

# EXPLORING SOCIAL ENTERPRISE

## UNIT 2

### The Lewis and Clark Story

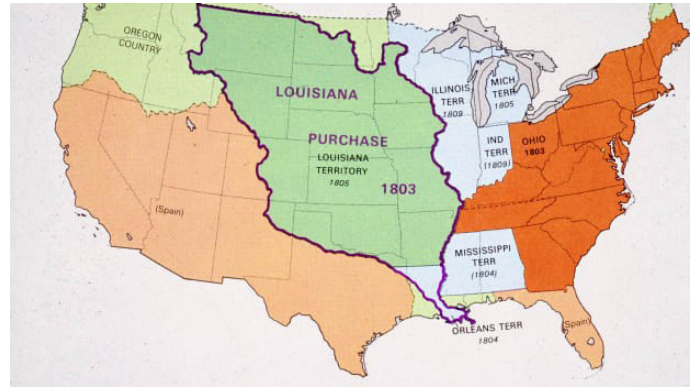
#### Louisiana Purchase

During the French and Indian War, France surrendered a large part of Louisiana to Spain and almost all of its remaining lands to Great Britain.

Initially, Spain's acquisition didn't have a major impact since it still allowed the United States to travel the Mississippi River and use New Orleans as a trade port. Then Napoleon Bonaparte took power in France in 1799 and wanted to regain France's former territory in the United States.

In 1802, King Charles IV of Spain returned the Louisiana Territory to France and revoked America's port access. In 1803, under the threat of war, President Jefferson and James Monroe successfully negotiated a deal with France to purchase the Louisiana Territory—which included about 827,000 square miles—for \$15 million.

Even before negotiations with France were finished, Jefferson asked Congress to finance an expedition to survey the lands of the so-called Louisiana Purchase and appointed Lewis as expedition commander.



