Introduction to Global Social Entrepreneurship
What is it?

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Lecture Objectives

• Compare Social Entrepreneurship with Traditional Entrepreneurship
• Outline the basic concepts of Social Entrepreneurship
• Identify Social Entrepreneurs who have made a difference
• Understand how for-profit ventures can accomplish social good
• Overview new organizational options for social ventures
• Engage in a hypothetical “case study” to illustrate entrepreneurial decision making
• Summarize Social Entrepreneurship concepts
Social Entrepreneurship or Traditional Entrepreneurship – What is the Difference?

Based on Common Principles

- **Entrepreneurs shift economic resources out of areas of lower and into areas of higher productivity and yield** – Jean Baptiste – 18th century
- **The function of entrepreneurs is to reform or revolutionize the pattern of production** – Joseph Schumpeter – 20th Century
- **Entrepreneurship is the pursuit of opportunity without regard to resources currently controlled** – Howard Stephenson – HBS

*The entrepreneur always searches for change, responds to it, and exploits it as an opportunity*

PETER DRUCKER
Definitions of Social Entrepreneurship

• Adopt a **mission** to create and sustain social value (not just private value) – Dees
• Explore and recognize **opportunities** to create better **social value** for their clients – Mort & Carnegie
• Employs **innovation** in creating and/or distributing social value – Peredor & McLean
• **Act boldly without being limited** by resources currently in hand – Dees
• They weigh **social and financial return** of their investments – Brinkerhoff
• Incorporate **Earned Income** strategies to build and maintain sustainability - Mendes
1. Opportunity Recognition – Environmental scan for ideas - demographic shifts, new public policy, technology innovation or unmet need AND is it feasible

2. Concept Development – More than just an IDEA – Based on a business concept.

3. A Business Model – “describes the rationale of how an organization creates, delivers and captures value”.

4. Resource Determination and Acquisition - acquisition of resources; money, personnel, materials, etc.
Social Entrepreneurship

“The process of pursuing opportunities without limitation by resources currently in hand”

5. What is the Earned Income strategy? Can you deliver a unique product or service?

6. Launch and Venture Growth - growth to maximize payoff. Financial as well as social impact. Every business should be built to scale. In other words, you want to have the ability in place to grow rapidly, even if you are currently a small operation