


Changemaking Rules

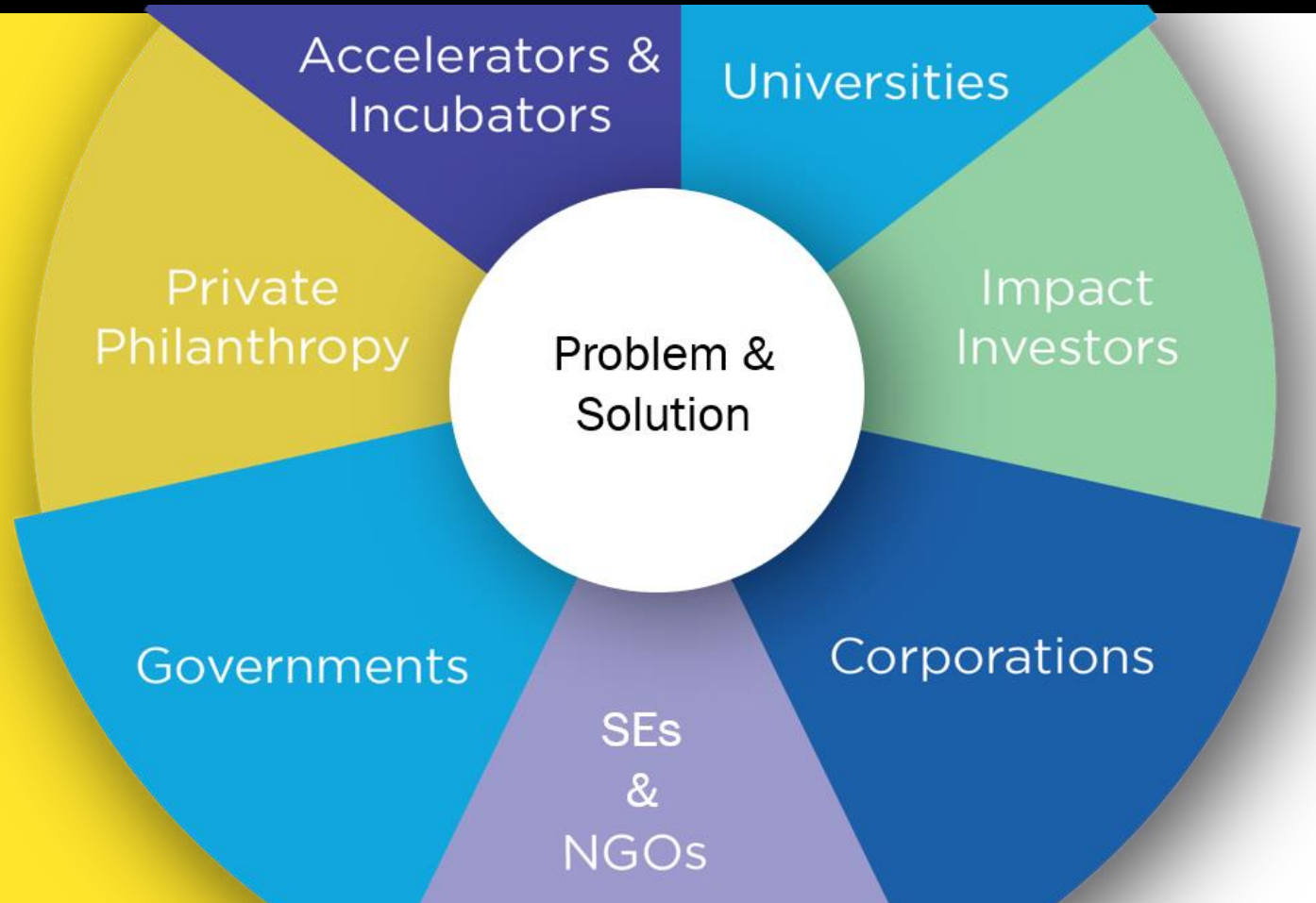


A large yellow triangle is positioned in the bottom-left corner of the slide, pointing towards the top-right.

