
Social Profit Network

A new model for positive world change.



Around the world, a new form of social change is taking place.

In contrast to traditional NGOs, a core set of extraordinary individuals and organizations—called social entrepreneurs—are using business rigor to develop and implement economically-sustainable, high-impact solutions to social and environmental problems. We at Social Profit Network are working with some of the most powerful social entrepreneurs in the world, helping to scale their solutions and maximize their impact.

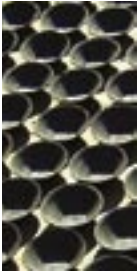
We help social entrepreneurs:

- Become economically self-sustaining—even cash flow positive—as quickly as possible
- Use cash flow from successful social ventures to launch others
- Develop cost-effective production and distribution methods that maximize both social and economic profit

The social entrepreneurs we work with have:

- Turned traditional medical and technology development, distribution, and profit models upside-down, by making their products affordable for everyone, regardless of socioeconomic status
- Changed the way humans view, interact with and protect their surrounding natural environment by creating economically-sustainable community engagement models
- Begun to change the way mainstream companies design and produce products in ways that don't just minimize impact but actually contribute to natural systems.

Social entrepreneurs—the highest-impact investment on the planet.



Many people in the world have the common goal of improving the social and environmental state of the planet. We, at Social Profit Network (SPN), believe that one of the most powerful ways to fuel world change is to put more power into the hands of proven social entrepreneurs. SPN defines social entrepreneurs as individuals and organizations that combine the passion of a social mission with business rigor, innovation and determination. The social entrepreneurs with whom we engage strive to make all of their projects economically self-sustaining, and, in many cases, cash-flow positive. In our experience, these are the social entrepreneurs who have the greatest impact because they work more efficiently than any other group. Social entrepreneurs are, by definition, entrepreneurial—they have lean, agile, high-functioning teams that work quickly and intelligently to create and implement solutions.

SPN's vision:

SPN imagines a world where self-sustaining NGOs become part of the fabric of society, to the extent that, where governments falter in the areas of human and environmental well being, social entrepreneurs, and the successful NGOs they create, will fill the gaps, providing environmentally sound public services, efficiently and effectively. SPN does not want to “own” this vision. We simply want to enable it.

The problem: Community and world-changing solutions don't go to scale

There are social entrepreneurs throughout the world working to implement solutions that could positively impact their communities and the world at large. Most of them, like many nonprofit organizations, spend the majority of their time trying to raise money instead of actually doing the work they intended to do. Thus valuable time that should be spent implementing and scaling projects is wasted in a constant search for capital. Social entrepreneurs avoid building fundraising divisions within their organizations to maintain their streamlined nature.

What social entrepreneurs need is direct access to a source of seed funding as well as connections to other resources—strategy, communications, legal services—that will speed their ability to scale their solutions. In essence, like the venture capital marketplace in the for-profit world, social entrepreneurs need a market mechanism and infrastructure to support their social ventures and help bring them to scale. Currently, no such mechanism or infrastructure exists.

At the same time, there are many well-intentioned people who want to contribute their money, skills, knowledge and connections to improving the world's condition. We call them philanthropic entrepreneurs. They struggle to find trustworthy, non-bureaucratic, truly high-impact individuals or organizations to engage with. When they can't, they give to “safe” organizations (normally highly bureaucratic), or to none at all, never connecting deeply to a cause and never feeling that they've had a real, positive impact on a community or world issue.

As a result, social entrepreneurs and well-intentioned people never connect and world-changing solutions never go to scale.



Social Profit Network: Bringing together social and philanthropic entrepreneurs to catalyze positive world change

SPN proactively seeks out and engages with proven social entrepreneurs, helps with strategic project development, gives them seed funding, and then connects them to individuals who want to invest their resources (money, connections, skills, knowledge) in economically sustainable, socially profitable projects.

