

# Using Entrepreneurship for social change

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Centre for  
**Entrepreneurial  
Learning**

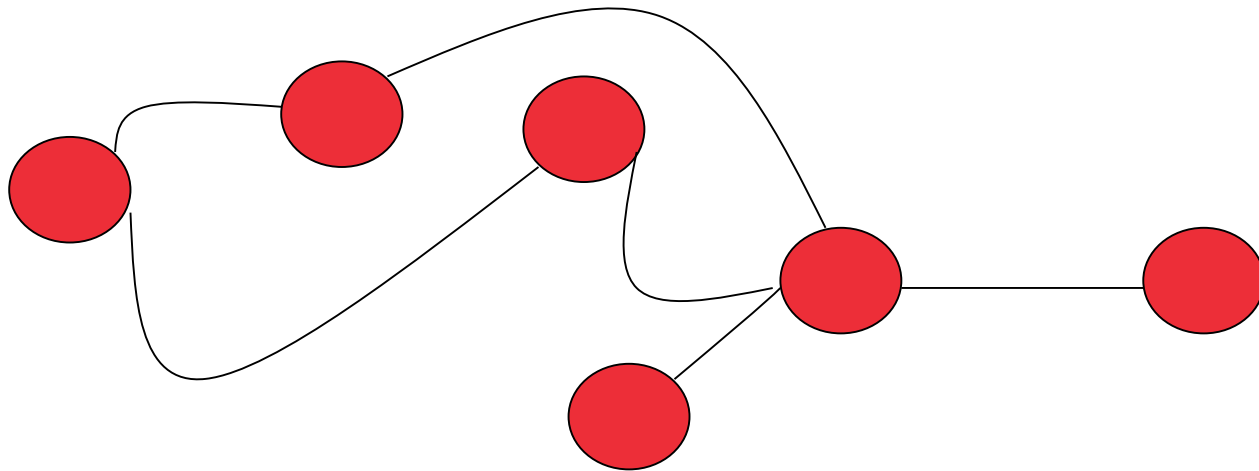


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# Entrepreneurship – EU definition

- Ideas into action (so not just about starting businesses)
- OK – Entrepreneurship for social change?
- What social change
- Where do the ideas come from
- What do we mean by action?

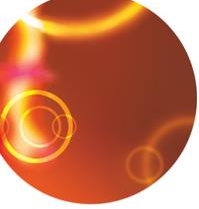


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# What are the drivers for social change?

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# The drivers for change....Socio-political



Berlin Wall  
Hasselhof



China



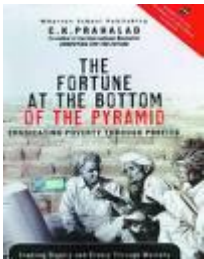
India



Migrations  
Within and into  
Europe



Single  
Economic system

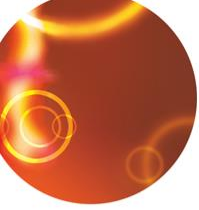


Completely new markets



Is there a shift in  
economic centre of  
gravity?

