetech

- ◆ Name and explain some of the programs Benetech conducts to impact and improve literacy.
 - ◆ Literacy Bookshare - subscription-based digital library that provides people with print disabilities the same ease of access to books and periodicals enjoyed by those without disabilities.
 - ◆ Route 66 Literacy is a web-based learning environment featuring age-appropriate, beginning level reading and writing activities for adolescents with severe speech and physical impairments.

Benetech

- ◆ What does Miradi do?
 - ◆ Miradi is a user-friendly software program that allows nature conservation practitioners to design, manage, monitor, and learn from their projects to more effectively meet their conservation goals.
 - ◆ Supports several key features including conceptual modeling of the project situation, strategic planning (including developing goals, objectives, and monitoring indicators), work planning, budgeting and reporting.

aAqua

- ◆ Describe a success story of how aAqua helped to save a goat.
- ◆ What are the incentives for experts to get them to answer questions?
- ◆ What are the plans for increasing aAQUA users on a larger scale? What is aAQUA Mobile?

aAqua

- ◆ Describe a success story of how aAqua helped to save a goat.
 - ◆ Consultation from aAqua's experts helped to save the goat when there was no veterinarian in the village.
- ◆ What are the incentives for experts to get them to answer questions?
 - ◆ Many experts get new business from contacts they develop on aAQUA, others derive satisfaction of helping a farmer 1000 kilometres away or helping hundreds of farmers across India in a very short period of time - as short as a week.

aAqua

- ◆ What are the plans for increasing aAQUA users on a larger scale? What is aAQUA Mobile?
- ◆ Grown through word of mouth, newspaper articles. Questions now come in at more than one per hour.
- ◆ Mobile phones have a push service (pushing agro-news and tips to your phone) as well, currently benefiting 25,000 farming households. We have sent text and voice (Beta trial) messages to 25,000 phones daily.

Accumen

- ◆ Where does Jacqueline find the blue sweater?
- ◆ What is the article "A Most Meaningful Gift Idea" about?
- ◆ What is Kenya's Toilet Mall?

Accumen

- ◆ Where does Jacqueline find the blue sweater?
 - ◆ Rwanda
- ◆ What is the article "A Most Meaningful Gift Idea" about?
 - ◆ Giving to charities like the Acumen Fund.
- ◆ What is Kenya's Toilet Mall?
 - ◆ It is a small building with bathrooms and shoe shines, which help with sanitation issues.

Grameen Danone

- ◆ What is the Grameen Danone?
- ◆ How is Grameen Danone sustainable?
- ◆ Who are the Grameen Danone targeting?

Grameen Danone

- ◆ What is the Grameen Danone?
 - ◆ A collaboration between Grameen (the bank of the poor) and Danone to give nutritional food supplements like yogurt to children in India.
- ◆ How is Grameen Danone sustainable?
 - ◆ Through contributions and community support. Not meant for profit.
- ◆ Who are the Grameen Danone targeting?
 - ◆ Impoverished children of India

Water Security Corporation

- ◆ What does Water Security Corporation do?
- ◆ What is the technology's main strength?
- ◆ How can a private company own the rights to a NASA technology?

Water Security Corporation

- ◆ What does Water Security Corporation do?
 - “Water Security™ is a water treatment technology company dedicated to providing solutions to the world's most challenging water quality problems. “
 - “Water Security™ is commercializing the water purification technology package originally developed for use in the NASA Manned Space Program.”
- ◆ What is the technology's main strength?
 - “The technology utilizes a proprietary iodinated resin and scrubber to effectively kill pathogenic organisms, such as bacteria and viruses. “

Water Security Corporation

- ◆ How can a private company own the rights to a NASA technology?
 - “As an independent company, tasked with commercializing technologies (MCV®) originally developed for the NASA space program, Water Security Corporation is a partner in the Space Foundation's Space Certification Program.”

World Wide Water

- ◆ What is the Survival Bag's primary application?
- ◆ What kind of cartridges does the Pedal Powered Bike use?
- ◆ What is World Wide Water's mission?

World Wide Water

- ◆ What is the Survival Bag's primary application?
 - “This product has been devised as a first response device for individuals and families in refugee camps, during civil emergencies or in remote locations.”
- ◆ What kind of cartridges does the Pedal Powered Bike use?
 - Sediment, Carbon, MCV, Nanoceram, Iodosorb, Carbon KDF
- ◆ What is World Wide Water's mission?
 - “...mission is to make a significant improvement and difference to the everyday life of less fortunate people in Third World countries.”

Fortune at the Bottom of the Pyramid

◆ <http://www.youtube.com/watch?v=ba71Eef42KI>

India faces collapse of microcredit

- ◆ “In recent years, foundations, venture capitalists and the World Bank have used India as a petri dish for similar for-profit “social enterprises” that seek to make money while filling a social need”
- ◆ “...fear that microfinance could become India’s version of the United States’ subprime mortgage debacle, in which the seemingly noble idea of extending home ownership to low-income households threatened to collapse the global banking system because of a reckless, grow-at-any-cost strategy.”
- ◆ “One of India’s leading social workers...said microfinance firms had lost sight of the fact that the poor needed more than loans to be successful entrepreneurs. They need business and financial advice as well”

Fortune at the Bottom of the Pyramid

- ◆ Break into assigned groups:
 - ◆ 1. NGOs
 - ◆ 2. Governments of the developing countries
 - ◆ 3. Investors
 - ◆ 4. People of the developing countries

Fortune at the Bottom of the Pyramid

- ◆ From the point of view of your assigned group...
 - ◆ Can you think of any examples that we have gone over in class that might be exploiting the fortune at the bottom of the period?
 - ◆ What possible things do you think will be profitable for corporations to sell to the developing countries?
 - ◆ What are some ways to market to the bottom half of the pyramid?