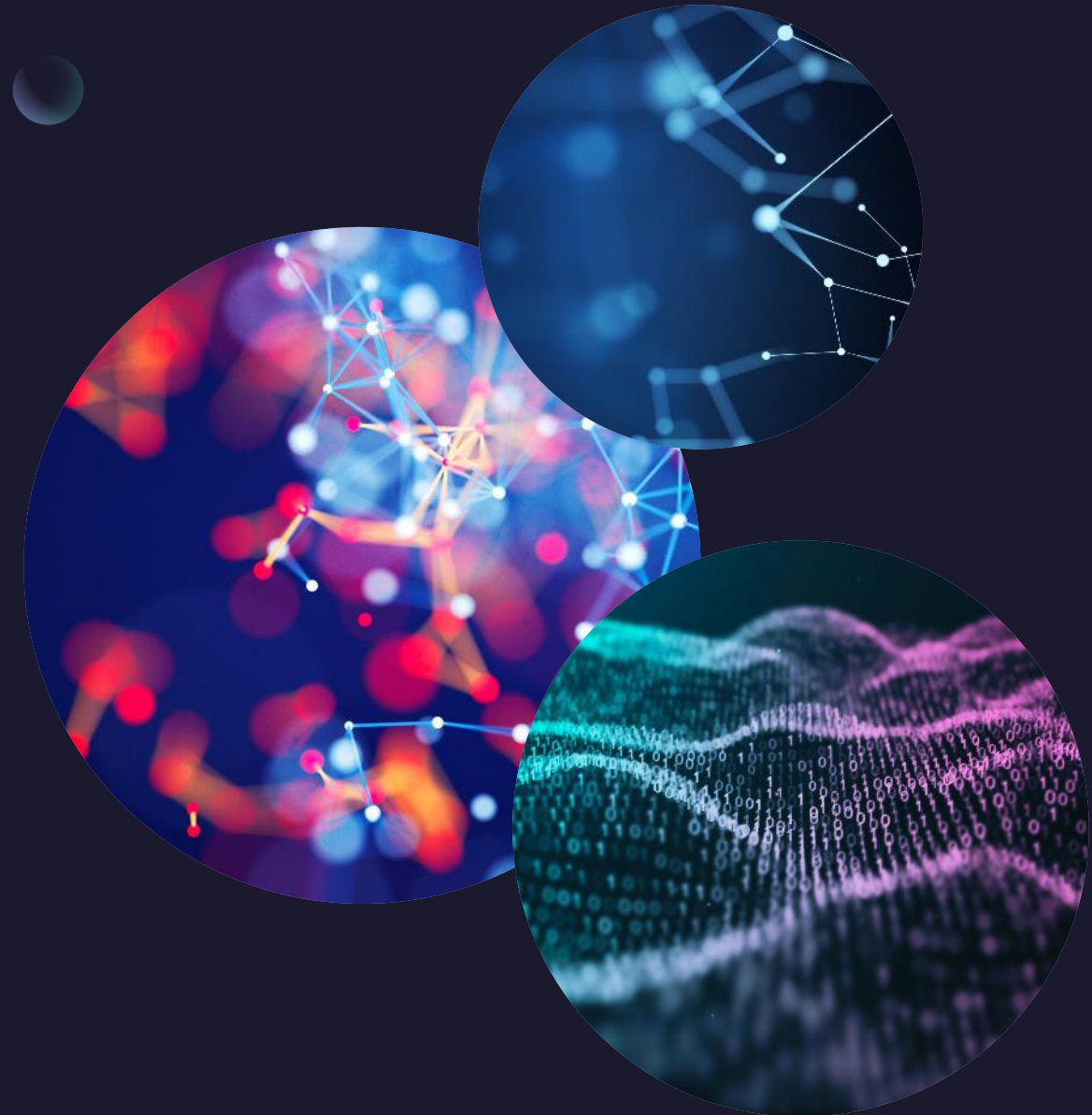


How to generate a social entrepreneurship idea?

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Agenda

- What is social entrepreneurship idea?
- 7 Steps to Becoming a Successful Social Entrepreneur.
- Social Entrepreneurship Ideas to Make an Impact.
- Social Entrepreneurship Statistics.
- Triple Bottom Line.
- How to Start a Social Entrepreneurship Cause.
- Conclusion.
- Workshop!



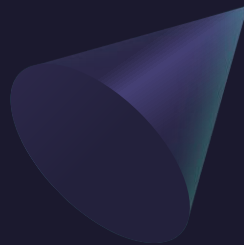


What is social entrepreneurship idea?