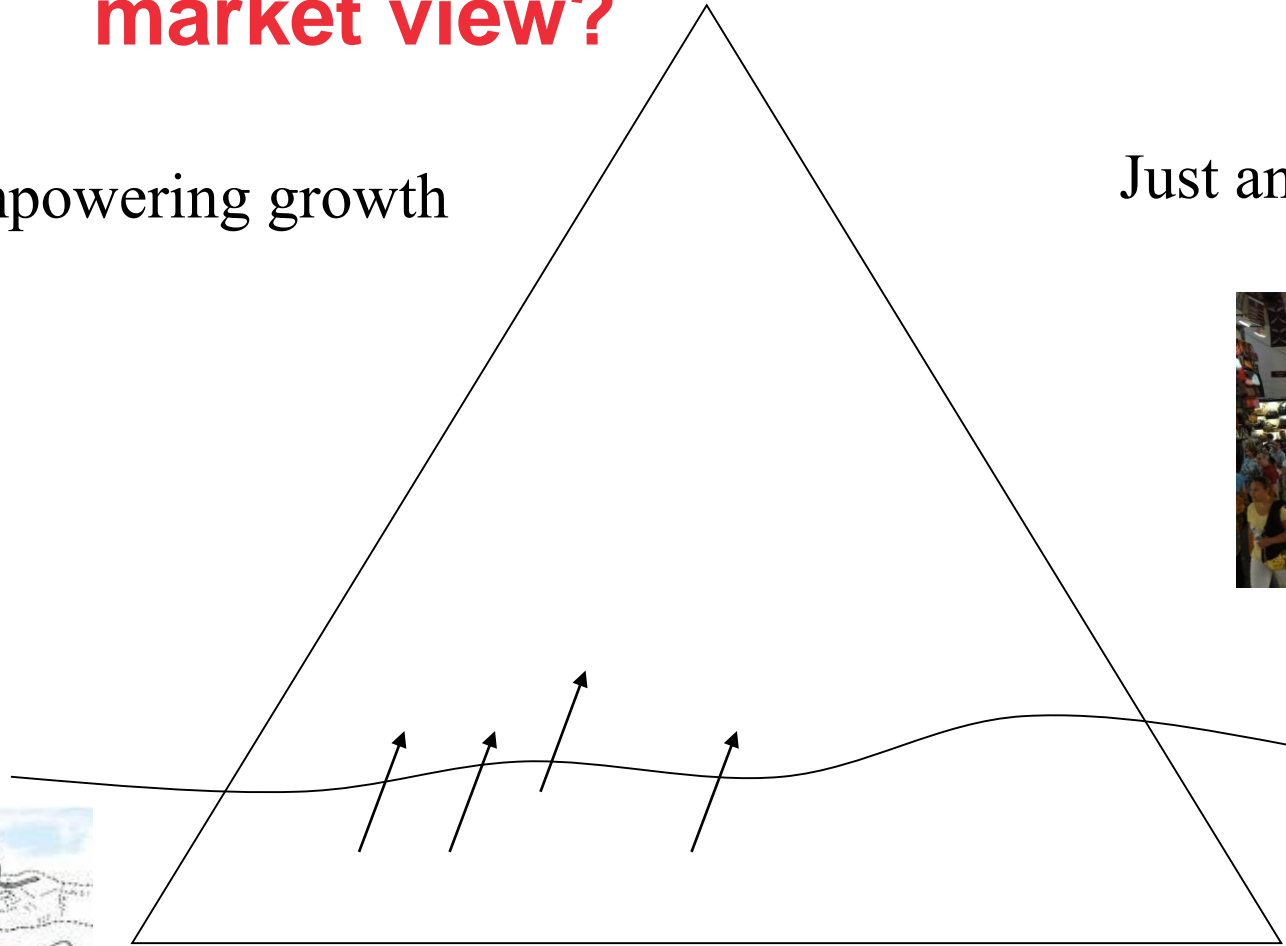
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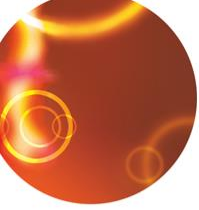
# The pyramid – Humans in a free market view?

Empowering growth

Just another market



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# What social objectives do we have?

- Affordable healthcare?
- Job security
- Sense of opportunity in local areas
- Educational infrastructure
- Other.....

1 Eradicate extreme poverty and hunger

2 Achieve universal primary education

3 Promote gender equality and empower women

4 Reduce child mortality

5 Improve maternal health

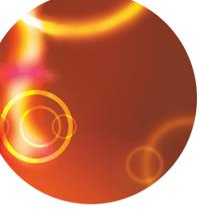
6 Combat HIV/AIDS, malaria and other diseases

7 Ensure environmental sustainability

8 Develop a global partnership for development

Next – looking at action.....

