

Social Entrepreneurship

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Housekeeping

My Background:

- Former community manager ITU YIC
- Former consultant and advisor GovFaces
- Innovation Officer, ITU Development Sector
- Developing the Social Digital Incubator

Presenting in personal capacity

Thoughts are my own, not ITU policy or statements

Tough love

If You Want to Be An Entrepreneur



If You Want to Be An Entrepreneur

- Entrepreneurship is a tool, not a goal
- Be someone who wants to:
 - Solve a problem
 - Create something
 - Fill a niche
- Otherwise:
 - Work for a startup
 - Work with support networks
 - Go to events, workshops, hackathons
 - Become an “intrapreneur”



Running a Social Business

Advantages Over “Development”

- Self sustaining & scaleable
 - No outside funding needed
- Efficiency focused
 - Think Coca-Cola
- Clearer motivations
 - “You can trust a dishonest man to be dishonest”

Advantages Over Traditional Business

- Focus on double/triple bottom line
- Purpose driven
- Social impact central
 - Not tagged on CSR

Running a Social Business

- Don't be afraid of business
 - 致富光荣
- Don't be afraid of social

Running a Social Business

- Don't be afraid of business
 - To become rich is glorious!
 - Watch both bottom lines
 - Businesses pay for themselves
- Consider moving to business + CSR model
 - If your social focus isn't central
- Don't be afraid of social
 - You can do good while doing well
 - Purpose is very powerful
 - Money isn't everything
- Consider moving to an NGO + monetization model
 - If you can't be sustainable

Running a Social Business

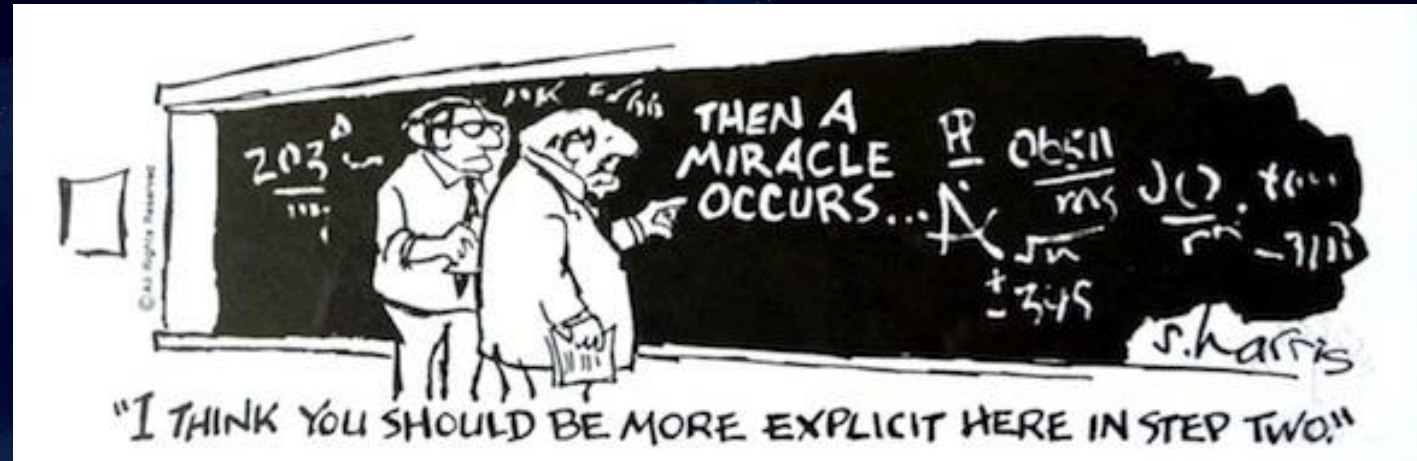
- Think, then disrupt
- Invert the development conversation
- Be here for your target population



Photo Credit: Max Morse, TechCrunch

When you Come to Me...

- Know the problem
 - Logos, ethos and pathos
- Know how you solve it
 - Explain it clearly
- Know how to measure impact



When you Come to Me...

- Know your business model
 - Grant funding isn't one...
- Know what you need
- Know why you need it
 - How will you use my help?

PROJECT CANVAS

POLICY OR PROJECT IMPLICATION		CHAMPIONS		
WHAT IS THE CHALLENGE	VALUE PROPOSITION	RECOMMENDED ACTION		
KNOWLEDGE BASE, GAPS & ASSUMPTIONS	GOOD PRACTICES & EXISTING ACTIVITIES	PROBLEM OWNERS & BENEFICIARIES	KEY RESOURCES & SUPPORT REQUIRED	RISKS & CONSTRAINTS
MISSION ACHIEVEMENT CRITERIA		MISSION BUDGET		

Source: ITU, 3

When you Come to Me...



^ Not the face of someone who thinks you did your homework.
(Avoid this face)

- Know why you're talking to me:
 - What are you here for?
 - What can I offer?
 - What am I here for?
 - What can you offer?
- I'm human too
 - Surprise me
 - Excite me
 - Convince me

Know you're Part of a Community

- I'm nicer than I sound here
 - I want you to succeed
 - I want to help you
- Be a good community member
 - Give before you get
 - Play a non-zero sum game
 - Recognize who you're here to help
- Play, experiment, grow, evolve, change etc.

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