

SOCIAL ENTREPRENEURSHIP



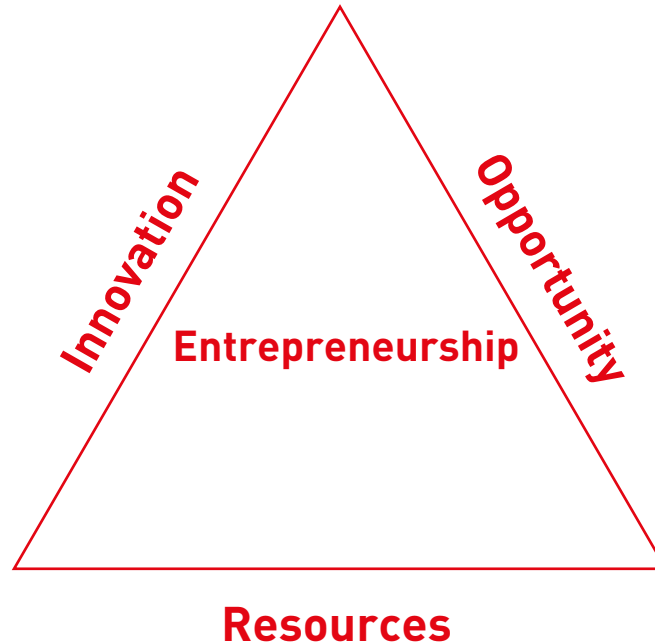
Learning goals

- Reflection about your personal motivation to make an impact
- Deep dive into the concept of social entrepreneurship
- Getting to know different dimensions and examples of social business models
- Brainstorming about potential social business cases
- Exchanging with and learning from role models

What is what?

Social
Entrepreneurship

Components of entrepreneurship



What is what?

Social Entrepreneurship

Value proposition

What is the difference between an entrepreneur and a social entrepreneur?

The value proposition itself.

- The entrepreneurial value proposition assumes a market can afford the new product/service.
- The social entrepreneur's value proposition targets an underserved, neglected, or highly disadvantaged population that lacks the financial means or political clout to achieve the transformative benefit on its own.

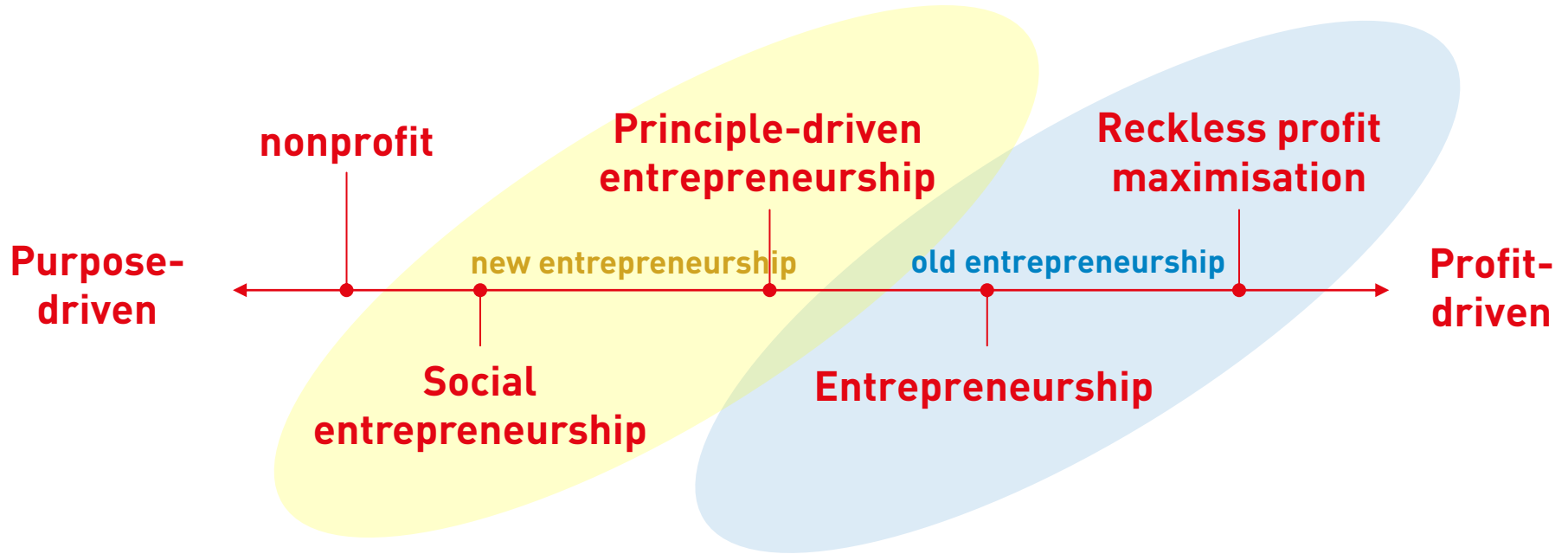
What is a social entrepreneur?



