

# DOBSON CUP BOOT CAMP

## SOCIAL ENTREPRENEURSHIP TRACK

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### What is social entrepreneurship?

Ashoka defines social entrepreneurs as “individuals with innovative solutions to society’s most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change. Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem by changing the system, spreading the solution, and persuading entire societies to take new leaps.”

### The Goal is Social Impact

MaRS: “Success in a traditional for-profit business can be easily measured using established and readily understood financial metrics. In comparison, social metrics or impact performance measurements are much more difficult to identify, quantify and measure. Imagine, for example, how you would measure ‘goodness.’”

### Pitch Presentation

<http://www.slideshare.net/CharlesGYF/cat008a-pitch-template-keynote>

1. Team
2. Mission & Vision

A mission statement concerns what an organization is all about.

It answers three key questions:

- What do we do?
- For whom do we do it?
- What is the benefit?

A vision statement is what the organization wants to become. It describes how the future will look if the organization achieves its mission.

A mission statement gives the overall purpose of an organization, while a vision statement describes a picture of the “preferred future.”

*Centers for Disease Control*

Mission: To promote health and quality of life by preventing and controlling disease, injury, and disability

Vision: Healthy People in a Healthy World

3. Problem

4. Solution

- Theory of Change

Defines all building blocks required to bring about a given long-term goal. This set of connected building blocks—interchangeably referred to as outcomes, results, accomplishments, or preconditions is depicted on a map known as a pathway of change/change framework, which is a graphic representation of the change process.

5. Market/Need

6. Financing

7. Timeline

8. Outcomes

9. Social/Environmental Impact

McConnell example – difference between outcomes and impact

### **Additional Tips (3Ps)**

Prepare  
Photographs  
Practice

### **Resources**

<http://www.slideshare.net/CharlesGYF/cat008a-pitch-template-keynote>  
[http://www.entrepreneurstoolkit.org/index.php?title=Social Entrepreneurship](http://www.entrepreneurstoolkit.org/index.php?title=Social+Entrepreneurship)  
<http://www.authenticityconsulting.com/npbd/toolbox.pdf>  
<http://www.ppforum.ca/sites/default/files/Change%20Inc%20Toolkit.pdf>  
<http://www.marsdd.com/2010/03/24/measuring-your-impact/>  
<http://www.theoryofchange.org/about/what-is-theory-of-change/>