



## **Mission**

Providing programs and promoting collaborations to support businesses that solve social problems.



## Strategies:

- Train and mentor social entrepreneurs
- Enable them to attract seed and growth capital to develop their social enterprises.

# A “Social Enterprise Academy”

- ▶ Support for cohorts of 8 to 12 organizations;
- ▶ Workshops and mentoring, followed by VC “pitch” to experienced business and social investors
- ▶ Mentors and judges from universities, angel networks and other business groups.
- ▶ Winners receive cash and pro-bono support during launch process.

**RESULTS:**  
>256 Community Organizations Served  
>65% of ventures thrive (over 2 yrs)  
>Over 8 million in new \$ generated

**Some of our Sponsors & Lead Partners:**

Annenberg Foundation

California Community Foundation

Ca Endowment Foundation

Center for Nonprofit Management

One OC

REDF

Social & Environmental Entrepreneurs

UCLA

# UCLA Social Enterprise Academy and Pitch Competition

Apply Now!

## Nonprofit organizations:

- Are you looking for new ways to increase your income and your impact?
- Is "social enterprise" right for your agency?

**APPLICATIONS  
WILL BE REVIEWED  
ON A ROLLING  
BASIS AND SPACE  
IS LIMITED.**

Selected participants will be notified December 1st 2016.

The program starts in January 2017 and culminates in a pitch competition the first week in June 2017.

## Apply for the UCLA Social Enterprise Academy

During this five month program, you'll work with a dedicated group of UCLA students to:

- Develop an enterprise idea
- Conduct market research
- Create a business plan
- Pitch your plan for over \$30,000

Apply now at [www.academies-se.org](http://www.academies-se.org)

Brought to you by:

**UCLA** College  
Partnership UCLA

**UCLA** College  
Economics

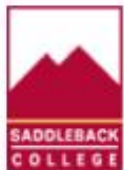
# Promoting an Impact “Marketplace”

**THE SOUTHERN CALIFORNIA  
SOCIAL ENTREPRENEURSHIP  
VENTURE CHALLENGE**

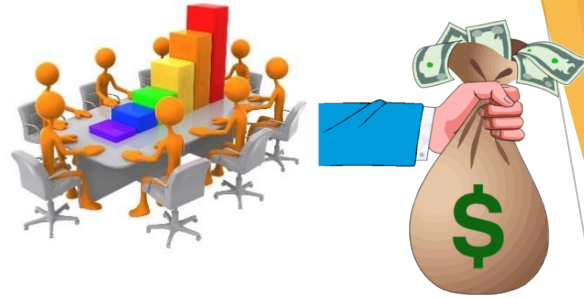
**SHOWDOWN**

*Attend Southern California's First Philanthropic "Shark Tank"*

**SATURDAY MARCH 19TH**



# Social Enterprise Grants Program



## CALLING ALL NONPROFIT SOCIAL ENTERPRISES SEEKING GROWTH CAPITAL

This Social Enterprise grants program will give you an opportunity to vie for a total of \$60,000 in grants which will be awarded by students in a highly exclusive, course hosted by the **USC Brittingham Social Enterprise Lab**. This hands-on course will introduce your organization to a community of USC Marshall School of Business students committed to evaluating and investing in mission-related social enterprises.

APPLY at:

[www.socentchallenge.org](http://www.socentchallenge.org)

# RESISTANCE FACTORS

**What stops social  
enterprise?**

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# THE SMALLEST CHALLENGE:

Finding Start up Capital!



# Social Enterprises Appeal to Impact Investors

- *Impact investing enables greater impact:*
  - ▶ Leverages commercial and government capital
  - ▶ Engages range of social change partners
  - ▶ Multiyear engagement
  - ▶ Deploys more resources toward impact

# LOANS or GRANTS

- “Venture Philanthropists”
- Foundations
- CDFIs
- Cause Marketing



# CROWD FUNDING



Donations



Loans



“Stone Soup”

# SNEAK CHALLENGE: “Charity Think”

- ▶ No one should seek to earn a profit in charity.
- ▶ People who want to work in the “nonprofit” world should not care about being paid well.
- ▶ Charities should not take risks and should not make mistakes.
- ▶ Charities are not supposed to build for the future—money raised should be spent immediately.
- ▶ Charities should maintain low “overhead.” Spending on such things as training, marketing, staff support, research and development is inappropriate.

