**Marketing 3.0**

There are three ways to measure the success of a social company in regard to protection of financial status of company. By using them, you can easily identify which company is social company and which not. In first place a social business extends available income. Second, it expands it. And finally it increases this income.

**It increases available income**

A social business increases available income to provide goods and services that were previously not sold on the base of pyramid. The production of goods of high technology that seek to expand Internet is a good example of increase of available income. XO of Nicholas Negroponte, and Nova NetPC, a well known initiative to provide personal computers to poor, are good examples. Pharmacy companies, like GlaxoSmithKline and Novo Nordisk began to improve the access to important medicines for the base of pyramid.