WEBINAR

ANKARA & ISTANBUL, DECEMBER 21, 2011

Zeynep Gürhan Canli, Zeynep Meydanoglu, Jacques Couvas
AGENDA

1. GSVC: Why?
3. GSVC 2011-2012: Next Steps and Deliverables
G S V C

Why?
SOCIAL ENTREPRENEURSHIP

What Is Not
What Really Is
IDENTIFYING THE OPPORTUNITY

• The « spark »

• Two schools of thought:
  • Opportunities are discovered and rationalized
  • Opportunities are created, exploited, reidentified, iterative

• SE = Collective process!

Rational/Economic Process

Effectuation Process
MILESTONES

• 15 January 2012: Executive Summaries submitted to KU

• 19 January 2012: Most promising projects (executive summaries) submitted by Turkish Jury to LBS

• March 2012: Semi-finalist Turkish teams make presentations before Regional Jury (LBS)

• April 2012: Finalist Turkish teams make presentations before Global Jury (Haas Business School)
NEXT STEPS

- definition of the project and the industry it affects
- matching of mentors to teams
- workshop to review concepts and techniques for market assessment, product-market fit, measuring profitability, tools for assessing Social Impact, techniques for writing an effective Executive Summary
DELIVERABLE: Executive Summary

- financially sustainable or profitable
- scalable (potential for growth of the business)
- quantifiable social bottom line incorporated into its mission and practices.
Looking for the Opportunity
The Porter Value Chain

The Value Chain
Porter 1985

- Firm Infrastructure
- Human Resource Management
- Technology Development
- Procurement
- Inbound Logistics
- Operations
- Outbound Logistics
- Marketing & Sales
- Service

Margin

- Gross Sales
- Support Activities
- Primary Activities
NEED AND ITS FULFILMENT

- What is the need (social gap)?
- How will you fill the gap?
EXECUTIVE SUMMARY ESSENTIALS

- First sentence: Grab attention.
- Practical, specific, concise
- Need and Solution: Valued Customer, Value Proposition, Value Chain ➔ Social Impact Assessment criteria
EXECUTIVE SUMMARY ESSENTIALS

- Why you? Who else? People matter!
- The Plan: How will you deliver? What RoI?
- Scalability: Growth, replicability.
- Ask! How much, what for, for how long.