Assignment Content

**. Wharton Module 2**  
  
  
*Readings:*  
The Social Entrepreneur’s Playbook: Chapter 3 & 4  
- Module 2 Lecture Slides  
  
  
*Videos:*  
1. Segmentation for Social Enterprises: Part 2 (Segment)  
2. Understanding the Beneficiary (Segment)  
3. Screen-In & Screen-Out Criteria  
4. Describing the Solution (Solution & Unique Value Proposition)  
  
  
*Quiz:* Module 2 Quiz