- Social enterprise ideas, unlike ordinary business ideas, typically result from a desire to solve a social need—similar to how many nonprofit and charity organizations find their beginning. Traditional business ideas can also come from recognizing a social need.

7 Steps to Becoming a Successful Social Entrepreneur

- Write a mission statement.
- Research the field.
- Conceptualize your unique offering.
- Reach out to team members for feedback and support.
- Develop your business model.
- Identify initial funding sources.
- Write an action plan (and stick to it).



Social Entrepreneurship Ideas to Make an Impact

- **Social Supermarket:** A social supermarket can sell food to low-income families purchased at meagre prices from different food suppliers.
- **Cooking for Social Change:** The idea of creating a restaurant business with the mission to build employment skills for people with disabilities, former convicts or drug addicts, youth at risk and others.
- **Buy one, give one:** It belongs to the social entrepreneurship ideas that utilize the concept of donations for every purchase made.
- **Open a Thrift Store:** A thrift store sells second-hand pieces of clothing that are still in good condition.

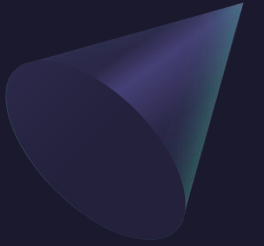


Social Entrepreneurship Statistics

- **56%** of US consumers stopped buying from companies they believe are unethical
- **63%** of consumers feel that ethical issues are becoming more important
- **29%** of consumers take to social media to share their support of ethical companies
- **56%** of consumers revealed that buying ethically produced products makes them feel good



Triple Bottom Line



People

CAUSEBOX



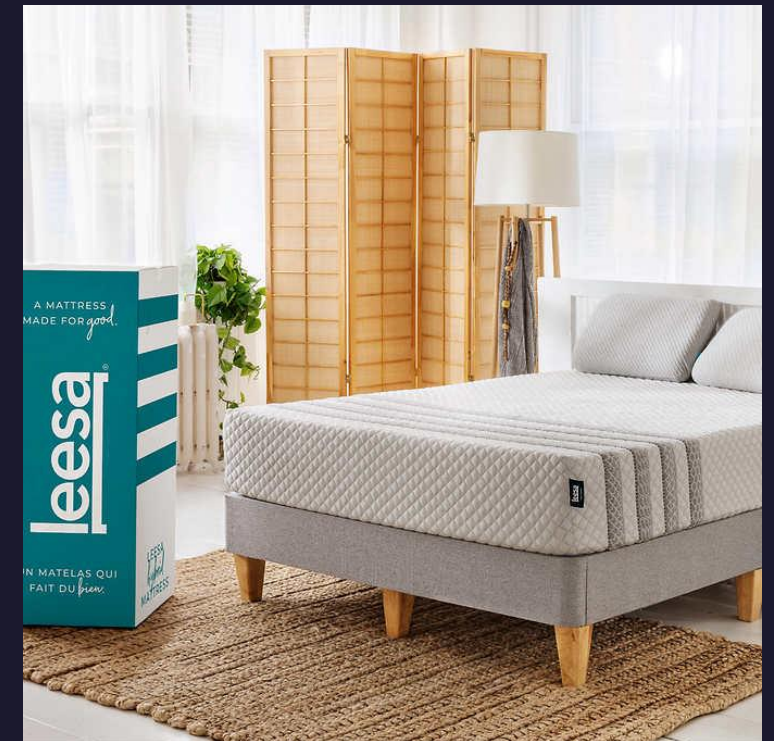
Planet

METHOD HOME



Profit

LEESA MATTRESS



How to Start a Social Entrepreneurship Cause

UNDERSTAND THE PROBLEM

- Travel the world
- Read
- Ask people about their passions
- Be open to new experiences and new ways of thinking
- Take time to understand the community that you aim to help and tailor your approach to the unique needs of the situation.

CREATE THE IDEA

- After identifying your passion, brainstorm about specific, actionable things that you can do to solve the problem.





Conclusion

A social enterprise requires pretty much the same effort as a traditional business, if not more. If you have an entrepreneurial drive, you should consider becoming a social entrepreneur to cater to and transform your local community by providing solutions to existing social problems. Social entrepreneurship allows you to be part of the transformative process of creating a more equitable, ethical and sustainable society through businesses.

WORKSHOP

The way to get started is to quit talking and begin doing.

Walt Disney



Steps

Find your team!

Create your idea!

Present it!



Choose your topic!

Write it down!





Thank You

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