The Evolution of Social Entrepreneurship: A Global Perspective

Fall 2019 Bidding

Course Designer:


Instructor:

- Melanie Edwards, Founder and CEO, Mobile Metrix; Adjunct Professor, Social Entrepreneurship, Stanford University

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Class Times: Tuesdays & Fridays

4:00 to 7:15 pm

Class Location: Uris Hall, 330

This course is offered in the Fall 2018 between September 4th and 21st. The course comprises six sessions as follows:

<table>
<thead>
<tr>
<th>Tuesdays</th>
<th>Fridays</th>
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<tr>
<td>4:00 to 7:15 p.m. Uris 330</td>
<td>4:00 to 7:15 p.m. Uris 330</td>
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<tr>
<td>September 4th</td>
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<td>September 11th</td>
<td>September 14th</td>
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<td>September 18th</td>
<td>September 21st</td>
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REQUIRED COURSE MATERIAL

See description of required readings for each session, described below. In addition, see questions and submit answers to Canvas by 11:59pm the day before each class, INCLUDING THE FIRST CLASS.

REQUIRED PREREQUISITES AND CONNECTION TO THE CORE

There are no prerequisites for this course. The learning in this course will use, build on, and extend concepts covered in the following core courses:

<table>
<thead>
<tr>
<th>Core Course</th>
<th>Connection with Core</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>1. Building Teams</td>
</tr>
<tr>
<td></td>
<td>2. Ethics</td>
</tr>
<tr>
<td></td>
<td>3. Influence and Persuasion</td>
</tr>
<tr>
<td>Strategy Formulation</td>
<td>1. Trade-offs, value-added efficiencies</td>
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<td></td>
<td>2. Creation of value vs. value capture</td>
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<td></td>
<td>3. Behavioral and evidence-based strategy</td>
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<td></td>
<td>4. Ethics and IBS</td>
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<tr>
<td>Global Economic Development</td>
<td>1. What is the role of social entrepreneurship in the economic system?</td>
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<tr>
<td></td>
<td>2. How do entrepreneurs create markets that drive economic development?</td>
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<td></td>
<td>3. Short term vs. long term trade-offs in relation to economic and social development</td>
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<tr>
<td>Marketing Strategy</td>
<td>1. Customer/Stakeholder Analysis</td>
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<tr>
<td></td>
<td>2. Branding</td>
</tr>
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<td></td>
<td>3. Reaching economically/socially/politically disadvantaged populations</td>
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COURSE DESCRIPTION – GLOBAL OVERVIEW

Social entrepreneurship refers to the practice of combining innovation, opportunity and resourcefulness to address some of our most challenging social, economic and environmental problems. To accomplish their transformational goals, social entrepreneurs create ventures that may be for-profit or non-profit, but the priority is on catalyzing social progress through triggering systems-changes that improve the lives of people and the planet. Social entrepreneurship has a particular function in the economic ecosystem, but because it is focused primarily on value creation rather than value appropriation, entrepreneurs working with this mission must juggle multiple bottom lines.

The course will examine how innovative social ventures are tackling some of the world’s most pressing problems and engaging with more traditional actors seeking to learn from and support their efforts. What are the particular challenges these entrepreneurial ventures with a social or environmental mission face as they start up, strengthen and scale their organizations? How are they different from charitable non-profits or from mainstream businesses? What leadership role do these organizations play in society? Why does social entrepreneurship matter, and what are the evolving trends? And how does the context in which they are spawned influence the problems they address, the innovative approaches they spearhead, the organizational and business models they pursue, and the partnerships they
forge? What sources of capital are available to start up and grow their ventures, given that their main aim is “purpose maximization” rather than maximizing returns for shareholders?

**COURSE OBJECTIVES**

1. To gain an understanding of the evolution and trends in entrepreneurship focused on advancing social progress, and how this approach is distinct from other organizations in the economic and social system.

2. To learn about the diverse and changing business models social entrepreneurs use to advance their objectives and how this is based on their understanding of the problem they are trying to solve.

3. To reflect on the balance between scaling and innovation, and the « scaling pathologies » inherent in the quest for both.

4. To give students an opportunity to work on a topic of their choosing with a group of peers and learn how different ventures are combining innovation, opportunity and resourcefulness to address a critical challenge.

Leading social entrepreneurs and others in the supporting ecosystem working internationally will participate in the course, sharing insights and experiences on the issues examined. The course will draw upon lectures, guest speaker presentations*, case studies (live and documented), and group work.