Source-Uncharitable: How Restraints on Nonprofits  
Undermine Their Potential, by Dan Pallotta

# “START UP” CHALLENGES

- ❑ Lack of Time and Expertise
- ❑ Doing Reliable Market Research
- ❑ Being Undauntable

*...why most businesses fail!\**

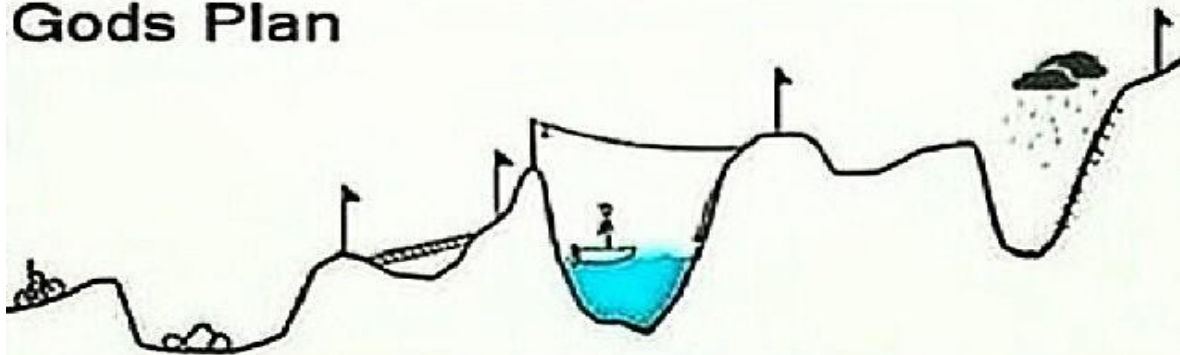
\*According to [Bloomberg](#), 8 out of 10 entrepreneurs who start businesses fail within the first 18 months.