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## Action needs entrepreneurs

Nascent

Novice

Serial

Habitual

Corporate

Social

Civic

Academic

High growth

Necessity based

Tribal or community



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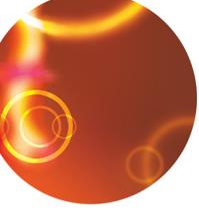
Some examples of major societal change through entrepreneurship



Sir Frank Whittle (left)  
Dr. Hans von Ohain

Technology push or market pull....The Jet Engine story  
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# More examples..



Making a united Europe a reality



Transforming  
lives of the poor



Creating  
breakthrough  
technology  
enterprises



Democratising  
knowledge

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# Time and money

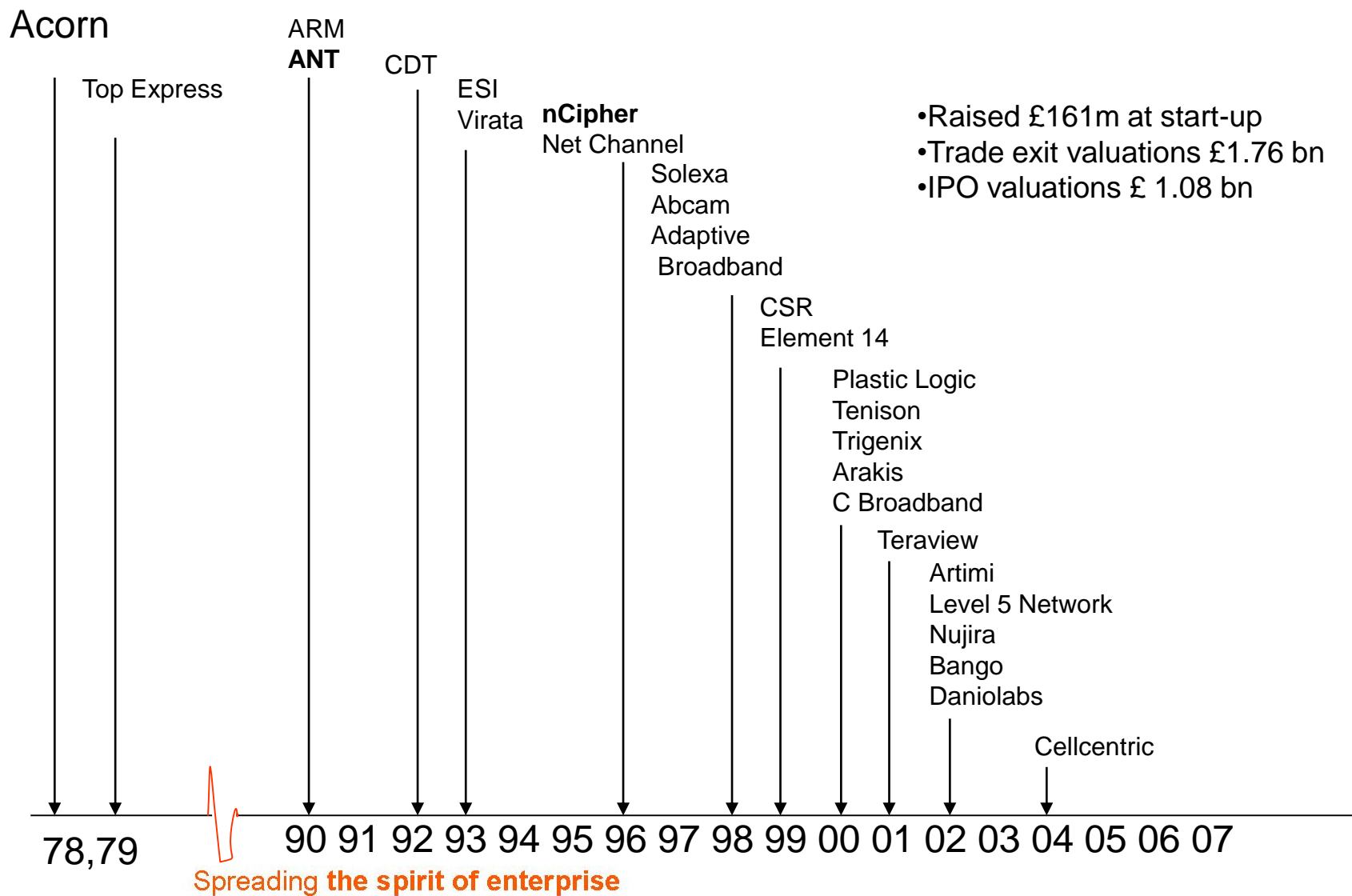
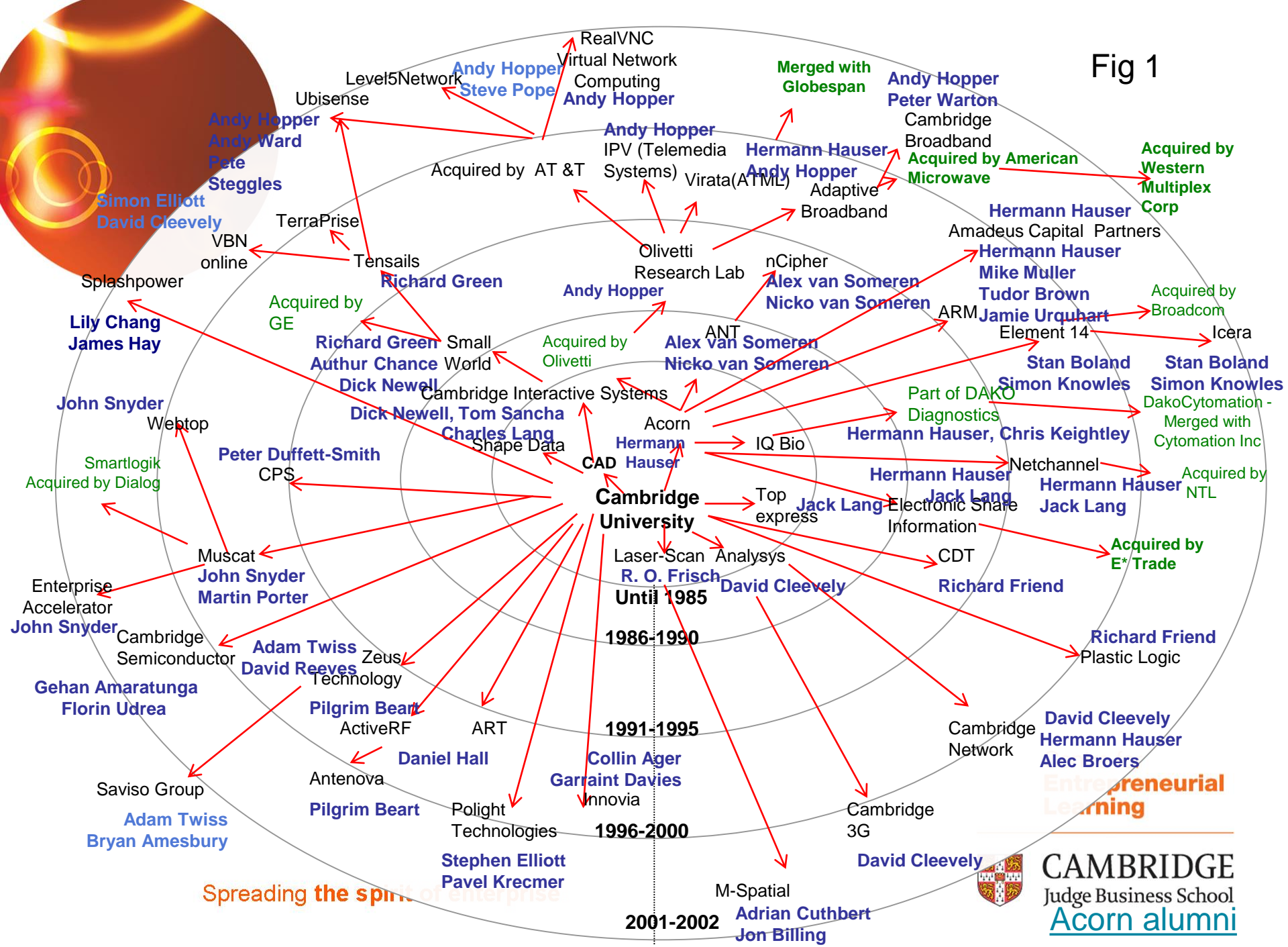
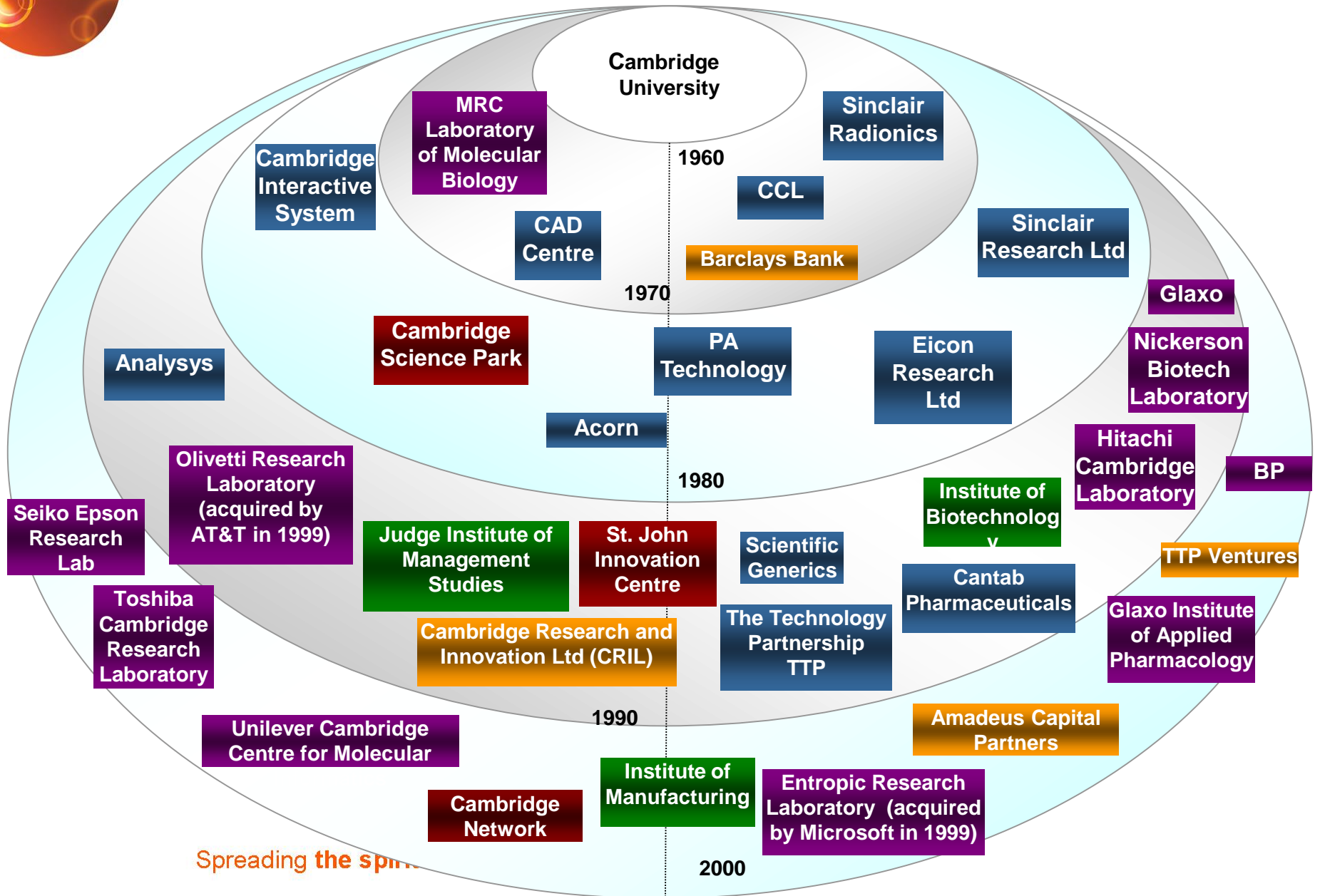
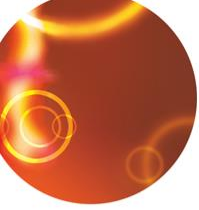


