

SOCIAL ENTERPRISE 101

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WHY SOCIAL ENTERPRISE?

WHAT IS SOCIAL ENTERPRISE?

- A **Social Enterprise** is an organization, program, or business that is using traditional for-profit business techniques to attempt to solve a social issue.
- Can live within a 501(c)3 as a program or department, or as a separate for-profit entity.
- Methodology:
 - Fee for service program
 - Buy 1, Give 1
 - Employment
 - Profit sharing
 - Other
- What it isn't...

Benefits

- Provide a reliable source of income
- Funders want sustainability
- Increase reach/impact
- Increase collaboration
- Increase brand awareness

LOCAL EXAMPLES

- **Fee for Service**
 - LA Catering
 - Wellness Matters
 - Furniture With a Heart
- **Employment**
 - Food for Good Thought
 - CleanTurn
 - She Has a Name
Cleaning Services
 - Nature's Touch
Landscaping



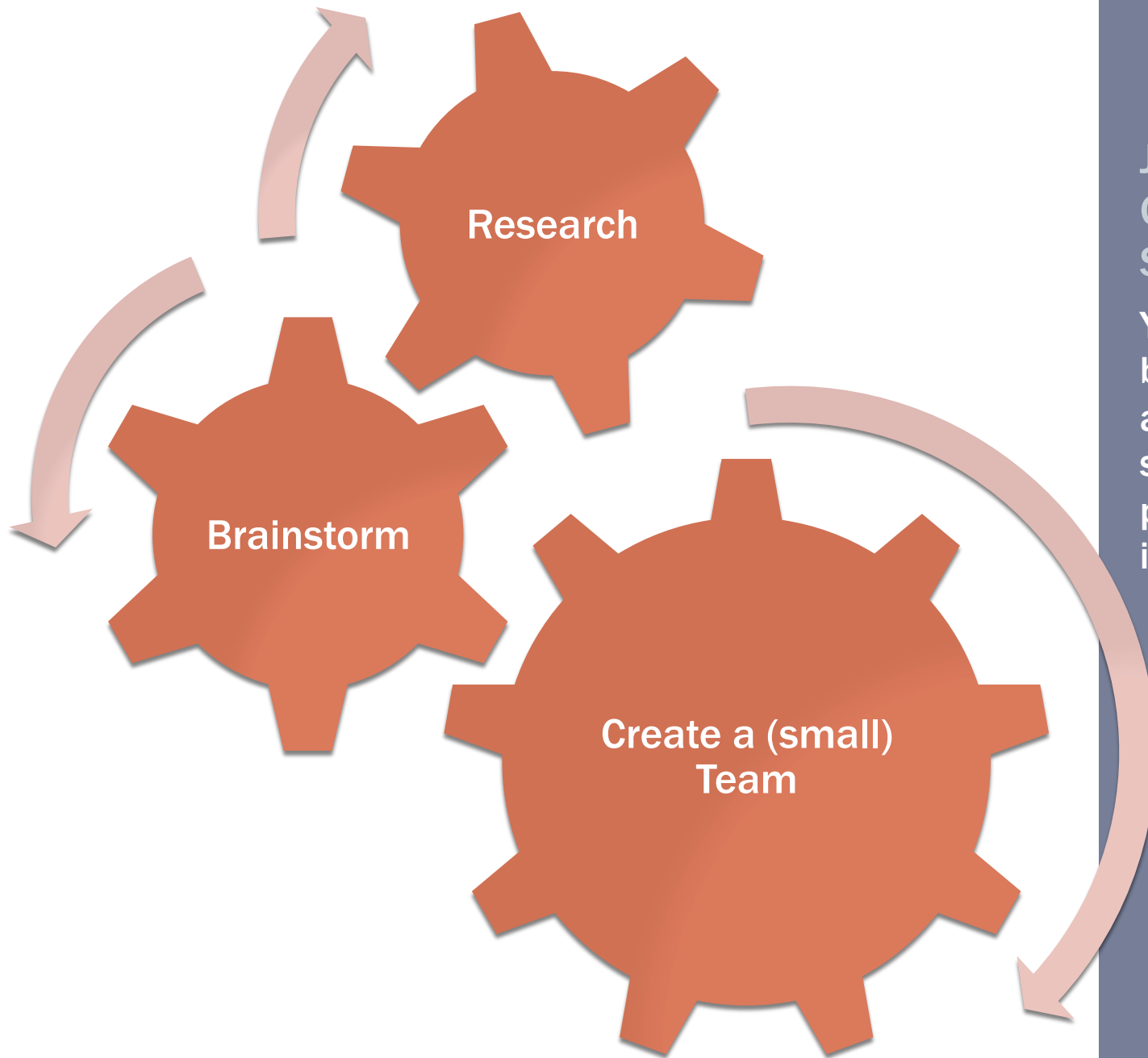
CleanTurn
Enterprises

LOCAL EXAMPLES



- **Buy 1, Give 1**
 - Aunt Flow
 - Too Good Eats
 - Double Comfort
- **Profit Sharing**
 - Planthropy
 - Roosevelt Coffeehouse
 - Candle with a Cause
- **Other**
 - Eat, Purr, Love Café
 - Goodwill
 - Billion

GETTING STARTED



JUST GETTING STARTED?

You'll need buy-in from a small, strategic, pool of individuals.

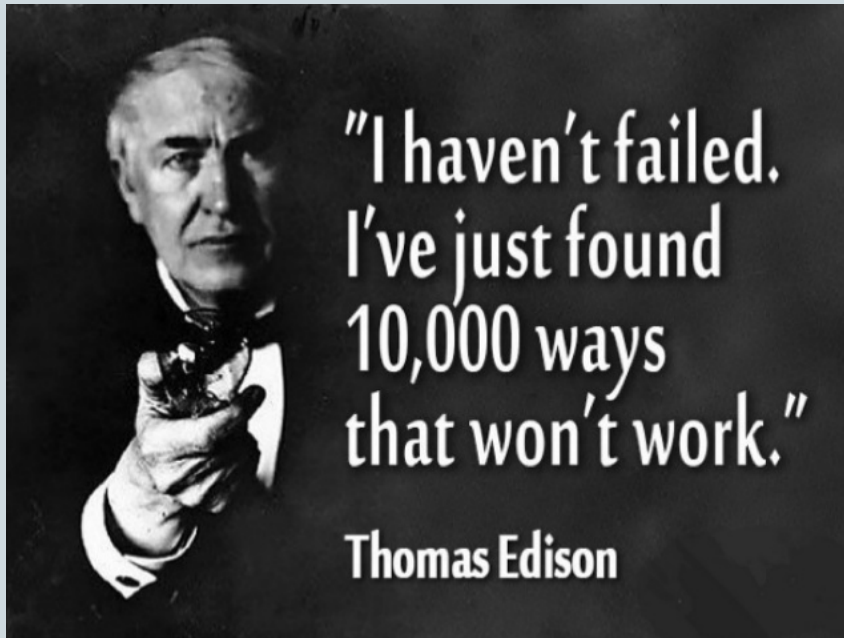
BRAINSTORM

- What are your company's assets?
 - Knowledge
