ENT 202 Social Entrepreneurship (SoE)

Introduction

Classroom Code

ip3bffg

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Social Entrepreneurship



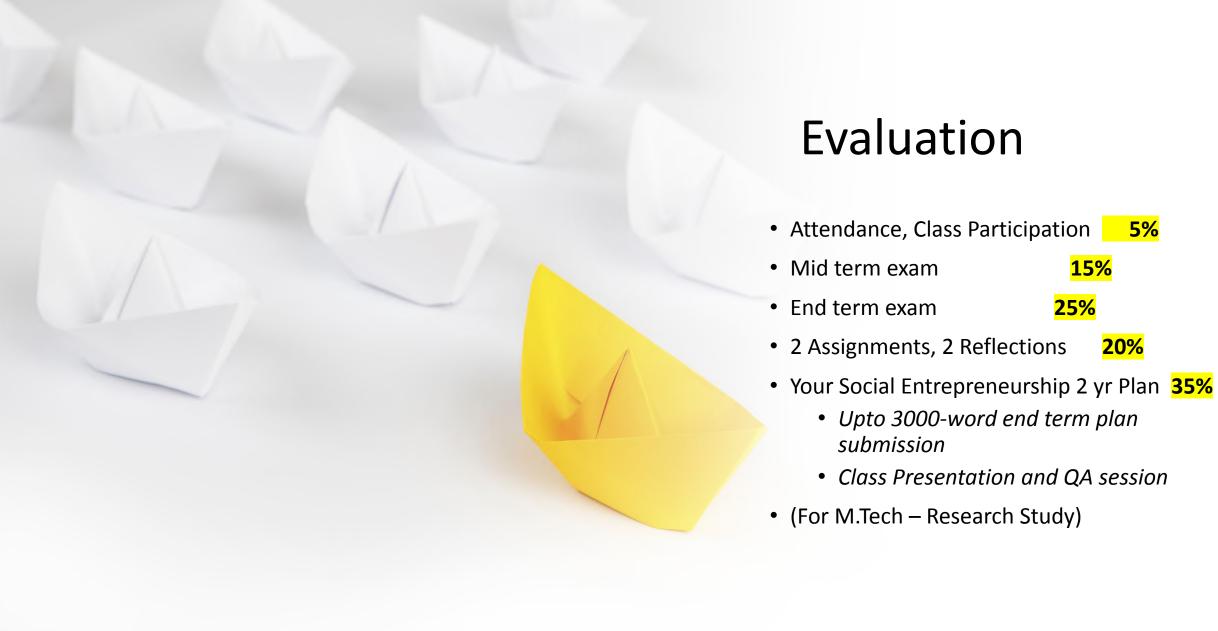




One for One

Topics to be covered

- Defining and Understanding Social Entrepreneurship
- UN Sustainable Development Goals
- Finding the Social Entrepreneurship balance in your idea
- Theory of Change
- Design thinking for social change
- 4ORCE Social Innovation Framework for planning 4Ps of 'Changescape Analysis', Impact and Ripple Impact, 4 O's of program design
- Social Business Canvas Modeling for your Changemaking plan
- Buffalo Cowbird Model of SE
- Planning for Scale and scaling up
- Scaling social impact
- Useful Resources for SEs



REFLECTION

http://www.theatlantic.com/video/index/474588/why-empathy-is-a-bad-thing/



Social
Entrepreneurship:
The Case For
Definition
- Roger L. Martin &
Sally Osberg

• The social entrepreneur should be understood as someone who targets an unfortunate but stable equilibrium that causes the neglect, marginalization, or suffering of a segment of humanity; who brings to bear on this situation his or her inspiration, direct action, creativity, courage, and fortitude; and who aims for and ultimately affects the establishment of a new stable equilibrium that secures permanent benefit for the targeted group and society at large.

What is social entrepreneurship?

- .Who are social entrepreneurs?
 - They are the private citizens who are addressing the HUGE problems of the world
 - They are "agents of change" who are unreasonable enough to believe they can make a difference
 - They are the brains and passion behind social enterprises
- What are social enterprises / social entrepreneurships?
- A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being—this may include maximizing social impact alongside profits for external shareholders.
 - Mission driven
 - Focus on the double or triple bottom line: People, Profit, Planet
 - Looking for both a social and financial return

Social Enterprise – Possible Revenue Models

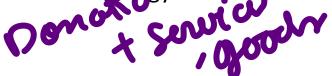
Non-Profit Model

- Completely charity driven
- No source of independent earning

Dayop, an

Hybrid Non-Profit Model

- Goods & services are delivered to populations under-served by mainstream markets
- Runs more like a for-profit business
- Rely on donors AND earned income strategy



For-Profit Model

- Always focused on social mission
- Rely on direct revenue
- Aim is not to maximize profits for investors, but rather reinvest for the benefit of under-served groups or the mission they serve.
- Seek investors interested in combining financial and social returns.



All Focus: Double or Triple Bottom Line

Recent Indian Examples

At a glance: 5 agritech startups to watch out for

https://www.forbesindi a.com/article/agritech-s pecial-2022/from-ninjac art-to-vegrow-5-indianagritech-startups-to-wat ch-out-for/79589/1

Name	Founders	Year founded	Total funding	Latest valuation
Ninjacart	Thirukumaran Nagarajan, Kartheeswaran KK, Ashutosh Vikram, Sachin Jose, Sharath Loganathan	2015	\$377 million	\$782 million
DeHaat	Amrendra Singh, Shyam Sundar, Adarsh Srivastav, Shashank Kumar	2012	\$162 million	\$520 million
ReshaMandi	Mayank Tiwari, Saurabh Agarwal	2020	\$50 million	\$185 million
Vegrow	Praneeth Kumar, Shobhit Jain, Mrudhukar Batchu, Kiran Naik	2020	\$40.5 million	\$167.4 million
Absolute	Agam Khare, Prateek Rawat, Samder Singh	2015	\$116.5 million	\$500 million

By Marina Ross – CEO, Nanobarrier | 2017 Cartier Awards Finalist for Europe – learnings from a SE training program she attended

- In social entrepreneurship, impact should come first and profits second
- To scale the impact is more important than to scale the organization
- Social entrepreneurs comprise only 5% of all the entrepreneurs in the world 3. growth 7 Scok
- Growth is not the same as scaling 4.
- Innovation and scaling shouldn't be done simultaneously 5.
- Scaling should come in two: an entrepreneur and a manager 6.
- Surprises are the new normal. Resilience is the new skill 7.
- The world right now can be described in four words: Volatility, Uncertainty, Complexity and Ambiguity (old military term VUCA) 8.
- The principle of the hiding hand: the problem is more complex than any entrepreneur can imagine at the beginning 9.
- 10. Partnership is the new black

Books you might like to read

That's all for today!