Fig 1



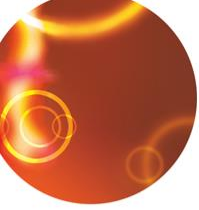




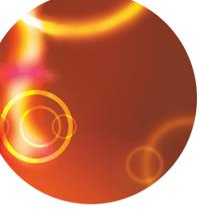
# Impact

- Personal wealth!
- New technologies – microprocessors; broadband; wireless; OLEDs; and the applications of these to products
- Spawned a new generation of entrepreneurs (role model effect)
- Stimulated venture capital
- Stimulated new forms of Government funding
- Created interest in Universities – policy implications
- New IP regime – enabling further technology transfer
- Global mentality stirred up
- Encouraged inward investment

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## Let us go back a moment...

- Entrepreneurship is about making ideas happen...
- So we need ideas – for societal change
- We need Entrepreneurship – or in any case entrepreneurs
- We need to connect the two concepts
- How..



# How to generate ideas?



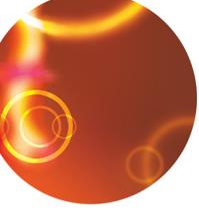
Peter Phillips and Alan Barrell

Connections;  
Curiosity  
Brainstorming  
Diversity of people and resources



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# Inspire large numbers



What is the risk – is it of failure or of never trying?

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# Priorities – how do we get to them?