 - Programming
 - Possessions (building, parking, land, etc.)
 - Staff
 - Products



**KEEP
CALM
AND STICK
TO WHAT
YOU KNOW**

RESEARCH



- Which of these options might others pay for?
- Who will be your competition?
- Will your options allow you to fail small, fail quick?
- Can you get the support you need for these options?



MOVING FORWARD

MOVING TOWARD IMPLEMENTATION



1. Gain Buy In

- Staff
- Board
- Volunteers
- Community Partners

MOVING TOWARD IMPLEMENTATION

2. Create Advisory Team

- Staff and/or Volunteers
- Individuals with strengths that compliment yours



MOVING TOWARD IMPLEMENTATION

3. Business & Operational Planning

- Business model
- Financial model and projections
- Staffing
- Operations and logistics
- Marketing
- Branding
- Sales

*Don't call
it a
dream.*

*Call it a
PLAN.*

WHAT NEXT

GETTING STARTED

- Center for Social Enterprise Development

- SE Catalyst Program



- CauseImpact

- SE/501(c)3 consultants



- SEA Change

- SE Accelerator Program



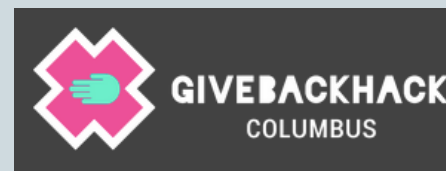
- Next Step Business Consulting

- SE/501(c)3 consultant



- GiveBackHack

- Launchpad Weekend



FINANCIAL SUPPORT



THE COLUMBUS
FOUNDATION

- Fund For Financial Innovation

- Impact investments, leadership/business training



The Wells
FOUNDATION

STOP WORRYING
ABOUT WHAT CAN GO WRONG
AND GET EXCITED
ABOUT WHAT CAN GO RIGHT