# EXPLORE CREATING SOCIAL ENTERPRISE

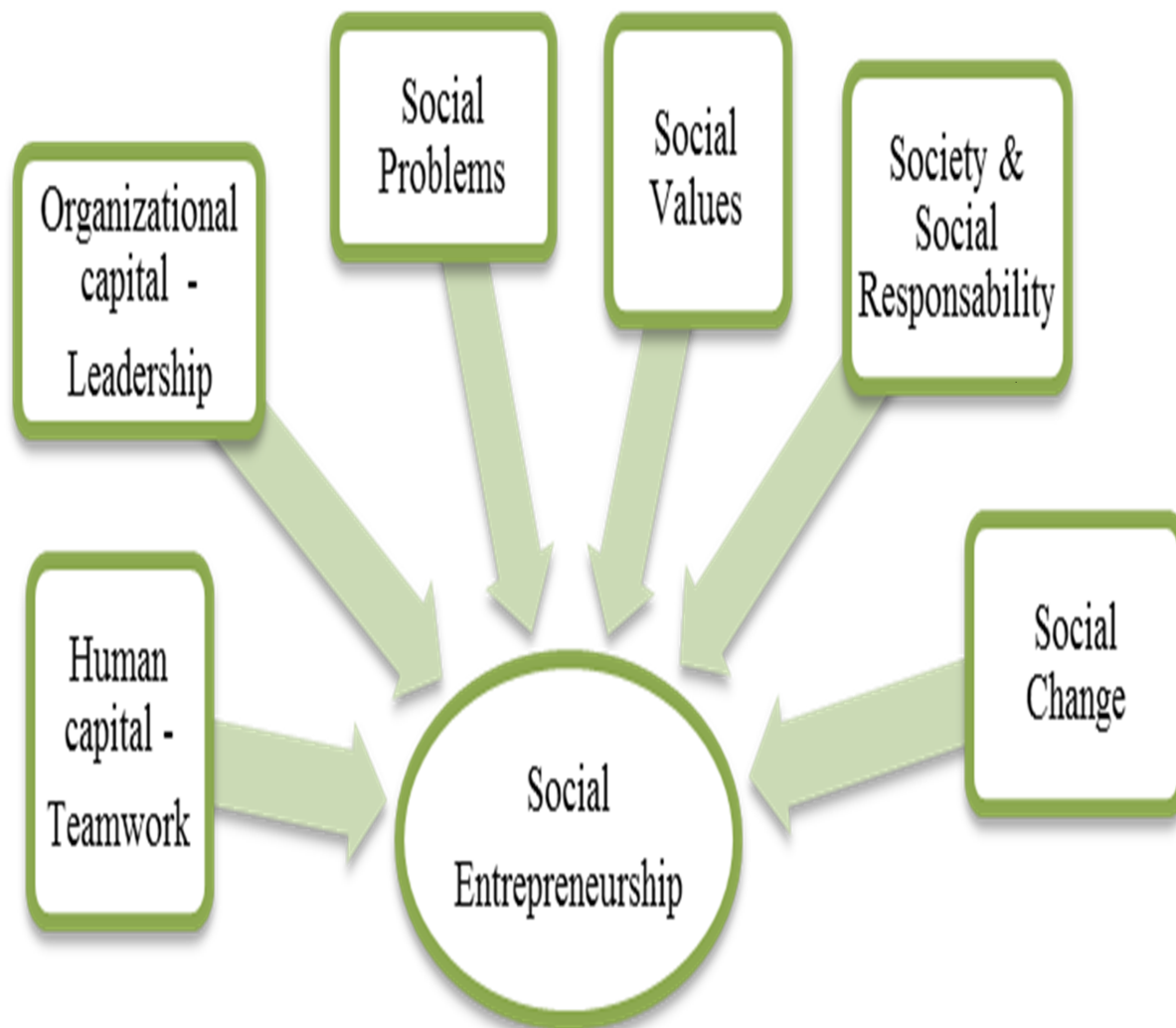
## LEADING OFF THE MAP

Goal: To apply sustainable, practical and innovative economic development in the community

### ZOOM CONNECTION (Powwow)

Meet in the PYLP ZOOM ROOM at 8 a.m. to 11 am

*“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.” – Bill Drayton*



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# What is Social Entrepreneurship?

Social entrepreneurship is as simple as creating a venture or business for the good of the community.

## Characteristics of Social Entrepreneurs

**Visionary:** “The young leaders have a vision for change, inspire others, mobilize young people, form alliances, and use the media to get their messages across and to mobilize resources. They are savvy promoters of their causes and experienced networkers who understand the importance of combining a strong community base with wider national and international support.”

**Innovative:** Ability to be creative and identify and exploit new/ untapped opportunities for creating lasting social change.

**Leadership & Dedication:** Committed in leading the creation of superior social value as well as persistency in overcoming setbacks and unending challenges through the ability to motivate targeted groups, team members, investors and other stakeholders.

**Resourceful:** Ability to make remarkable achievements against many odds. Social entrepreneurs do not depend on external support and do not wait for others to take the lead. Rather they lead by example, taking responsibility as young citizens and claiming their place in their community’s development.

**Willingness to Self-Correct:** Successful entrepreneurs are highly self-correcting since they are attached more to a goal rather than a particular approach or plan. Interventions usually must evolve in response to problems, new opportunities and changing market conditions in order to achieve major impact. “The inclination to self-correct is a quality that seems to distinguish younger entrepreneurs from their older and better-established counterparts.”

**Replicability and Scalability:** Ability to adapt models or processes from different cultures and regions for successful implementation with local conditions as well as ability to scale-up pursued innovations. Young social entrepreneurs, being members of their communities, are in tune with local culture and know how to bring about change in their communities and which arguments to use to promote change.

**Ethical fiber:** Foster the development of good organizational values, vision, and ethics for all to follow as well as the ability to build trust. Formative Experiences: Research has revealed that almost all social entrepreneurs had lifechanging experiences during their formative childhood and teenage years. They experienced poverty first-hand, had a mentor with outstandingly strong values, or experienced a time of intense pain. These experiences are often motivations for future action.

**Fun:** While young entrepreneurs are tackling serious social, economic and political issues in their communities, they also know that youth social action has to be fun and colorful in order to attract young people and to ensure their continued interest and support. “They manage to turn youth into a powerful force for change and to overcome civic apathy among young people.

