



# SOCIAL ENTERPRISE



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MEALS  WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

## SEA'S MISSION

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Empower social enterprises and foster an ecosystem in which they can thrive

## SEA'S HISTORY

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**1998:** First "Gathering of Social Entrepreneurs"

**2018:** Nationwide network of social enterprises

## THE DEFINITION

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Organizations that address a basic unmet need or solve a social or environmental problem through a **market-driven** approach.

## COMMON TERMS

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- Profit + Purpose
- Mission + Market
- Double or Triple Bottom Line

# **SOCIAL ENTERPRISE MODELS**

## **OPPORTUNITY EMPLOYMENT**

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Organizations that employ people who have significant barriers to mainstream employment.



**DC  
CENTRAL  
KITCHEN**

## **TRANSFORMATIVE PRODUCT OR SERVICE**

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Organizations that create social or environmental impact through innovative products and services.



**BENETECH**

## **DONATE BACK**

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Organizations that  
contribute a portion of their  
profits to nonprofits that  
address basic unmet needs.





## SOCENT'S GROWTH

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- Changes in government & philanthropic capital
- Consumer interest in impact
- Innovative, mission-minded leadership

## TRENDS IN SOCENT

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- Formally educated talent
- Corporate partnerships
- Philanthropic capital
- Impact Investing
- Resources, incubators and offerings

## POTENTIAL OF SOCENT

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- Earn revenue from current or adjacent products & services
- Provide exemplary products or services to marginalized populations



## POTENTIAL OF SOCENT

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- Bring new energy & perspectives to your team
- Spread awareness & engage new audiences
- Create greater offerings & impact

## INTRAPRENEURSHIP

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Behaving like an entrepreneur within a large or historical organization

## PRODUCT / MARKET FIT

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**90%** of startups fail because of an inability to find customers and a market

## CULTURE CHANGE

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- Bringing your board, team & stakeholders along
- Assessing risk tolerance
- Hiring new talent
- What's gonna give?

## RESOURCES

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- Startup Capital
- Mentors & Peers
- Education

## TIMING

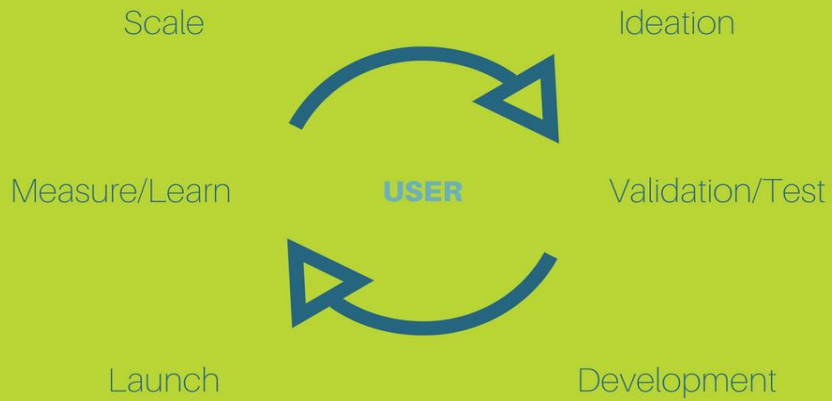
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"Timing, perseverance and ten years of trying will make you look like an overnight success."

-Biz Stone, Founder of Twitter

# INNOVATION LIFECYCLE

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## WORKSHOP

## THE CUSTOMER

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Everything flows from:

- 1) who the customer is
- 2) what problem the customer has
- 3) if the customer is willing to pay for a solution

## SEA TODAY

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**990**  
Members

**42**  
States

**17**  
Chapters

JOIN THE  
MOVEMENT

## SEA PROGRAMS

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Mentorship  
Office Hours  
Impact Labs  
Working Groups

Events  
Storytelling  
Webinars  
Networking



GROW  
YOUR NETWORK



SHARE  
YOUR STORY



BUILD  
YOUR CAPACITY

## NEXT STEPS

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- Ask the customers
- Study / talk with other businesses / social enterprises
- Engage stakeholders (boards, team, donors, beneficiaries) in development



## RESOURCES

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- Social Enterprise Alliance  
([www.socialenterprise.us](http://www.socialenterprise.us))
- The Food Corridor  
([www.thefoodcorridor.com](http://www.thefoodcorridor.com))
- Catalyst Kitchens  
([www.catalystkitchens.org](http://www.catalystkitchens.org))
- Business Model Validation Impact Lab

## STAY CONNECTED!



[WWW.SOCIAENTERPRISE.US](http://WWW.SOCIAENTERPRISE.US)