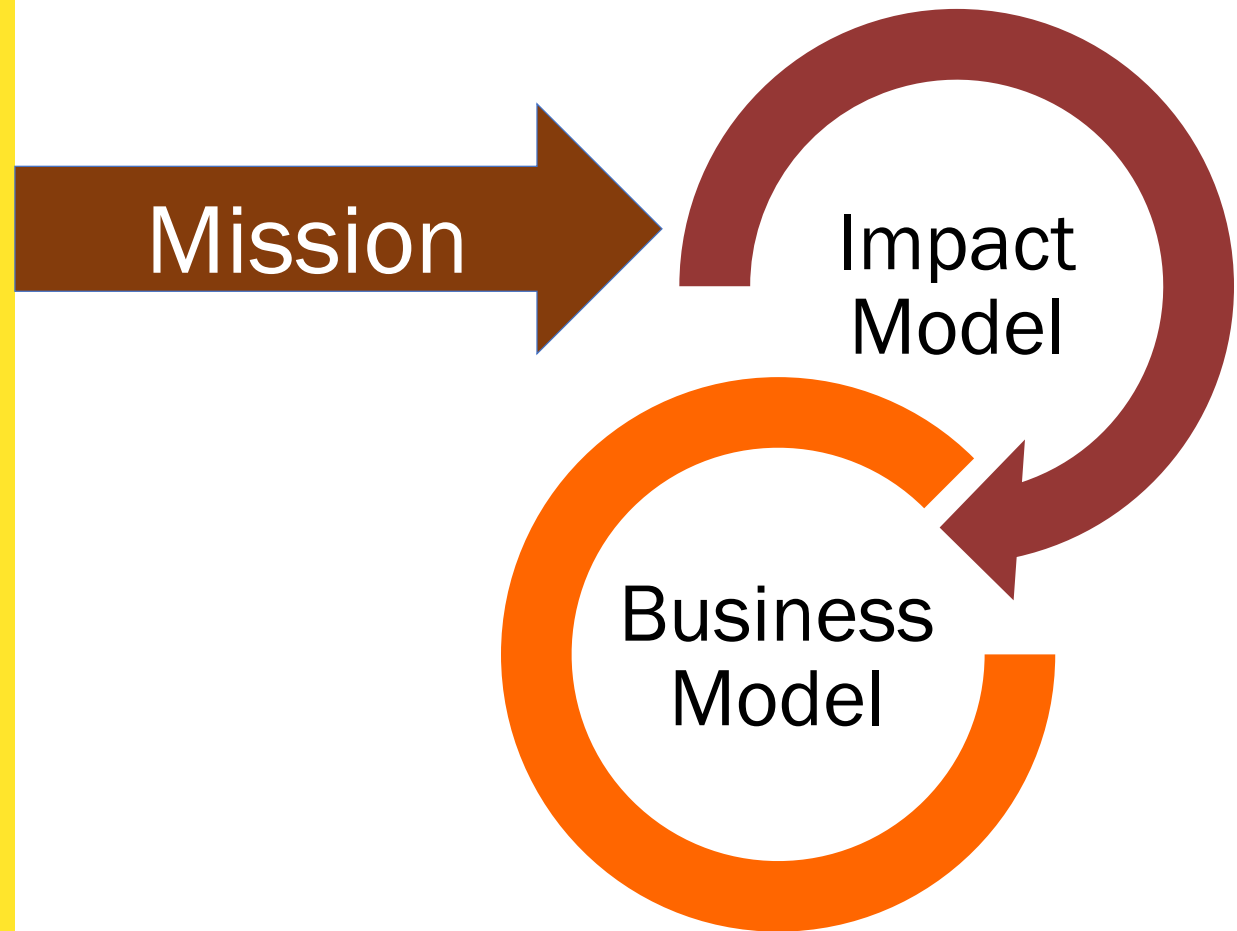
We cannot solve
challenges working in
silos.