SOURCE: [https://www.unicef.org/Learning\\_Series\\_3\\_Social\\_Entrepreneurship\\_24dec2007.pdf](https://www.unicef.org/Learning_Series_3_Social_Entrepreneurship_24dec2007.pdf)

## ON YOUR OWN

# readwrite**think**

Read about these Young Entrepreneurs in America

### FRASER DOHERTY

At the age of 14, Doherty began making jams from his grandmother's recipes. As the word got out, he began receiving more orders than he had time to fill. He dropped out of school and rented a 200-person factory a few days each month. In 2007, a high-end U.K. supermarket approached Doherty about selling his jams, leading to his products gaining shelf space in 184 stores. By 2007, his company had \$750,000 in sales. Since then, his company has continued to grow throughout Europe.



### HART MAIN

Hart Main is a 14-year old that came up with the idea of manly scented candles when he was teasing his sister about the girly scented ones she was selling for a school fundraiser. Although she didn't expect him to fully pursue the manly scented candles idea himself, he did, and the idea has turned into a nationwide success. Main put in an initial investment of \$100, his parents put in \$200, and they all worked together to develop the candles as a group. The available scents include: Campfire, Bacon, Sawdust, Fresh Cut Grass, Grandpa's Pipe, and more. Today, ManCans candles are in over 60 stores across the country and have sold about 9,000 units. Main will stick with selling ManCans' inventory until he has to shift his focus back into school in the fall.



## **JACK KIM**

Jack Kim is a Seattle teenager that founded Benelab, a search engine that generates donations. Kim had made some search engines in the past and quickly learned the power of a search engine in generating revenue from little traffic. He says the search engine's mission is "to make philanthropy easy and more accessible." After establishing the "no adults" rule, Kim began recruiting classmates to be part of his "nonprofit organization with a startup vibe" team. Kim is unsure about what will happen to Benelab when he graduates, but his goal is to get the company to \$100,000 before high school ends.



## **GARRETT GEE**

Garrett Gee turned a lucky guess into a business opportunity when the iPad 2 was about to come out. This university student guessed that once the iPad 2 came out, there would soon be a blog post somewhere listing the top 10 apps for the device. After recognizing there should be easier to use and less clunky QR code software and apps, he made it his mission to be the first one to offer such a product fit for the iPad 2. He quickly got the iPad 2 into the hands of his iOS developer, and after two sleepless nights, he had accomplished his goal. His guess about the blog post was also correct. Thanks to his hard work, he made it onto that list. He recruited two fellow classmates and they launched Scan in Feb. 2011. The team raised \$1.5 million from venture capitalists, including Google Ventures, and in the first year Scan earned 10 million downloads. The number of downloads grew quickly, reaching 21 million by Oct. 2011. Gee's next move is said to be the development of a monetization plan.





# CATHERINE COOK AND HER BROTHER

Fifteen-year-old Catherine Cook and her brother were looking at a yearbook and thought it would be a good idea to build a social media website built around an online version of a person's yearbook. MyYearbook.com was launched and later merged with an ad-supported site that allows users to post and complete online quizzes. By 2006, the site had raised \$4.1 million in venture capital funding and had three million members worldwide. The site has attracted large advertisers like Disney and ABC. Cooks reports annual sales of "seven figures."



## Of the social Entrepreneurs, who is your favorite?



## SPOTLIGHT: TOMS SHOES

### TOMS SHOES

Information on their Website:

#### BUY ONE, TOM GIVES ONE

As the Original One for One Company, we've always been in business to improve lives. Since 2006, our community has given nearly 100 million pairs of shoes to people in need. And while shoes can have a big impact, we've learned that giving shoes and impact grants can have an even bigger impact. Now, for every \$3 we make, we give \$1 away. This is our commitment—to our customers, to our partners, and to our future.

#### How It All Started:

While traveling through Argentina in 2006, TOMS founder Blake Mycoskie saw the hardships faced by children without shoes. This inspired him to create a for-profit business with giving at its core. The idea? For every pair of shoes the company sold, a new pair would be given to a child in need. And with that, TOMS—short for Tomorrow's Shoes—was born.



#### TOMS Today:

TOMS has always stood for a better tomorrow. Thirteen years later and nearly 100 million pairs of shoes given, we've come to understand that communities across the globe face new and complex challenges, and we believe it's our responsibility to do more.

So, we challenged ourselves to redefine a better tomorrow, and here's what we came up with: **A better tomorrow is one where humanity thrives.** To us, that means no matter who you are or where you live, you feel physically safe, mentally healthy, and have equal access to opportunity. And, to support our vision of a thriving humanity, we now give both shoes and impact grants to partners around the world who are working to create positive change across these three areas.



