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ceo/executive director

How to Create an Impact Enterprise Today To Solve the Problems of Tomorrow

We inspire, connect, and empower people with purpose.

We offer intentional programs, inclusive communities, and an international network dedicated to helping diverse entrepreneurs create impact at scale.



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Today we'll cover ...

1: What Impact Entrepreneurship Is

2: Identify Your Purpose

3: Create Your Theory of Change

4: Plan for Sustainability

5: Plan for Scalability



What is Impact Entrepreneurship?



What is Impact Entrepreneurship?



What is Impact Entrepreneurship?

- **Nonprofit**
- **Cooperative**
- **Social Firm**
- **Socially Responsible Business**
- **For-Profit: Sole Proprietor, LLC, Corporation**
- **B Corporation**



What is My Purpose?

Giving back and making a return



Unicom

Zebra



What is My Purpose?

- Who do you think needs help, but isn't getting it?
- What social issues do you care about?
- Where are there gaps that need to be filled?
- When have you needed something but you couldn't get it, or no solution existed for it?
- How have others failed due to lacking some experience/expertise/network/etc. you have?



Create Your Theory of Change



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Create Your Theory of Change

- **Whom do you want to benefit?**
- **What benefits do you want to deliver?**
- **When will you achieve them?**
- **How will you and others make this happen?**
- **What environment/context do you need?**
- **Why do you believe your theory will succeed?**



Plan for Sustainability



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Plan for Sustainability

- **Business Model**
- **Revenue Model**
- **Revenue Streams**



Plan for Sustainability

- Earned Income: YAWP Records “Just Add Beats”
- Microfranchising: Mwinda Technologies
- Cross-Subsidization: Impact Hub Houston
- Market Linkage: Sangar Rum
- Microphilanthropy: PPE for the People
- Employment Generation: Spectrum Fusion



Plan for Sustainability

- Scope
- Market
- Model
- Map



Plan for Scalability

A large, diverse group of people is seated in a modern, multi-level atrium. The audience is facing a speaker who is standing on the right side of the frame, gesturing towards the audience. The setting appears to be a professional event or conference. The image has a blue tint.

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Plan for Scalability

- **Open Source**
- **Replication**
- **Government Adoption**
- **Commercial Acquisition**
- **Mission Achievement**
- **Sustained Business**



Plan for Scalability

- Geographies
- Offerings
- Customer Segments
- Value Chain
- Ideas
- Impact





thank you!



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