**Course Theme: Scaling Innovation for Impact** *(this will be the theme that runs throughout the course)*

**September 4th:** Apprenticing with the Problem

*Guest Speaker: Marc Koska, Founder, Lifesaver, Safe Point Trust and Apiject*

**September 7th:** Creating sustainable solutions for impact

*Guest Speaker: Jane Chen, Co-Founder and CEO, Embrace Innovations*

**September 11th:** Designing backwards: Building innovative social enterprises

*Guest Speakers: Kyle Zimmer, Founder and CEO, First Book; Sara Horowitz, Founder and Executive Director, Freelancers Union and Federal Reserve of New York Board of Directors*

**September 14th:** Cracking the Code: Reaching the Poor with Market-based Solutions

*Guest Speaker: Derrick Braziel, Founding Partner and Managing Director, Mortar*

**September 18th:** Beyond the Start Up: Balancing Innovation and Scale (An African Case Study)

*Guest Speaker: Ndidi Nwuneli, Co-founder, Sahel Capital; AACE Foods; Founder, LEAP*

**September 21st:** The Future of Entrepreneurship and Entrepreneuring and group presentations.

*Guest Speaker: Linda Rottenberg, Co-Founder & CEO, Endeavor*
ASSIGNMENTS AND METHOD OF EVALUATION

<table>
<thead>
<tr>
<th>Type</th>
<th>Designation</th>
<th>Discussion of concepts</th>
<th>Preparation of submission</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>group / group</td>
<td>Permitted with designated group</td>
<td>By the group</td>
<td>Same grade for each member of the group</td>
</tr>
<tr>
<td>B</td>
<td>group / individual</td>
<td>Permitted</td>
<td>Individually</td>
<td>Individual</td>
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|                         |                      |                        |                                      |
| Individual class participation | 10%                  |                        |                                      |
| Individual writing assignment (type B) | 50%                  |                        |                                      |
| Group Assignment (type A) | 40%                  |                        |                                      |

As depicted above, students will be evaluated based on attendance and individual class participation (10%), one individual writing assignment (50% of grade and due Friday, September 28th by 11:59pm), and one group assignment (40% of grade) to be presented on the final day of class, September 21st. Guidelines will be circulated in class on the first day of class.

**Assignment 1:** Due September 21st, in class presentations by groups.

Submission of team presentation: September 21st, by 12noon. Upload to Canvas and send via email to melanie.edwards@mobilemetrix.org and KRitter18@gsb.columbia.edu.

**Designation:** Group - Type A

**Discussion of Concepts:** Permitted with designated group

**Preparation of Submission:** By the group

**Grade:** Same grade for each member of the group

**Nature of Assignment 1:** Apprenticing with the Problem

There are a growing number of social business plan competitions, with entrants asked to pitch their business solutions to a social problem. Increasingly, large percentages of the entrants to these competitions are proposing business models to tackle problems they have never lived, and in far too many cases, problems they know little to nothing about. For example, a group of MBA students get together to pitch a company designed to help rural African farmers when none of
them have ever lived in Africa nor been farmers. Or students present an idea for helping to keep kids out of jail, yet they have never known anyone who has been in jail and have a very limited understanding of the plethora of other initiatives trying to tackle this problem, let alone the lessons that can be learned from those vast efforts.

In the Apprenticing with a Problem assignment, rather than pitching a “solution” and being judged on the viability of your group’s business pitch, you and your group will instead present your understanding of the ecosystem of the current solutions to the problem, the lessons that can be learned from the existing efforts, and the market opportunities or levers of change available for those who are looking to get involved in adding to a collective solution.

This is a group assignment where you will be asked to Identify a problem you believe to have significant negative social/environmental/economic consequences for specific population groups from a preliminary list provided (to which you can add your own). You will then be grouped with other students in the class according to the similar nature of the issues they have individually identified.

The group will work together to come up with an “ecosystem map”. Your presentation should be organized into two sections:

**Part 1: Problem Overview**

- **What is the problem?** (who/what is being effected, numbers/demographics, visualization of the size and scope of the problem in different areas);
- **Who are the stakeholders?**
- **What are the current solutions or efforts by stakeholders to address the problem?** (public, private sectors, civil society, media, researchers, others);
- **Market opportunities & levers of change** (what opportunities are there to increase the impact of the current solutions landscape, what efforts are missing that might provide increased collective impact, where can future entrepreneurs add value and what key components should those market entrants build upon from the existing efforts?)

