EXPERIMENTS IN SCALING SOCIAL BENEFIT

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THE CENTER FOR SCIENCE, TECHNOLOGY, AND SOCIETY

Mission
Accelerate global, innovation-based entrepreneurship in service to humanity

Vision
Positively impact the lives of 1 billion poor by 2020

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MARKET OPPORTUNITIES TO SERVE THE POOR

• 2.6 B lack improved sanitation
• 1.1 B lack safe drinking water
• 147 M malnourished children
• 3 B cook on open fires
• 1.5 B off-the-grid: no electricity
• 500 M farmers lack market access
• 760 M adults are illiterate
DEVELOPING WORLD = EMERGING MARKETS

Source: UNDP, 2011
THEORIES OF CHANGE

- Traditional development paradigm (Sachs)
- Government accountability (Moyo)
- BoP markets for MNCs (Prahalad)
- Crowd-sourced charity (Bono)
- Social business (Yunus)
- Social entrepreneurship (Drayton, Osberg)
ORGANIZING FRAMEWORK OF MARKET CREATION

GSBI

Business Model Innovation
Technology Solutions
Local Context
THE CENTER FOR SCIENCE, TECHNOLOGY, AND SOCIETY PRESENTS

ENERGY MAP

CLEAN ENERGY FOR THE Underserved:
TOP TRENDS FROM 60 SOCIAL ENTERPRISES

WWW.ENERGYMAP-SCU.ORG
GSBI has helped more than 200 social enterprises build sustainable, scalable business models to benefit the lives of nearly 100 million people worldwide. 90% of ventures are still operating.
PATHS TO 1 BILLION LIVES IMPACTED

• 10X impact/social enterprise
• 10X social enterprises
• 10X incubators/accelerators

Caveats:
• Many forms of impact
• Impact is hard to measure
• No universal social impact metric
CAPACITY DEVELOPMENT NEEDS VARY BY ENTERPRISE STAGE

1. Blueprint
   Create business plan and test assumptions

2. Validate
   Prepare organizations for scale & investment

3. Prepare

4. Scale

GSBI®
online

GSBI®
accelerator

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GSBI NETWORK: A PLATFORM FOR REPLICATION
MODELS FOR SCALING SOCIAL ENTERPRISES

• Multinational social enterprises (MNSE)
• Open-source franchising/replication (OSSE)
• Outsource for EOS (SE2SE)
PROBLEM: Only 1 in 40 of 278M people with disabling hearing have hearing aids; 80% in LDCs

SOLUTION: Affordable, solar-powered hearing aids manufactured by local deaf workers
PROBLEM: 136x chance of maternal and child deaths during birth in un-electrified regions

SOLUTION: Solar Suitcase ensures electricity, lighting, and communication in low-resource settings
PROBLEM: Acute malnutrition affects 160M children < 5 and interventions spoil quickly
SOLUTION: Fortified, shelf-stable, locally produced, peanut-based nutrition products
PROBLEM: Cataract surgery is too expensive to help the 2M untreated poor in Mexico

SOLUTION: High-throughput, high quality, low-cost ophthalmologic health services
PROBLEM: 12 million low and middle-income people cannot afford diabetes care in Mexico
SOLUTION: Convenient, specialized, low-cost one-stop diabetes clinics reduce cost of care by 70%
LEAPFROGGING AND REVERSE INNOVATION
QUESTIONS?
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