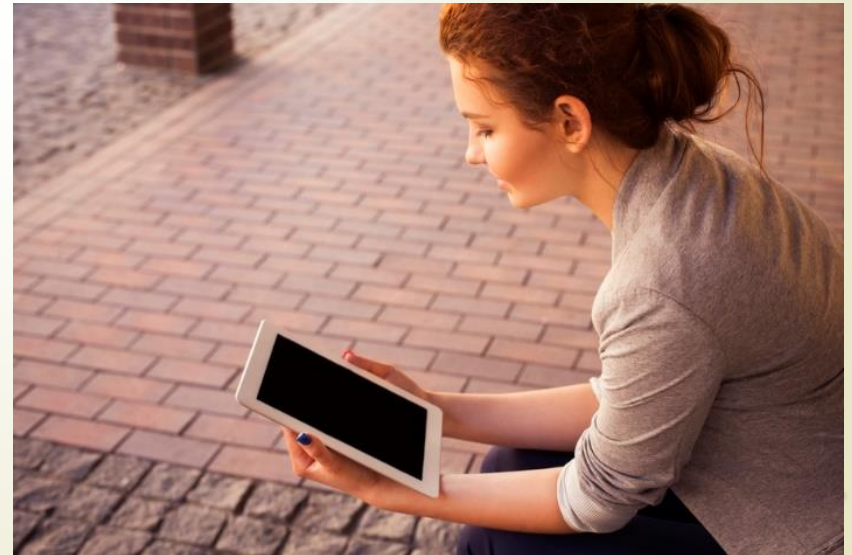


HIPCELERATION:

Inspiring Social Entrepreneurship



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Design Challenge 1: How Might We Enable More Young People to Become Social Entrepreneurs?



Research



- ▶ We did some research by interviewing:
 - ▶ Young people (students, <30 years) who are and are not interested in social entrepreneurship
 - ▶ Teachers
 - ▶ Experts from start-up communities / organizations fostering social entrepreneurship
 - ▶ Social entrepreneurs
- ▶ We also used Social Media channels related to social innovation and entrepreneurship (e.g. Facebook groups)
- ▶ And crafted an online questionnaire

Understanding what we learned from research - Synthesis

- Based on the research we identified key themes, insights and opportunities



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Themes & Insights

Theme: Scalability

- Insights:
- If you don't have scalability, you won't be able to attract investors.
- You have to create healthy return on investment (ROI).
- Scaling mean bigger impact

Theme: Resources and profit

- Insights:
- You need to have build-in measurement tools and metrics like KPIs.
- There's a lack of funding and resources.
- There's too much bureaucracy and entrepreneurship is considered to be difficult in general.

Theme: Awareness and inspiration


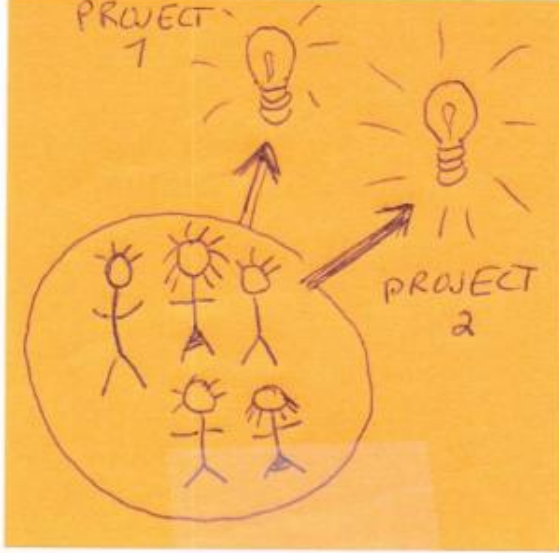
- Insights:
- Social impact work is often considered as charity work or non-profit.
- People don't understand what social entrepreneurship or social innovations are due to lack of knowledge, awareness, and lack of integration of social entrepreneurship into curriculum.
- There's lack of inspiration as well as inspiring role models regarding social innovation.



How Might We (HMW) - Questions


- ▶ If you don't have scalability, you won't be able to attract investors
 - ▶ **How might we coach scalability in Social Entrepreneurship?**
- ▶ There's a lack of funding and resources.
 - ▶ **How might we attract investors to social entrepreneurship?**
- ▶ People don't understand what social entrepreneurship or social innovations are due to lack of knowledge, awareness, and lack of integration of social entrepreneurship into curriculum
 - ▶ **How might we raise awareness in organized and inspirational manner for young people?**

Idea Generation – Determining What to Prototype

Title Awareness Raising	Title Team Projects
	
<p>What Is the Most Important Question to Answer?</p> <p>Would they be interested in joining a S.I. competition?</p>	<p>What Is the Most Important Question to Answer?</p> <p>Will there be enough projects for a competition?</p>
<p>How Might We Test It?</p> <ul style="list-style-type: none">- Interview demographic- explain the service	<p>How Might We Test It?</p> <p>See results from Awareness Raising</p>
<p>Priority Ranking # 1</p>	<p>Priority Ranking #</p>

Idea Generation – Determining What to Prototype

Title SUBMIT PROJECT




What Is The Most Important Question To Answer?
How to balance "viable" and "socially important" in the decisions?