**Part 2: Your venture selections**

You will present three ventures you have selected and EXPLAIN why each of them fulfills the following criteria:

**The Venture:**

a. has an **innovative, systems-changing approach** that addresses the ROOT CAUSES of a problem rather then a palliative approach (assuaging suffering)

b. has a **financially sustainable model** (independent of whether it is structured as a for-profit or non-profit)

c. mainly falls into the business model of 1) a market hybrid, 2) a blending hybrid, 3) a bridging hybrid, 4) a coupling hybrid (see discussion of business models in Session 2).

d. focuses on building **cross-sectorial partnerships** rather than following a “lone ranger approach”

e. has **monitored and evaluated the outcomes of their approach** and can prove it works
You will also be asked to include what, in your team’s opinion, can be done to accelerate its impact. Remember that capital is NOT enough.

You will be assessed on the following:

- Introduction is clear and succinct
- Strongly backs each of the criteria outlined above
- Clear presentations (select the best presenters in your group)
- Quality of analysis - why this venture?
- Keeps to allotted time and responds fully and coherently to questions

2. The last day of class, your group will have a **MAXIMUM of 20 minutes** to present followed by a **MINIMUM of 5 minutes of Q & A** from your classmates. Guidelines on group presentations will be provided in class.

Assignment 2: Due September 29th.

Submission: **September 28th, by 11:59pm.** Upload to Canvas and send via email to melanie.edwards@mobilemetrix.org.

Designation: Group/Individual – Type B

Discussion of Concepts: Permitted

Preparation of Submission: Individually – NO sharing of any portion of the submission

Grade: Individual

**Nature of Assignment 2:** The assignment due October 6th (50%) will be a **2,500 word comparative critique of 2-3 of the readings assigned** for the class and drawing upon insights shared by at least two of the guest speakers.

The critique should begin with a brief overview of each of the articles to be compared and contrasted. The overview section should not be more than 400 words in length and should comprise a summary of the main points of each reading. The majority of the paper should contain 1) a clear articulation of the key points you agree or disagree with each author, 2) how each author’s position complements or contrasts with the others selected for the critique, 3) how the guest speakers included in the critique reinforce (or not) your - and each critiqued author’s - point of view, 4) **AND THIS IS CRITICAL:** What recommendations do you have to support the organization to further scale whilst continuing to innovate? You can draw on your own experience to underpin your viewpoint.

**CLASSROOM NORMS AND EXPECTATIONS**

This is a very condensed class, running for only three weeks. You are expected to attend all six classes for the 3.5 hour sessions each time. Leaving during the class must be justified to the satisfaction of the instructor.

Use of cell phones or other devices are strictly prohibited and use of laptops and iPads will be permitted ONLY during group work time.

You are expected to have eaten before you come to class as eating in the classroom is not allowed.
COURSE SESSIONS

Session 1 Theme: Apprentice with the Problem

Guest Speaker: Marc Koska, Founder, Lifesaver and Safe Point Trust

This class will begin with an overview of the objectives of the course, the expectations and the assignments. It will go on to discuss the readings, in particular the perspectives of Seelos, Mair and Johnson on innovation.

PLEASE NOTE: These readings are due BEFORE the first class meets on Tuesday, September 5th.

Questions for class discussion (Respond on Canvas by 11:59pm the day BEFORE class; be prepared to discuss in class)

1. Where do good ideas come from?

2. Should you share your “great new idea” with others, and if so, when?

3. With the buzz around innovation, why do Seelos and Mair argue that it is not the Holy Grail? Do you agree with their position?

4. What have been the ingredients that have allowed the K1 Syringe to scale while maintaining innovation? What have been the errors they have avoided? The lessons learned from mistakes?

5. What questions do you have for Marc regarding the highs and lows of his entrepreneurship journey?

REQUIRED READINGS/VIEWING:

http://www.ssideview.org/articles/entry/innovation_is_not_the_holy_grail

Ted Talk: Johnson, Steven: Where good ideas come from?