# ***STARTING A BUSINESS***

Your plan



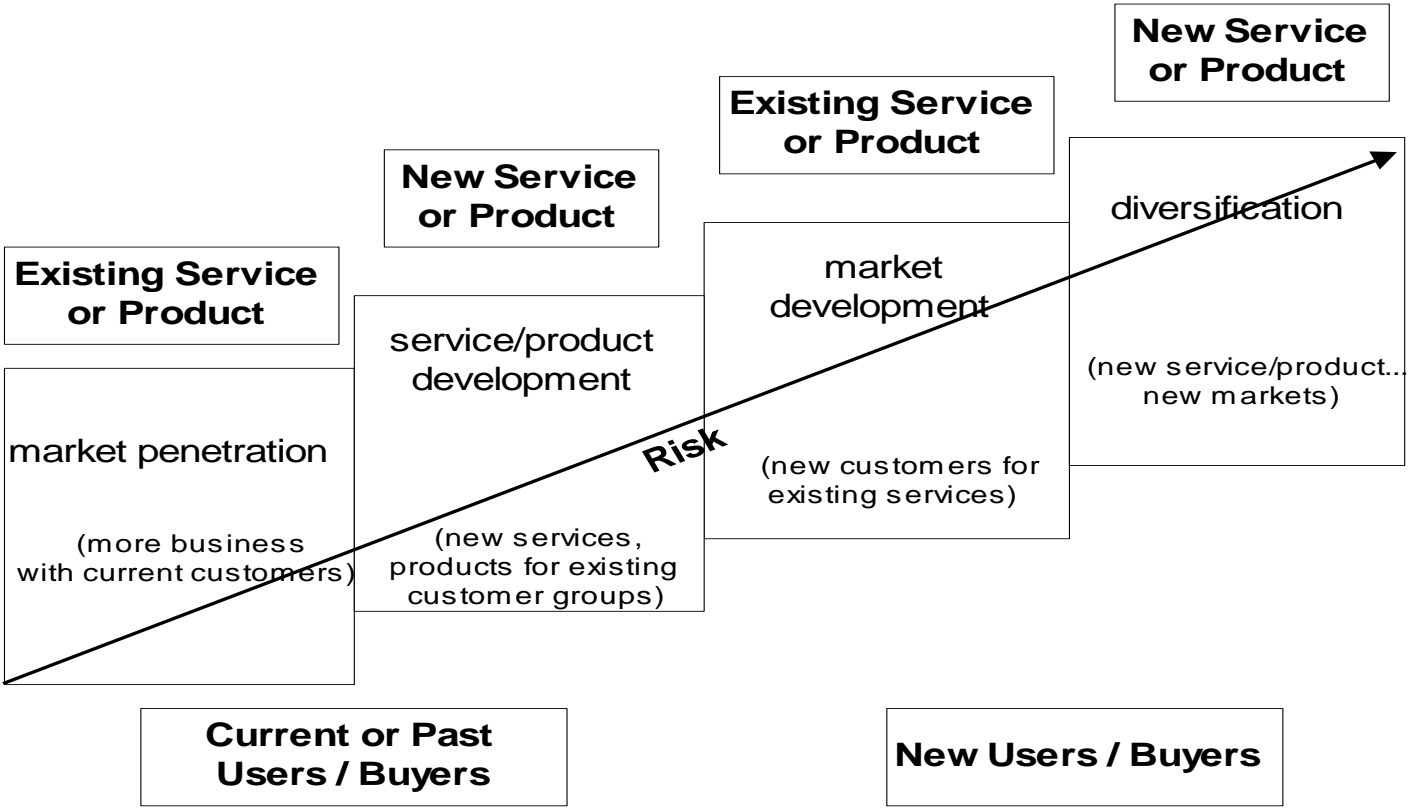
Gods Plan





# Why Market Research Matters

# Opportunities for new businesses/services/products

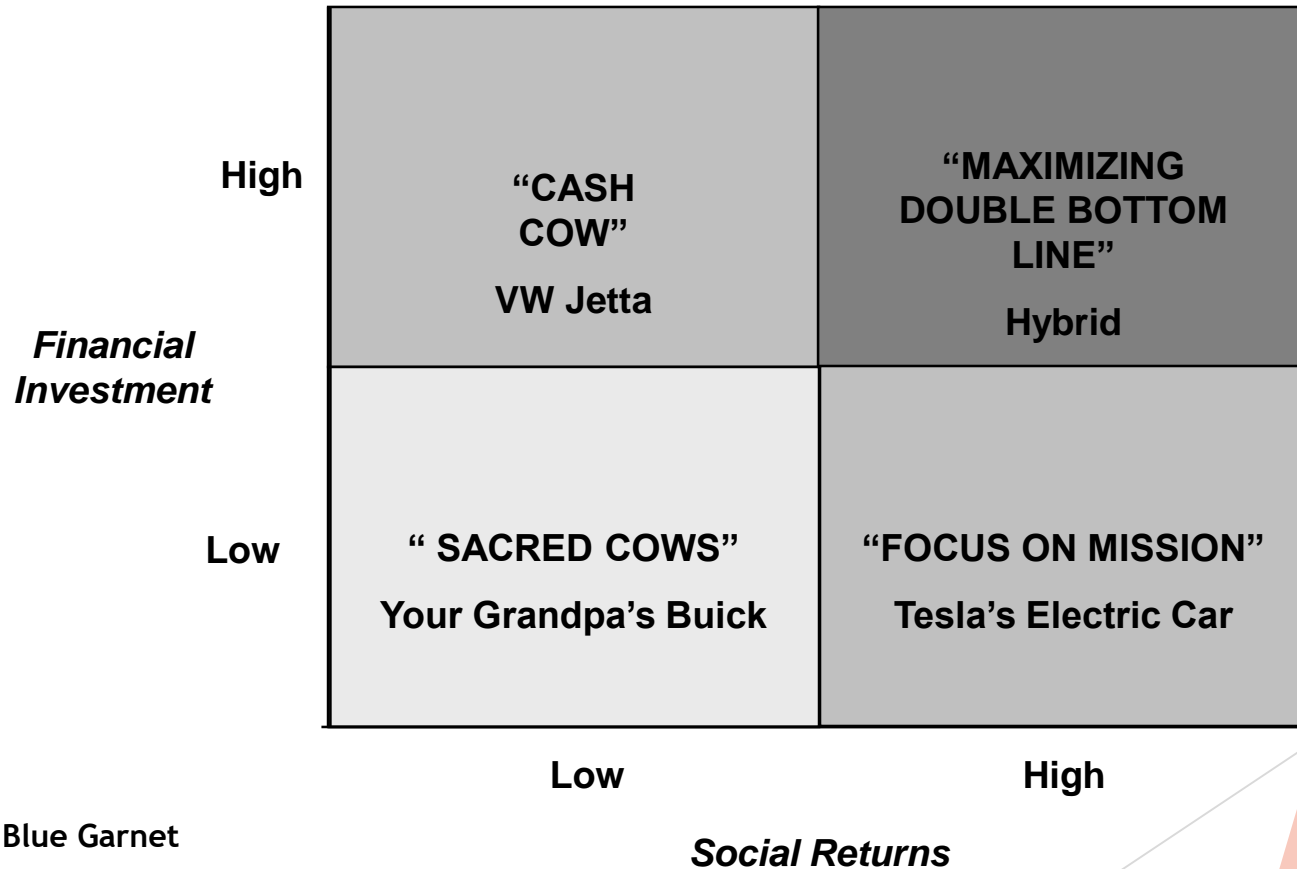


Risk increases as you move away from your core competencies and traditional customer groups .

# Leadership

# “Conscious Capitalism”: Where is your focus?

## Framework for Trade-off and Prioritization



Source: Blue Garnet

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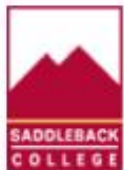
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# OTHER ASE OFFERINGS



CALIFORNIA  
COMMUNITY  
ECONOMIC  
DEVELOPMENT  
ASSOCIATION

## ***SOCIAL ENTERPRISES*** **COMMUNITY DEVELOPMENT MANUAL SERIES**

**CUSTOMIZED WORKSHOPS &  
CONSULTATIONS**

# We Look Forward to Working with You

Contact:

[www.academies-se.org](http://www.academies-se.org)

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archie@academies-se.org