Sustainable solutions that solve social
issues require collective action by all
relevant stakeholders.

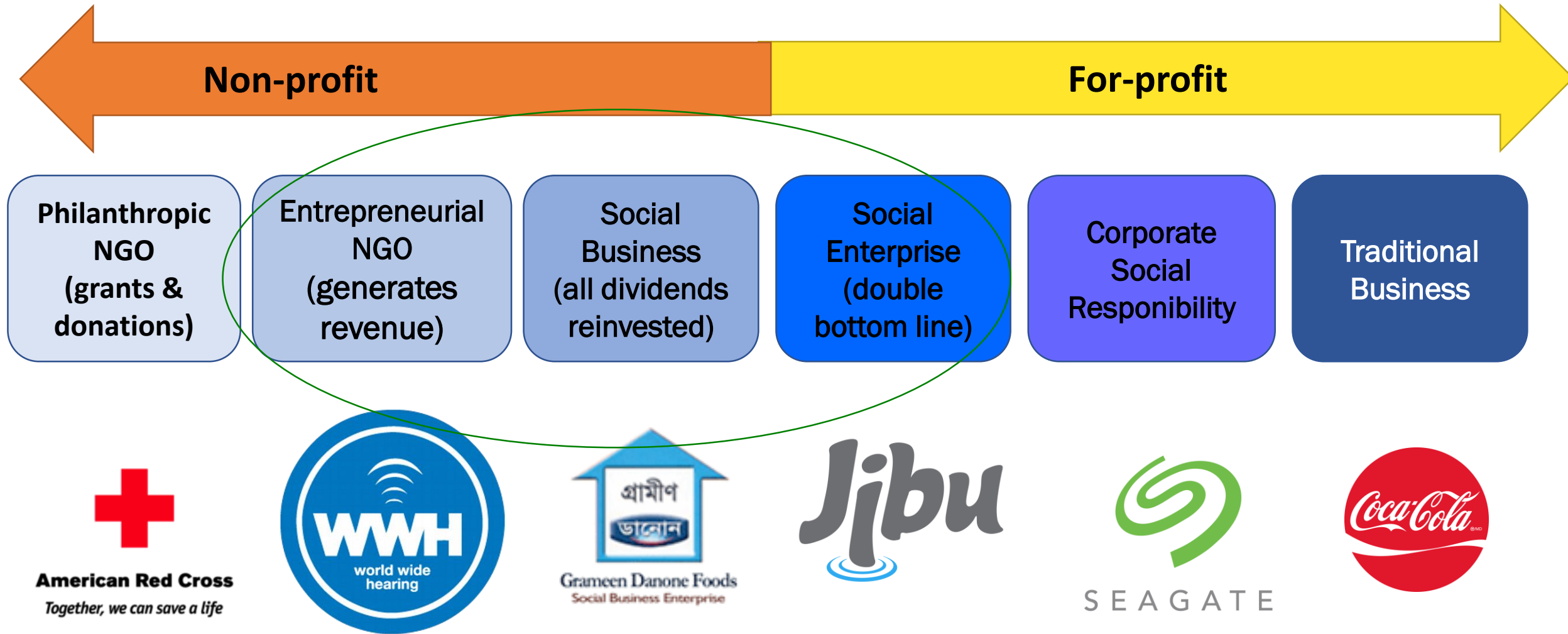
The Ecosystem



**Marry yourself
to the problem**



The Non-profit – For-profit Continuum

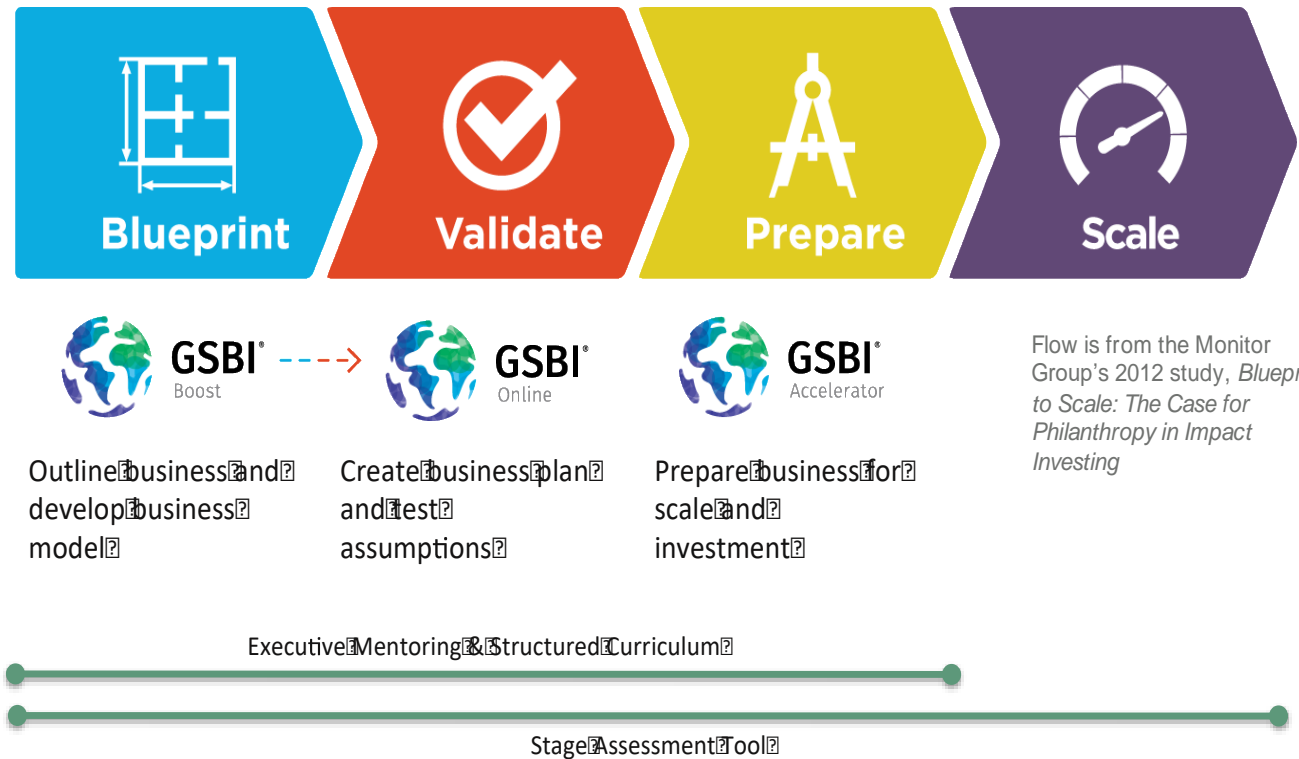


Three Dimensions of a Social Enterprise



Staged Approach to Business-model Centric Support

GSBI Social Enterprise Support System



GSBI Social Enterprise Support System



GSBI[®]
Boost



GSBI[®]
Online



GSBI[®]
Accelerator

Outline business and develop business model

