CS639

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Social Entrepreneurship

Guest Speaker: Matt Henessy with First Access

What is social entrepreneurship?

Social Entrepreneurship lays in the middle between profit and social method. It’s a balance of financial viability vs the social impact t has on the community at large.

What is (are) the difference(s) with entrepreneurship?

Increasing entrepreneurship is a key to lowering poverty, giving individuals the ability to run their own business impacts them and their community. With the increase in profit the individual can reinvest in his/her community and starting a chain reaction of social entrepreneurship within their economic and social level.

What did you learn from the talk of Matt Henessy?

Charity has one life where as social business has an endless life.

Who are the users targeted of Frist Access?

User who could never get loans from a traditional brick and mortar bank or financial institution.

What mobile solution(s) is (are) proposed?

Using GPS tracking and mobile data collection to gather a profile of a user. Feather phones and sim cards. Future looks to using smart phones and using mobile apps for data collection.

Why mobile?

Flexibility and availability, can reach a far greater amount of people from those in city to remote locations.

Why was it chosen?

They understand the balance between enterprises with social impact.

Would Android apps make sense?

Not with feather phones, but as more smart phones are introduce then the ability to introduce more apps make sense.

How could more sophisticated mobile solutions be implemented?

An app could be created that gathers and tracks user applications and movements.

An app could be created that aids the users with connecting there business to social media and advertisement.

What would it entail?

An app with cellar & GPS access, and an easy GUI display for user. Also support multi languages and possible converts

How much would it cost?

The cost of bandwidth to transfer the data and the cost of the smart phone.

How to be sure to propose mobile solution(s) adapted to users?

Make the app as user friendly as possible.