To do this, SPN focuses on social entrepreneurs whose projects have the potential to become self-sustaining, replicable and scalable—eventually becoming highly effective, cash flow-positive NGOs. To support them, SPN attracts philanthropic entrepreneurs who want action, minimal bureaucracy, and have a desire to play a catalyzing role in the success of the projects they are involved with.

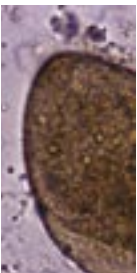
By connecting highly motivated social entrepreneurs with dedicated, action oriented, entrepreneurial philanthropists, SPN has been able to launch and scale projects that show significant social and economic returns (see case studies). The founders and the people within our network have been experimenting with this model, using their own money, connections and know-how, for close to ten years. We now know what works and we have assembled a group of the most powerful social entrepreneurs in the world.

We're ready to take our model of social change to scale. To do that, the social entrepreneurs we work with are actively engaging more and more of their peers while we seek to engage a broader set of philanthropic entrepreneurs who want to partner with us to fuel positive world change.

SPN's mission:

To fuel the creation of a self-proliferating, self-correcting, worldwide network of social entrepreneurs and entrepreneurial philanthropists who, through their collaboration, palpably improve human and environmental conditions.

A few of SPN's projects:



- **David Green** brings medical technologies to the poor of the world by pioneering new models for production and distribution, enabling him to provide his products to the poorest for free yet still earn a healthy profit overall. For example, David has developed a \$42 digital hearing aid, now ready for distribution, that rivals the quality of current devices that sell for more than US \$1,500.
- **Greg Steltenpohl**, founder of Odwalla, and Dee Hock, founder of Visa, have created a new system for enabling and rewarding environmentally sustainable consumer behavior. Similar to any credit card reward system, it helps consumers make the right choices while financially supporting nonprofits in their communities. The platform has been built and prototypes are ready to start in two U.S. cities.
- **Dr. Venkataswamy** is revolutionizing eye care in the developing world. His Aravind hospitals perform 200,000 surgeries per year. Aravind, and sister organization, LAICO, want to continue to replicate this economically self-sustaining eye-care model on a global scale.
- **Anil Chitrakar** preserves the cultural heritage of old-world cities by creating new markets for ancient forms of art. Anil has proven his World Heritage Site marketplace model in Nepal and is ready to replicate it in World Heritage Sites globally.
- **Jim Fruchterman's** nonprofit company, Benetech, has launched a variety of technologies that serve humanity. For example, Martus is a human rights violations tracking system that provides access to the proof prosecutors need to bring violators to justice. The Land Mine Detector Project has created a device that will reduce land mine clearing time by a factor of three. Bookshare.org is an electronic library that allows the blind, visually impaired and reading-disabled to swap and download usable books for a nominal fee. In addition to scaling these projects, Jim is ready to implement a handful of others that have far-reaching social and economic implications.
- **ANAI** has pioneered some of the world's most successful community-based "sustainable development" ventures (linking best development and conservation practices) in Costa Rica's Talamanca region. Since 1978 ANAI has shaped and facilitated a highly participatory and award-winning initiative that has strengthened the economy of rural communities through environmentally friendly activities. With the help of SPN, ANAI and its grassroots partners are working to scale ventures in organic agroforestry (the regional farmers coop is already Central America's largest producer/exporter of organic products), ecotourism (13 ventures launched to date), and sea turtle conservation among others.
- **Dave Moyer**, ex-Director of Systems Research Laboratory for Ford Motor Company, in partnership with SPN, has developed a new kind of hybrid engine that is expected to double fuel efficiency and dramatically reduce emissions while increasing power and performance.

The founders of SPN have worked with these social entrepreneurs to get their projects off the ground.

Now, we are bringing together a community of people to help bring them to scale. The faster we can spread this model, the faster we can fundamentally change the world for the better. We hope you will help us do just that.

To learn more about SPN social entrepreneurs and how we work with them, have a look at our case studies.