Open discussions

Facilitated

Dynamic

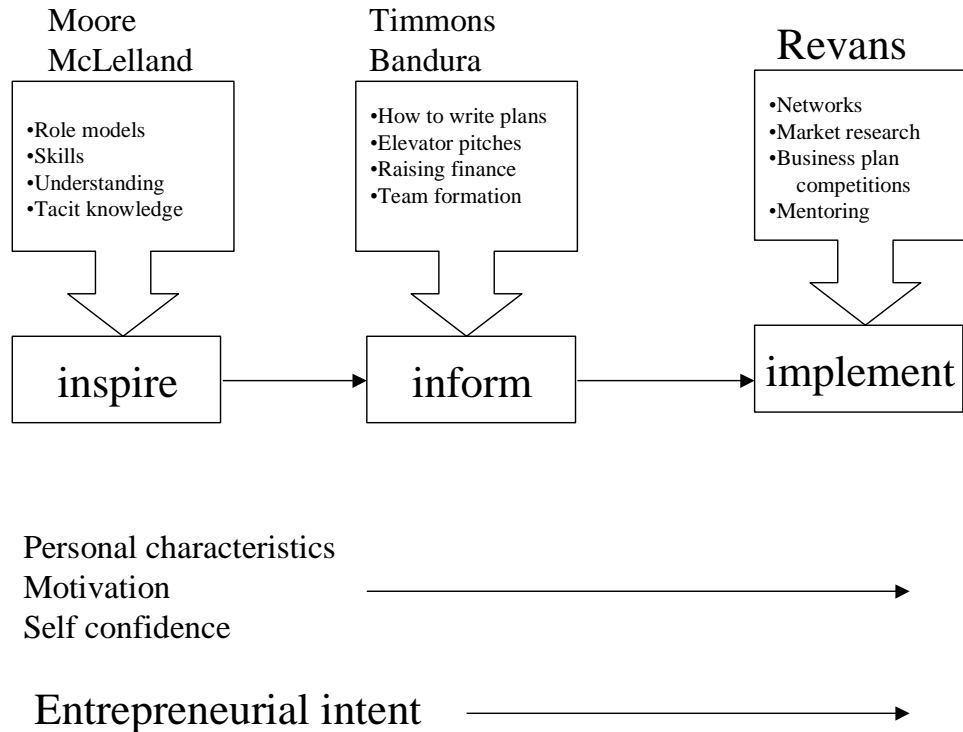
Mentored

Provision of tools and information

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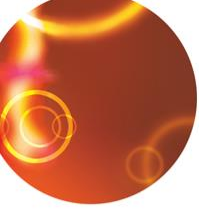


# Need a framework on which we can build



When the mind is full of small thoughts where is the space for big ideas

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# From Ideas to action needs....