„A social entrepreneur is any person, in any sector,
who uses earned income strategies to pursue a social
objective, [...]”

Boschee & McClurg (2003)

Social and profitable?

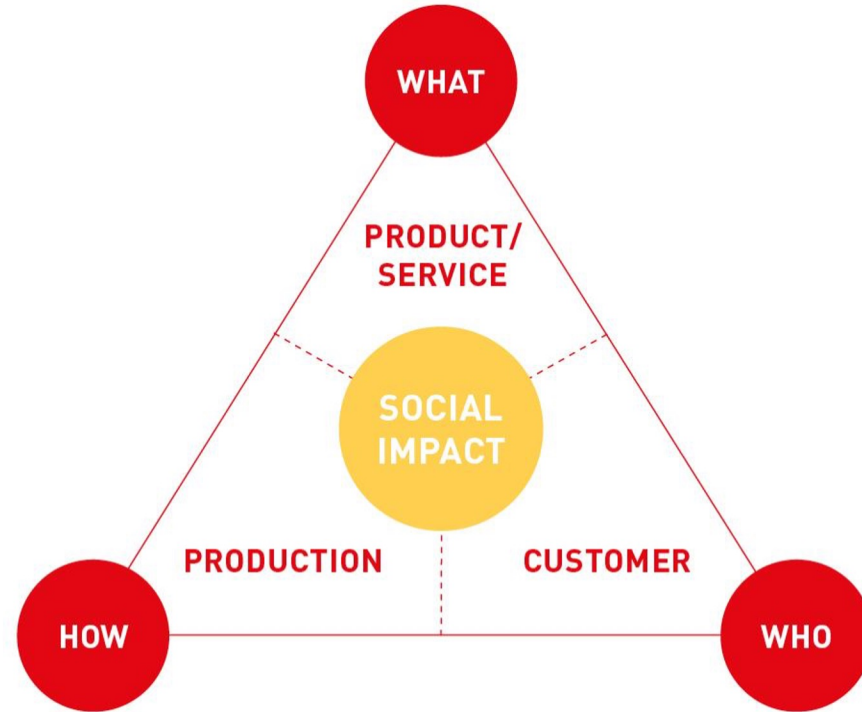


Ulrich, P. Gewinnprinzip oder prinzipiengeleitetes Gewinnstreben? Wirtschaftsethische Auflösung eines betriebswirtschaftliche Tabus.

In Hahn, R., Janzen, H. & Matten, D. (Publ.), Die gesellschaftliche Verantwortung des Unternehmens: Hintergründe, Schwerpunkte und Zukunftsperspektiven.

Festschrift für Professor Dr. Gerd Rainer Wagner, Schäffer-Poeschel. Stuttgart 2012. p.21–38

Dimensions of social business models



Discovering hands

Launched

2011 in Duisburg

Founders

Dr. med. Frank
Hoffmann

- Empowers blind women to use their superior tactile perception to improve breast cancer screening by training them to become Medical Tactile Examiners
- 30% of all tissue changes identified are only detected by MTEs, not by the participating doctors
- For every 1,000 examinations performed, MTEs find around 2.5 tumors while doctors find only 0.83
- Potential of savings to the healthcare system of EUR 20 million to 40 million in treatment costs every year



Provenance

Launched

2014 in London

Founders

Jessi Baker

- Offers a platform for brands to make the sourcing and impact behind their products transparent
- Allows consumers to discover the supply chain of products through on-pack QR codes
- Software builds on blockchain-based technology
- Sees itself as a mission driven social enterprise to empower citizens and businesses to unite in a system where the 'good' brands and products win



In summary, ...

**... when changing the world being
a social entrepreneur,
you need a solid business case!**

Our approach to social entrepreneurship



Our approach to social entrepreneurship

Based on what we just learned and discussed, write down and discuss:

- A.** *Where* have you found a stable social imbalance that you want to change?

- B.** *What* could be a potential business case for this specific social imbalance?

- C.** *Which* type of business model would this correspond to?

How it works ...



Teamwork

You will meet your team in the digital breakout room.

Automatic transfer back



Our approach to social entrepreneurship

Discuss the tasks and fill in the shared template as a group.

Choose a presenter.



20 min

Countdown for last minute

OUR APPROACH TO SOCIAL ENTREPRENEURSHIP

A. Where have you found a stable social imbalance that you want to change?

B. What could be a potential business case for a specific social imbalance?

C. Which type of business model would this correspond to?