How Might We Test It?

Priority Ranking #

Title WINNER ANNOUNCED




What Is The Most Important Question To Answer?
Can this benefit also others and not just the winners?

How Might We Test It?

Priority Ranking #

Idea Generation – Determining What to Prototype

Title **Invited to sit with investor**



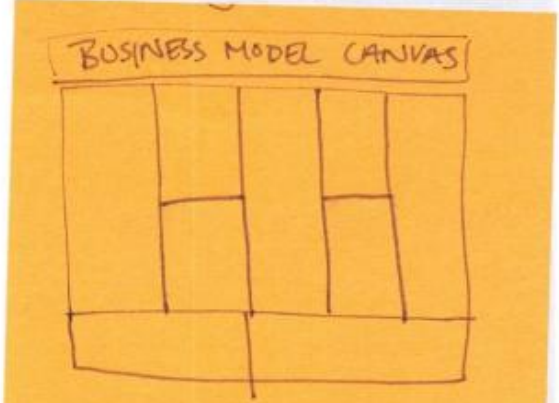
What is the Most Important Question to Answer?
How to get good mentors + use them well?

How Might We Test It?
- Interview investors

Priority Ranking # **2**

CREATING BUSINESS MODEL

Title **Pitching idea**



What is the Most Important Question to Answer?
How developed are the pitching skills How competent is the investor in creating business models?


How Might We Test It?

Priority Ranking #

Idea Generation – Determining What to Prototype

PITCHING IDEA

Title creating business model




What is the Most Important Question to Answer?
How developed are the pitching skills of presenter?

How Might We Test It?

Priority Ranking # _____

Seed money

Title Seed money





What is the Most Important Question to Answer?
Are investors willing to give more than just money?

How Might We Test It?

Priority Ranking # _____

Idea Generation – Determining What to Prototype

Title <i>Initial Biz Success</i>	Title <i>Scalability</i>
	
What Is The Most Important Question To Answer? <i>How do you measure initial business success</i>	What Is The Most Important Question To Answer? <i>Is it scalable enough?</i>
How Might We Test It? 	How Might We Test It?
Priority Ranking # _____	Priority Ranking # _____

End Result



A program for making youngsters aware of the possibilities of entrepreneurship:
Do it for a purpose,
but with a profit.





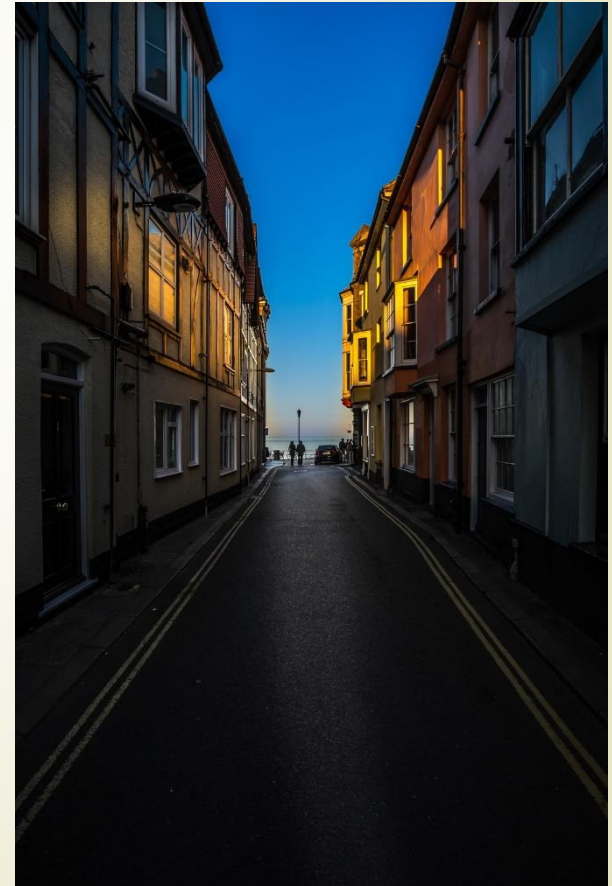
Target
audience:
15 to 17
year olds



The reason:

- Entrepreneurship training is best based on the trainees' own ideas.
- Therefore, they need to be inspired early on.

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Stage 1: Increasing awareness



Organized social
innovation clubs at
schools.
Then, a competition.



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A team project, to develop a business idea with a social impact.





Stage 2: Making it real

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The prize:



Teaching from the judges, who become mentors. And a meeting with potential investors.





Also, any judge may choose to sponsor a good idea that did not win.



Professional assistance
in drafting a business
model.

Seed money.

Coaching in scaling.





Business success, with a significant social impact.



It's time to stop thinking
that to do good means
living in poverty.



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HIPCELERATE!



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