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Mission & Vision:

“To Enable Self Sustaining businesses to solve society's most fundamental problems by measuring success in terms of social impact rather than profit motive”

About Us:

We believe that risk taking in the pursuit of social sustainability is the most effective way to enact change. Eruditas brings together social entrepreneurs and philanthropic investors in order to support this belief. It is our goal to address society's most fundamental problems through adoption of the **Social Business Model**¹ rather than charity or NGOs, which we believe serve a purpose but are not doing nearly enough to meet sustainable goals.

Believe- We believe that the fundamental challenges that society face can be solved through the intelligent use of capital to achieve sustainable goals at a reasonable return.

Guide - We guide both the social entrepreneur and philanthropic investor to build and fund businesses with the main goal of maximizing social impact over profit.

Create - We create sustainable businesses through adoption of the social business model.

Align- We align capital incentives with

Our Principles of Social Business are listed below:

1. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
2. The business exists to be sustainable both financially and socially

¹ A non-dividend company that is created to address and solve a **social** problem. In a **social business**, the investors/owners can gradually recoup the money invested, but cannot take any dividend beyond that point.

3. Minimal direct intervention in the day to day business operations, but will lend a hand if asked
4. Employees should be well compensated, directly in proportion to the impact the business is having and the growth experienced. Human Capital is one of the most important factors.
5. Investors get back their investment amount only. No dividend is given beyond investment money
6. Rigid in values, open minded in solutions
7. Measure returns in terms of impact, not capital returns.

How does it work:

Eruditas consists of three parts: Entrepreneur, Investor and Accountability framework.

Entrepreneur - Our method starts with focus on the entrepreneur

Through identifying already established businesses, in need of resources for scaling, or ideas, in need of funding, we provide a framework for the creation and growth prospects of your venture. This process is specific to the business and although unique there are 5 core criteria that must be met to qualify for listing. The 5 criteria are:

Investor -

We provide the framework for the alignment of capital incentives and provide investors with a comprehensive investment framework by vetting entrepreneurs and their companies.

Accountability

Guide

The “Social” Enterprise Concept

In an effort to address society's most pressing issues a new class of business/investing has emerged in which social impact has become the primary focus. These businesses/investors often have an “S” attached to it i.e. Social Business, Social Investing, Sustainable Enterprise, Sustainable Venture etc.

This is a 4 part guide to provide an overview that will illustrate what an “S” Venture is and lay the foundation for the successful launch or investment into a “S” designated venture.

Part 1: The Social Venture Landscape

In order to understand this seemingly intuitive space (I mean what could be simpler than using resources to solve social problems, is that not what charity is for?) it is important to understand the various nuances of the “S” space and why the approach to solving these problems makes a difference. First, it needs to be made clear that what is being explained here is **NOT** charity or NGOs, although they may play a role, it is a fundamentally different approach. Before we get into the nuances it is important to establish a little bit of background by highlighting a few of the pioneers of the space

Professor Muhammad Yunus who in 1983 founded **Grameen Bank** and is considered the “godfather” of the microcredit movement. More information on Yunus can be found here:

<https://www.yunussb.com/about-us>

Blake Mycoskie

These people are the foundation for the future of the concept and should be mentioned in any guide. Failure to mention these people on our part would do a disservice to the space. We suggest you familiarize yourself with the aforementioned people.

Part 2: Entrepreneur

Part 3: Investing

Part 4: The “S” Economy

