**INVESTING IN SOCIAL VENTURES (B8767)**

**FALL 2015**

Professor Bruce Usher

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**REQUIRED COURSE MATERIAL**

Investing in Social Ventures utilizes the following cases, articles and background readings:

Session 1: Due Diligence

* EBay’s Founder on Innovating the Business Model of Social Change (HBR)
* How Venture Capitalists Evaluate Potential Venture Opportunities (805-019)
* Best Practice Guidance for Angel Groups – Due Diligence
* The Top 20 Reasons Startups Fail

Session 2: Due Diligence – Emerging Markets

* Actis: January 2008 (808-130)
* Making Social Ventures Work (R1009D)
* Ziqitza Health Care Limited (INS295)

Session 3: Funding Non-Profits

* Venture Philanthropy: Its Evolution and Its Future (313-111)
* A New Approach to Funding Social Enterprises (HBR)
* GiveWell: Real Change for Your Dollar (SI-122)

Session 4: Impact Measurement

* What Impact? A Framework for Measuring the Scale and Scope of Social Performance (CMR570)
* The Robin Hood Foundation (310-031)
* Acumen Fund: Measurement in Impact Investing (A) and (B)

Session 5: Valuations, Deal Structure and Negotiation

* Valuing Pre-revenue Companies (Kauffman Foundation)
* Best Practice Guidelines for Angel Groups – Deal Structure and Negotiation
* Acumen Fund and Embrace: From the Leading Edge of Social Venture Investing

**REQUIRED PREREQUISITES AND CONNECTION TO THE CORE**

**Pre-Requisite: Students must have completed Corporate Finance (B6300).**

**Co-Requisite: Students must have completed, or be currently registered in, one of the following courses: Finance & Sustainability (B8349), Impact Investing Seminar (B8355), Social Ventures & Impact Investing (B8562), or Impact Investing (B7360).**

The learning in this course will utilize, build on and extend concepts covered in the following core courses:

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| **Core Course** | **Connection with Core** |
| Corporate Finance | 1. Time value of money 2. Efficient markets 3. Risk |
| Decision Models | 1. Use of analysis in decision making 2. Decision making under uncertainty and risk |
| Global Economic Environment I | 1. Role of financial markets in the economy 2. Exchange rates |
| Managerial Economics | 1. Analyzing complex decision making under uncertainty |

Students will be expected to have mastered these concepts and be able to apply them in the course.

**COURSE DESCRIPTION**

This half semester course provides students interested in impact investing with the opportunity to perform due diligence on start-up social ventures (nonprofit and for profit ventures with a social or environmental mission). Students will be randomly placed in teams that will evaluate social entrepreneurs who have applied for funding from the Tamer Fund for Social Ventures, completing detailed due diligence on the applicants, the social ventures, and the sector. The student teams will also support the social entrepreneur in the design of their presentation to the class. The course will conclude with a written due diligence report and recommendation to the Tamer Venture Fund Investment Board.

This course is designed to teach students how to perform due diligence on early stage social ventures, including for-profit and non-profit ventures. The course is composed of six modules:

1. *Due Diligence* – understanding the process that traditional venture capitalists and angel investors use when evaluating for-profit enterprises, with a focus on early stage businesses.
2. *Due Diligence: Emerging Markets* – identifying and managing the challenges faced by venture investors in developing countries, examining both traditional investors and investors focused on social ventures.
3. *Funding Non-Profits* – understanding how leading philanthropists evaluate non-profit organizations for donations and other forms of funding.
4. *Impact Measurement* – evaluation of the tools used by impact investors and philanthropists to measure their effectiveness.

1. *Valuations, Deal Structure, and Negotiation* – understanding how investments in early stage enterprises are optimally structured and negotiated by venture capitalists and impact investors.
2. *Presentations and Reports* – student teams will provide a one-page overview of the social venture they have reviewed, followed by a 7-minute presentation by each social entrepreneur. Student teams will submit a comprehensive due diligence report on their assigned social venture during the exam period following the end of the course.

**COURSE OBJECTIVES**

This course is designed for MBA students interested in impact investing, social entrepreneurship, or philanthropy. The objective of the course is for students to learn both the theory of investing in early stage social ventures and the practice of evaluating early stage social ventures through a due diligence process. This course is not designed for the evaluation of larger/long running social enterprises.

**ASSIGNMENTS**

Students are assigned to groups of two to three. Each group is responsible for completing (i) a mid-course two-page plan on their due diligence process, and (ii) a final due diligence report of five pages plus exhibits at the end of the course.

**METHOD OF EVALUATION**

This course will utilize readings, cases and guest speakers. Most of the classes will begin with a lecture and case discussion led by the professor, followed by a guest speaker. The guest speakers are primarily ventures capitalists, impact investors, or philanthropic leaders, providing an opportunity for students to meet industry specialists. This course requires active class participation, and students’ grades will be heavily dependent on the quality of class discussion.

Grades will be based on class participation, the mid-course due diligence process plan, and the final due diligence report. The mid-course due diligence process plan is a two-page outline of your group’s proposed due diligence of the social venture you will be evaluating. The final due diligence report is a five-page report plus exhibits, evaluating the social venture as a candidate for funding from the Tamer Fund for Social Ventures.

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| Class participation | 50% |
| Due Diligence Process Plan  (Type A – group/group) | 10% |
| Final Due Diligence Report  (Type A – group/group) | 40% |

**CLASSROOM NORMS AND EXPECTATIONS**

Students are required to prepare for each class by reading and analyzing the assigned readings and cases. Students are expected to add thoughtful analysis to each class discussion. Most classes will include a guest speaker, and students are expected to engage guest speakers with questions and comments.