One man’s campaign to eradicate the dirty needles that kill 1.3 million people a year 

Inventor Marc Koska’s one-use syringe is endorsed by WHO  http://www.independent.co.uk/news/science/inventor-marc-koska-s-one-use-syringe-is-endorsed-by-who-10065736.html

Can one-shot syringes save the world?: https://www.forbes.com/sites/andrewcave/2015/03/13/can-one-shot-syringes-save-the-world/

Why it took 15 years for a smarter, safer syringe to be accepted  http://www.wired.co.uk/article/marc-koska-lifesaver-k1-syringe-wired-health-2015
Session 2 Theme: *Creating trust and sustainable solutions for impact*

**Guest Speaker:** Jane Chen, Co-Founder and CEO, Embrace Innovations

Questions for class discussion (Respond on Canvas by 11:59pm the day BEFORE class; be prepared to discuss in class):

1. What are some of the pitfalls around gaining trust in communities?

2. Have you ever been in a situation where you trusted someone fully and they let you down? Describe.

3. Jane is a founding entrepreneur whose organization and impact has expanded exponentially. What specific questions do you have for her?

**REQUIRED READINGS/VIEWING:**


Start-up makes baby swaddles using NASA technology [https://www.cnbc.com/2016/02/22/start-up-makes-baby-swaddles-using-nasa-technology.html](https://www.cnbc.com/2016/02/22/start-up-makes-baby-swaddles-using-nasa-technology.html)

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Session 3 Theme: *Designing backwards: Building innovative social enterprises*

**Guest Speaker:** Kyle Zimmer, Founder and CEO, First Book; Sara Horowitz, Founder and Executive Director, Freelancers Union and Federal Reserve of New York Board of Directors

Questions for class discussion (Respond on Canvas by 11:59pm the day BEFORE class; be prepared to discuss in class):

1. V. Rindova et al argue that definitions of entrepreneurship too narrowly focus on value creation via new ventures – whereas the notion of “entrepreneuring” encourages the consideration of a broad set of actions intended not only to create wealth but also to bring about new states in economic, social, institutional and cultural environments. Thus, one can be entrepreneuring wherever one’s career path takes you. Do you agree with that view? Why or why not?

2. What specific question do you have for Kyle and Sara about their entrepreneurial journeys?
REQUIRED READINGS/VIDEO:


First Book specific readings before class:

Profile of Kyle Zimmer: https://www.firstbook.org/about-first-book/leadership

Balancing the Books. April 14, 2016: https://archives.magazine.gwu.edu/balancing-books


Freelancers Union specific readings before class:

Help For the Way We Work Now – New York Times, 9.17.15

The Ten Commandments of the New Economy – Fast Company, 5.19.15

Why Portable Benefits Should Be a Priority in the New Economy – Fast Company, 12.18.15

Discovering the Unexpected Marriage of Commerce and Advocacy – Fast Company, 8.19.15

Session 4: Theme: Reaching the Poor with Market-based solutions: The African Case

Guest Speaker: Derrick Braziel, Founding Partner and Managing Partner, Mortar

Questions for class discussion (Respond on Canvas by 11:59pm the day BEFORE class; be prepared to discuss in class):

1. There is nothing quite like the excitement of being involved in a start up. But once the organization starts to grow, the need to put into place systems and practices that allow the organization to grow and strengthen necessitate different forms of leadership. What are the different kinds of leadership style that you think are critical at different points of organizational growth?

2. What are your insights related to how to keep the “start up culture” alive and the innovation going as an organization scales?

3. What question would you like to pose to Derrick when she comes in to this session?
REQUIRED READINGS/VIEWING:


Session 5 Theme: Beyond the Start Up: Cracking the Code of Balancing Innovation and Scale

Guest Speaker: Ndidi Nwuneli, Co-founder, Sahel Capital; AACE Foods; Founder, LEAP

This class will begin with an overview of the BRAC draft case study, to be distributed before the previous class. It will review the pathologies of scale and how these have applied to the previous speakers. We will also compare and contrast the Euchner/Tushman interview with the models of previous ventures assessed in class.

Questions for class discussion (Respond on Canvas by 11:59pm the day BEFORE class; be prepared to discuss in class):

1. There has been much discussion about African entrepreneurial potential and a number of investors have avidly pursued high impact ventures on the continent. What are the current constraints to fostering and growing indigenous African entrepreneurs?

2. Why do entrepreneurs from the USA and UK primarily rush off to set up ventures in an African country they may have never been to rather than focusing on the myriad of problem that exist in their home countries?

3. What specific questions do you have for Ndidi regarding how she grew Embrace and its impact?

REQUIRED READINGS/VIEWING:


Session 6 Theme: The Future of Entrepreneurship and Entrepreneuring

The class will begin with the group presentations.

Guest Speaker: Linda Rottenberg, Co-Founder & CEO, Endeavor

REQUIRED READINGS/VIEWING:


Endeavor Case Study 2013 (to be distributed prior to class)


* Guest speakers listed are subject to change.