Create business plan and test assumptions

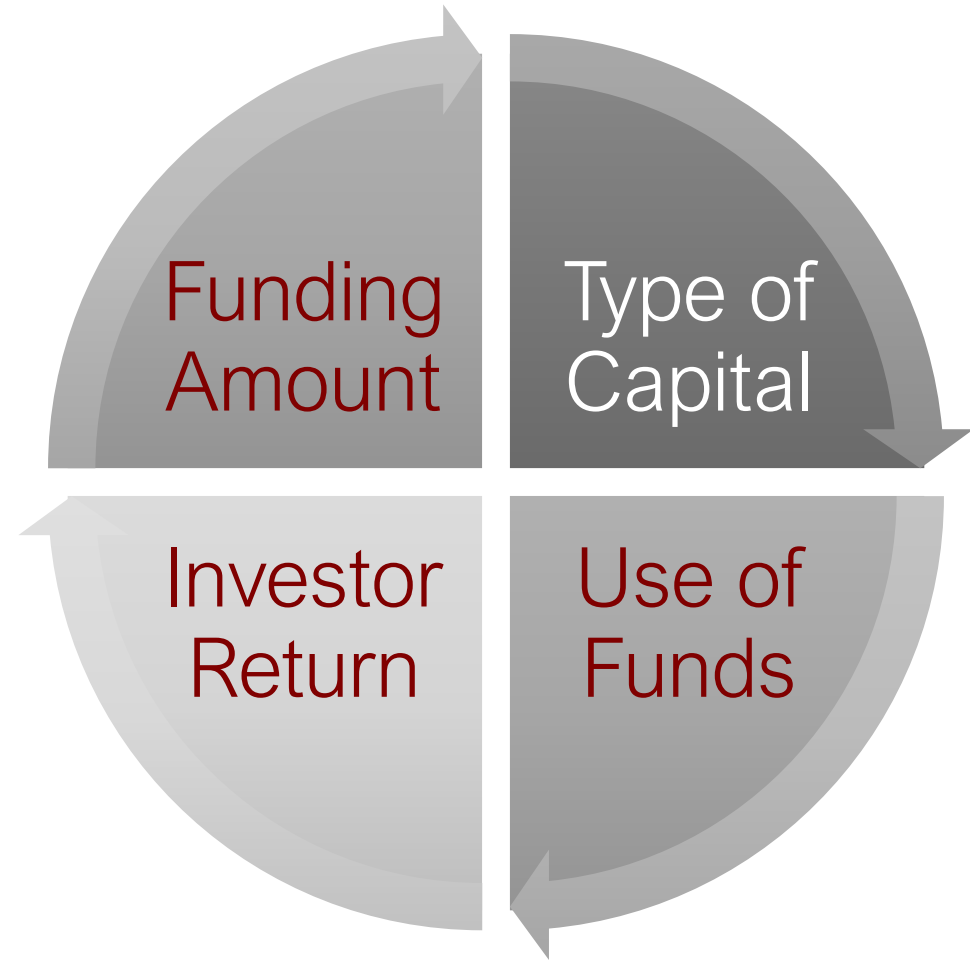
Prepare business for scale and investment

Flow is from the Monitor Group's 2012 study, *Blueprint to Scale: The Case for Philanthropy in Impact Investing*

Executive Mentoring & Structured Curriculum

Stage Assessment Tool

The “Justifiable Ask”



What Else Does the Ecosystem Need

To create social impact

Heropreneurship


noun

“the pretension of hero-worshiping of entrepreneurship as the ultimate sign of success”

Partnerships and Co-creation




GEN 

A large yellow triangle is positioned on the left side of the slide, pointing towards the bottom right corner.

“Someone who works for an organization and takes initiative to apply their strengths to help the organization, their career and make a social/environmental impact”

Social Intrepeneur

A large yellow triangle is positioned in the top-left corner of the slide, extending diagonally towards the bottom-right.

“I urge anyone who has an idea for a social business to start work on it as soon as possible. Even if it improves life for only five people...it is worth undertaking.”