A supportive journey

Education

Finance

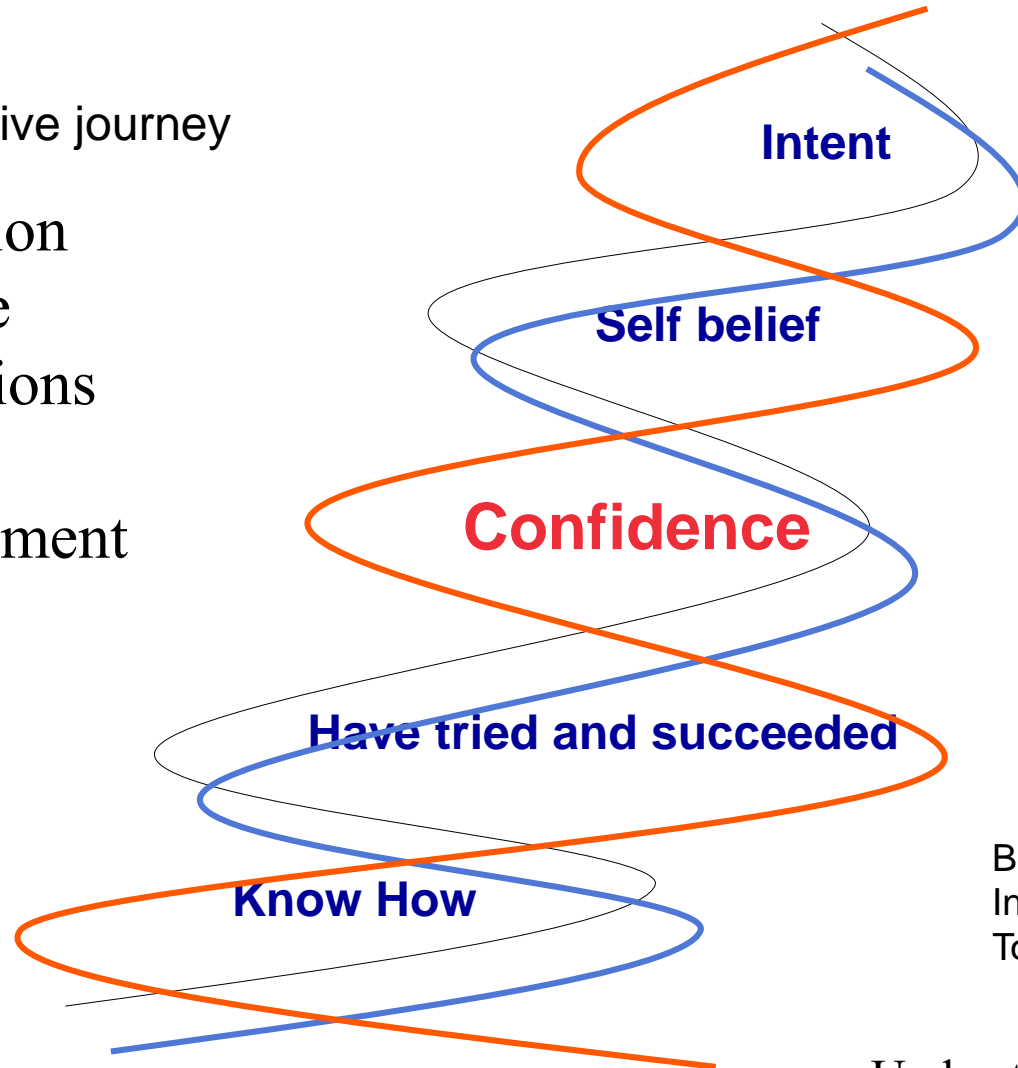
Institutions

Media

Government

Family

Etc.,



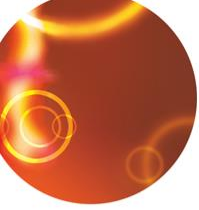
Building capacity  
With intent –  
to make a difference  
In their chosen field

Skills  
Practise –  
Networking  
pitching

Building track record  
Incremental experience  
To “Learning by Doing”

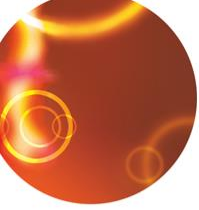
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Understand context  
And personal circumstances



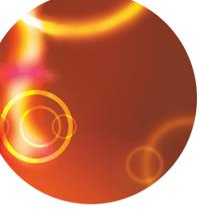
## Necessary conditions to achieve E 4 S ▲

- Needs a sense of the positive
- A “What are you waiting for” attitude
- Sense of being empowered to act
- Presence of role models
- Tolerance of failure
- Skills, knowledge and networks
- Practise



# Actually Entrepreneurship – is a process..

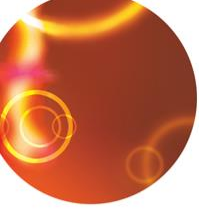
- The process requires –
  - Entrepreneurial Skills
  - Ability to validate an idea - not just have them
  - Understand what investors are looking for
- Acquire and practise skills –
  - Social; networking; presentation; lobbying;
  - Communicating the vision; getting buy-in from peers and from senior colleagues



# Personal attributes

- Self-belief - in the idea - its ability to make a difference and in ones own conviction of being able to make it happen
- Perception of risk - is it reputational? Financial? Relational?
- An opportunity that stimulates the motivation/intention
- Personal circumstances
- Entrepreneurial motivation

Risk of doing something? – Or risk of never having done anything?

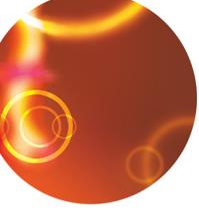


# Fundamental understanding

- Entrepreneurial behaviours are “bottom up”
- They cannot be imposed “top-down”

Think big and act fast to make a difference





# Entrepreneurship action plan

- Signalling from the top –
  - with resources
- Clarify boundaries – what is in and what is out
- Encourage early –
  - small victories to get into the habit
- HR policies
  - web based rules - transparent
- Education and training events
- Broaden out the network
- Need for diversity - like never before



# There is much hard work – needs resource

- Make it a tick box activity of marking companies we like:
  - Socially relevant
  - Socially responsible
  - Socially meaningful..
  - Environmentally responsible
  - Charitable orientation
- Create a list of what we do not like:
  - Begging, criminal, smuggling, Drugs, Sex, labour exploitation, protection rackets,
  - Arms companies
  - Tobacco companies
  - Chemicals companies
  - 4WD Car manufacturers
  - And so on



# In summary

- Reflected on social change; entrepreneurship and how to get it stimulated and supported.
- Hope there are ideas for stimulating a plan for action..
- Thank you: [s.vyakarnam@jbs.cam.ac.uk](mailto:s.vyakarnam@jbs.cam.ac.uk)

Better to seek forgiveness than permission



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