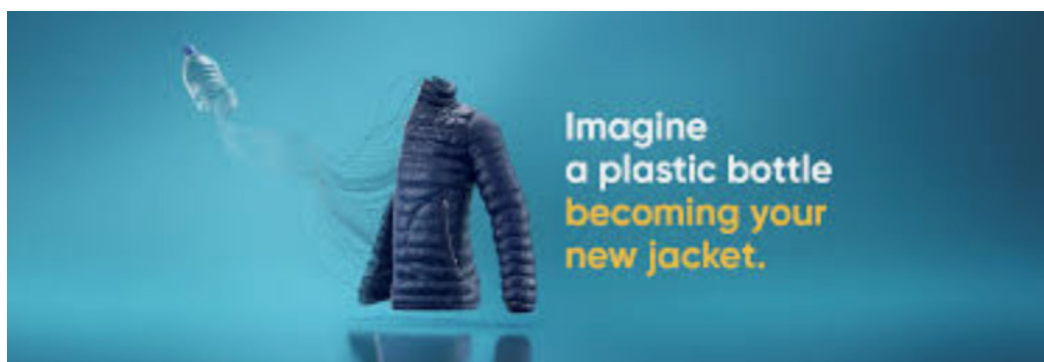
## REMINDER:

Let us Powwow in the PYLP ZOOM ROOM

Let's Meet and talk about the presentation.

### ACTIVITY 1: READY SET DESIGN

In small group, create and work on these challenges. Use anything you see in your house and bring it to your ZOOM Room. One of you should Draw it on paper or on a computer. One will share ideas back in the big group.





# IMAGINE IT TOGETHER



For older age groups, from teens to adults:

"I need to create a safe way to cook in a home with no electricity."

"I need to keep a new born baby warm in a place with no electricity."

"I need to collect and carry water."

"I need to create a safe light source for a home with no electricity."

"I need to purify water from a stream."

## ACTIVITY 2: PITCH GAME

1. In small group, you are going to create a new product and persuasively present, or pitch, it to the big group after. (15 minutes)
2. In small group, brainstorm a business name and ideas for a product or service that meets the needs of a user and includes an adjective, noun, and verb in some way.
  - Example 1: Adjective: *Green*; Noun: *Dog*; Verb: *Eat Green*,

Grass flavored dog food for dogs that like to eat grass or a healthy dog food alternative or a service that paints dogs green while they're eating.

- Example 2: Noun: *Runner*; Adjective: *Round*; Verb: *Blows*

A jacket for a runner that has round cloth flaps which can be opened when the weather is warmer so that air can circulate better (blows) and be shut when it gets colder.

3. Use the following guidelines to help develop a 60 sec sales pitch for the product:

- Start with a question.
- What is the problem?
- What is your solution? Why is it unique?
- Who are you selling to? (Your market!)
- How much are you selling it for?
- What is your task? What do you want us to do?

4. Each group pitches their idea to convince the audience it's a great idea by delivering a 30-90 second pitch!

## **ON YOUR OWN AROUND YOUR COMMUNITY**

Do one of the following activities:

1. Identify a problem in your community. Think of an enterprise/business to solve the problem.
2. Identify a community/family member. What are they good at that can be turned into a business (talent/gift for business)?
3. If you are to organize the youth in your community to start some business for good, what would that be?

### **CREATE A POSTER OF YOUR BUSINESS FOR GOOD!**



# About the Session Today

NOTE TO SELF: Use this to write a Note to Yourself.

## HANDOUT

### *Post-Training*

1. My expectations were met by . . .

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2. I need to work on . . .

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3. I was surprised to discover . . .

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4. I commit to improving these skills . . .

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SOURCE: <https://s3.wp.wsu.edu/uploads/sites/2070/2016/08/The-big-book-of-Conflict-Resolution-Games.pdf>

# PYLP Checklist

Check the following boxes below to complete this module.

- ☐ I have read all the material on social entrepreneurship, including characteristics and examples of entrepreneurs.
- ☐ I have completed the group activities assigned during my PYLP Zoom session.
- ☐ I have completed one of the activities listed in the section under “On Your Own in Your Community”.
- ☐ I have completed the post-training handout about the session today.



**COLOR ME!**

## Praire dog



Source: <https://themeriwethers.org/>