SOCIAL ENTREPRENEURSHIP 101

WHAT IS IT AND WHY IS IT WORTH TALKING ABOUT?

- Very basic definition: doing business for social cause
- Altruistic entrepreneurship?
- Profit < Impact</p>
- Drive: generation Z seeking positive impact
- Literally life-changing experience and not just for you

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, IT IS THE ONLY THING THAT EVER HAS."

Margaret Mead

TO GIVE YOU SOME EXAMPLES

- ▶ TOMS: one of the very first
- Grameen bank (Muhammad Yunus Nobel Prize)
- Ashoka Foundation

 Are all companies from the B Corporations list social enterprises? (Technically no)

FOUR PILLARS OF SOCIAL ENTERPRISES*

- The economic viability of the project
- Social and/or environmental objectives
- Profit redistribution
- Governance (participatory)

I WOULD ADD ONE MORE

Impact assessment

COMMON BUSINESS MODELS:

- Market intermediary/linkage
- Employment
- Cooperative
- Support of entrepreneurs
- Innovative product

*"Social entrepreneurship: definition, principles and perspectives" on https://youmatter.world



LET'S TALK ABOUT

IMPACT

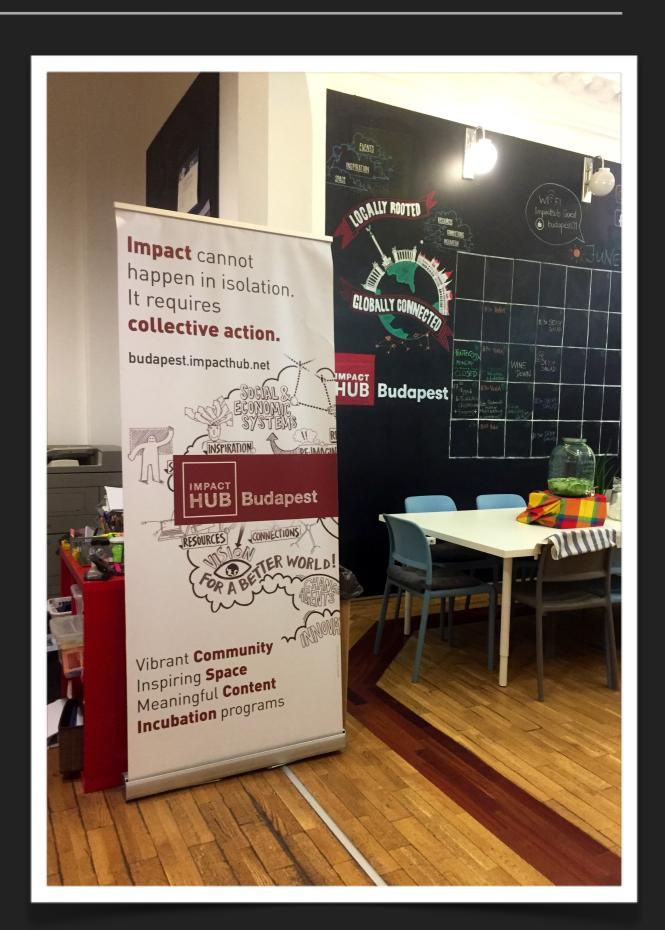
HOW I GOT INTO THIS

Joined Impact Hub Budapest as a volunteer in March 2019

Congratulations!

Your application for Social Impact Award was submitted!

- My idea got selected as a finalist
- SIA Summer Business Incubation
- September 2019 winning SIA Hungary
- December 2019 Global SIA Summit in Kyiv, Ukraine





A COMMUNITY OF YOUNG SOCIAL INNOVATORS THAT TRANSFORM INTENTION INTO ACTION.

Social Impact Award, founded in 2009, runs education and incubation programs in more than 15 countries in Europe, Africa and Asia to support early-stage social entrepreneurs in developing and implementing innovative business solutions to tackle the most important societal challenges of our times. We do so by hosting events and organizing workshops to raise awareness for social entrepreneurship, teaching the necessary skills to navigate from vague intentions to promising ventures, providing access to networks and promoting the best teams with the Social Impact Award.



Elderberry cafe



Connecting generations through homemade food



The Problem

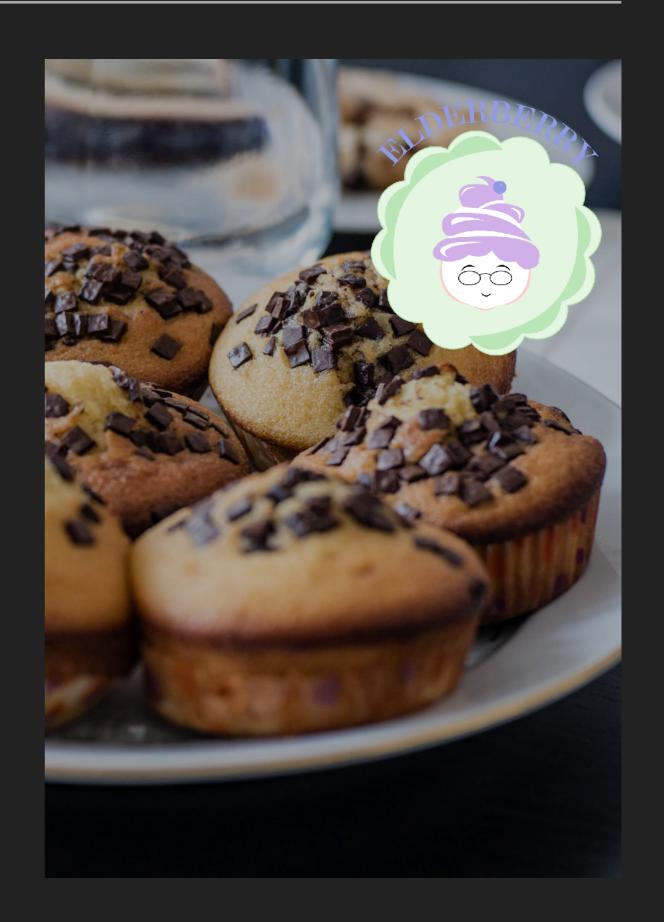
The elderly has to cope with

- isolation
- lack of social ties
- age discrimination
- low income



PITCHING YOUR IDEA: CONVINCE THEM

- The problem is real (contextualized)
- The solution is adequate to the problem
- It is financially viable
- The impact is quantifiable
- You are the right person/team to do it





MY MAIN TAKEAWAYS

- Environment matters: impact does not happen in isolation
- Doing business with a cause places you initially higher among the competitors
- You initial capital matters but does not define the project success
- It is worth trying if you truly believe in the difference you make



THANK YOU