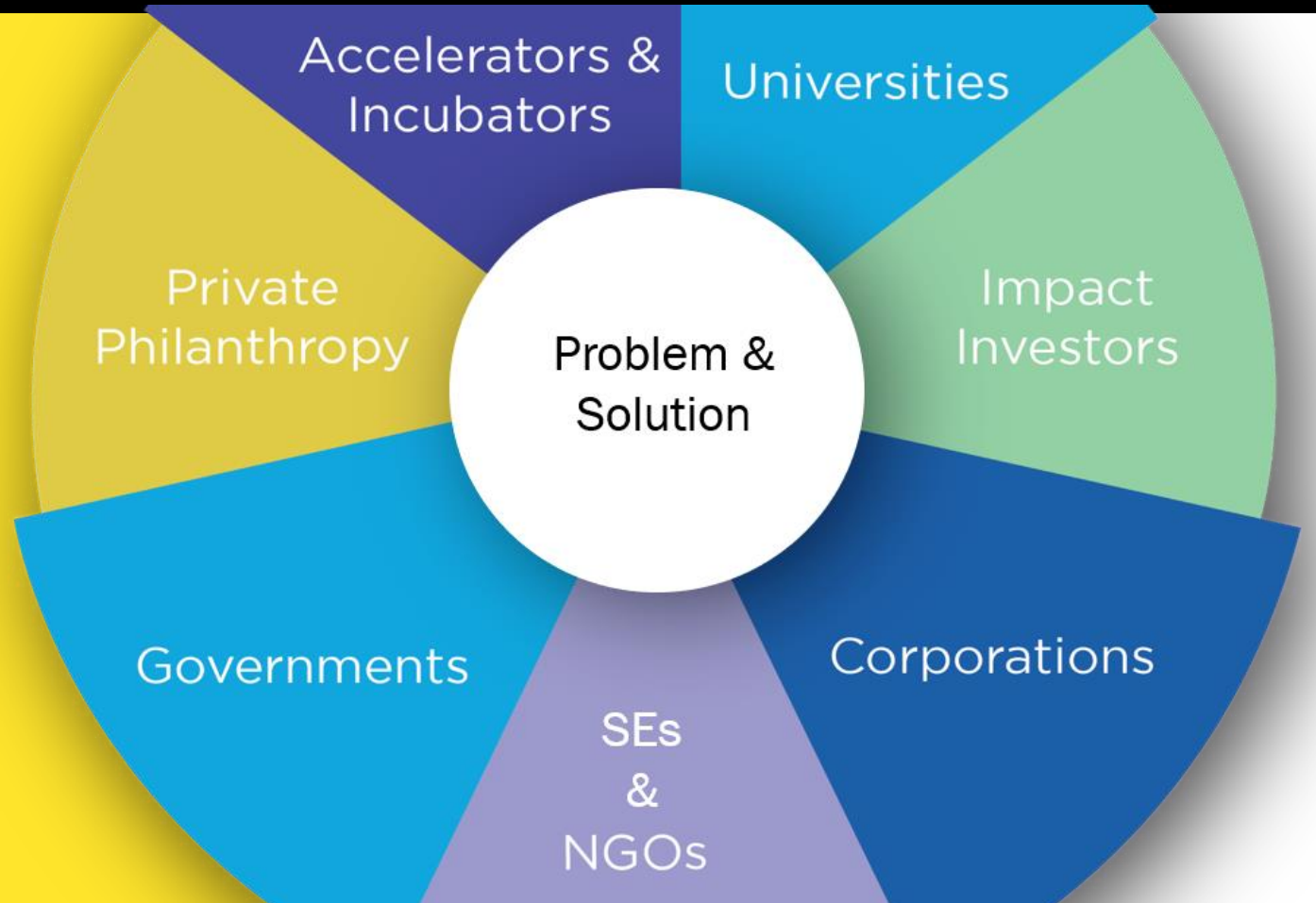
Muhammad Yunus



17%

More Likely

The Ecosystem



Changemaking Rules

- + Be entrepreneurial no matter where you work. It's a mindset
- + Marry yourself to the problem, not the solution.
- + Curiosity is critical
- + Consider where in the ecosystem you can create and add value
- + It takes an ecosystem to make impact
- + Solutions require real information – apprenticeship with the problem first
- + Funders need to support and close the pioneering gap

In Wisconsin, by Wisconsin, for Wisconsin:
Building a Foundation of **IMPACT**
through **SOCIAL INNOVATION**



Kelsey Otero

Marquette University

Kelsey.Otero@Marquette.edu