

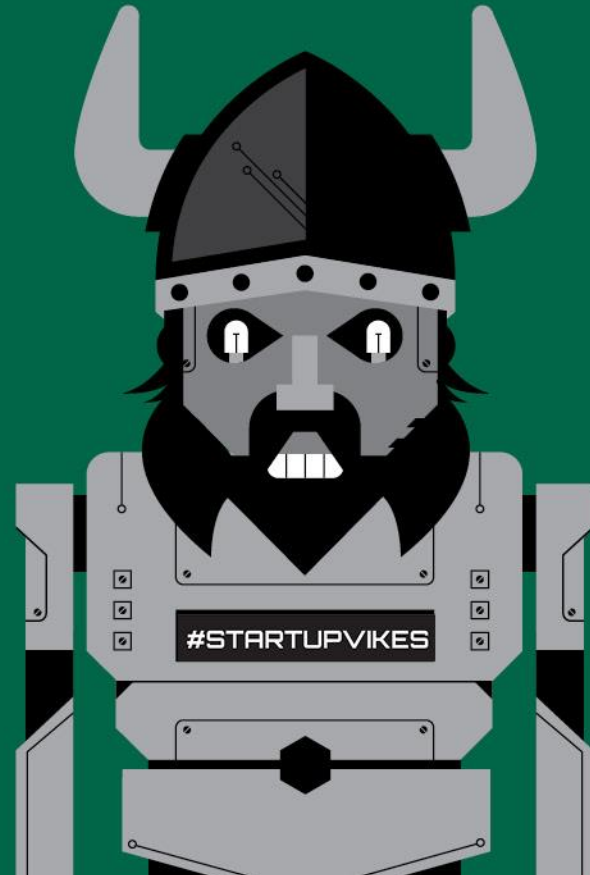


Social Enterprise

Victoria Avi

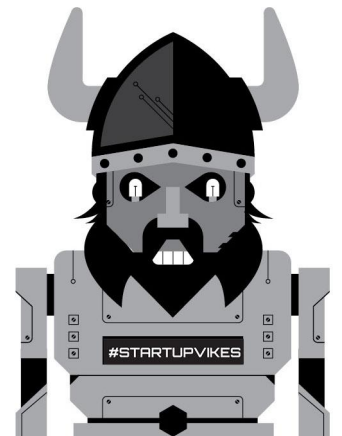
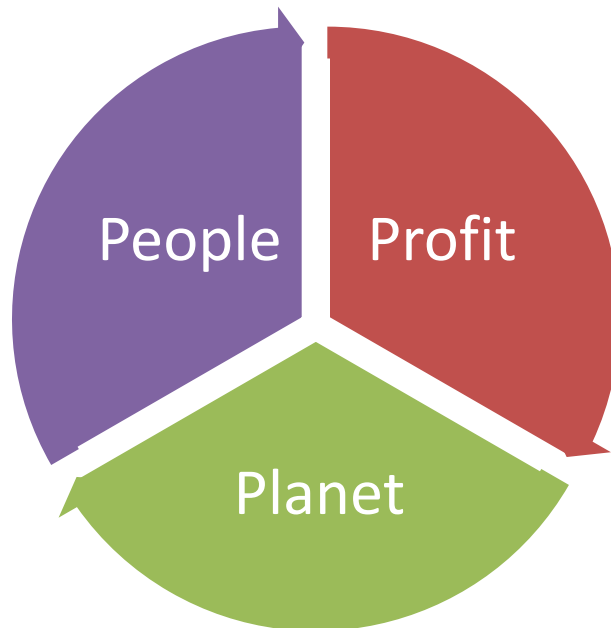
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What is Social Enterprise?

A social enterprise is an organization or initiative that marries the social mission of a non-profit or government program with the market-driven approach of a business.



<https://socialenterprise.us/about/social-enterprise/>

Problems

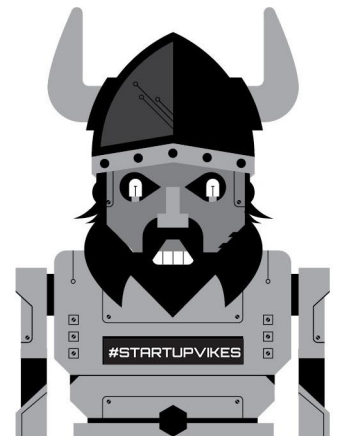
What Are Some Examples of the Problems Social Enterprises Are Tackling?

[Grameen Bank](#), which makes small loans to the poor for small business development and other uses. Since its inception in the 1970s, Grameen has provided \$10 billion in loans to more than 10 million people.

[Greyston](#) provides the homeless employment in a bakery that makes brownies for Ben & Jerry's ice cream. As Greyston says, "we don't hire people to bake brownies, we bake brownies to hire people."

[TerraCycle](#) upcycles packaging and other non-recyclable consumer waste, keeping it out of landfills and turning it into new products.










Can you name others?



Where does it fit?

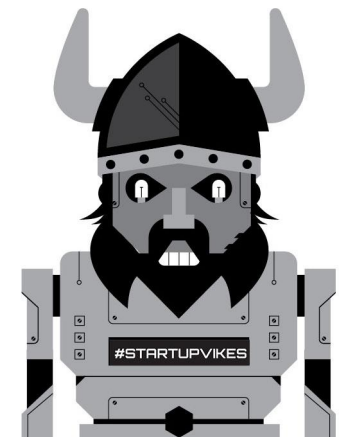
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THE BUSINESS MODEL CANVAS

| | | | | |
|--|--|--|--|---|
| Key Partners  | Key Activities  | Value Propositions  | Customer Relationships  | Customer Segments  |
| | Key Resources  | | Channels  | |
| Cost Structure  | | Revenue Streams  | | |

Designed for: _____ Designed by: _____ Date: _____ Version: _____

<http://www.socialbusinessmodelcanvas.com/>

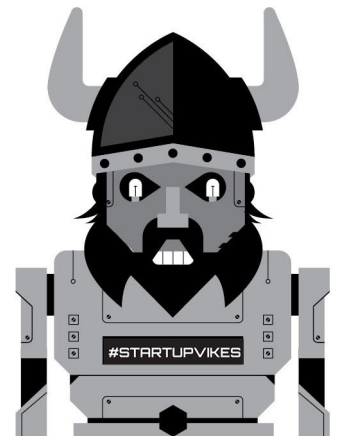


Pitch

- 1. Start with the cause**
- 3. Use the right numbers**
- 4. Practice your storytelling**
- 5. Show that you understand your customers' needs**



<https://yourstory.com/2015/10/10-minute-pitch-template-for-social-enterprises/>



REMEMBER

HAVE A GREAT TIME!

- Remember to sign up for mentor sessions and let us know where you need help.
- ALL RESOURCES can be found at www.startupvikes.com

 #StartUpVikes

