

# SoJo: Modeling Social Enterprise



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# SoJo: Modeling Social Enterprise



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*Introduction*

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What is social entrepreneurship?

Social Enterprise Plan Elements

Comparison



*Background*

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What is Social Enterprise?

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- About applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor;
- A term that captures a unique approach to economic and social problems;
- An approach that cuts across sectors and disciplines grounded in certain values and processes that are common to each social entrepreneur;
- Independent of whether his/ her area of focus has been education, health, welfare reform, human rights, workers' rights, environment, economic development, agriculture, etc., or whether the organizations they set up are non-profit or for-profit entities;
- It is this approach that sets the social entrepreneur apart from the rest of the crowd of well-meaning people and organizations who dedicate their lives to social improvement.

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*Planning*

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- *The Problem and the Opportunity*
- *Mission*
- *The Team*
- *Scaling Strategy*
- *Measuring Results*
- *Risks*
- *Financial Plan*

The Problem and the Opportunity

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- ✓ important
- ✓ the scale
- ✓ the contributing factors
- ✓ the root causes

*ring Results*

*ial Plan*

**The Problem and the Opportunity**

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**mission**

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- Memorable
- Manageable
- Measurable
- Motivational





# The Team

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- 1 Personal connection to mission
- 2 Background, experience, expertise
- 3 Networks—access to resources