
Social Profit Network

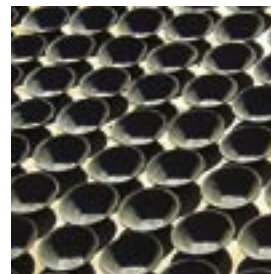
A handful of the world's most successful social entrepreneurs have created self-sustaining, scalable models that are solving community and world issues. It's time to bring these solutions to scale and replicate them around the world.

Join Anil Chitrakar, David Green, Jim Fruchterman, and Dr. Venkataswamy in fueling world change.



The Martus Human Rights Bulletin System is enabling human rights information to become highly accessible, helping to ensure that violations can be recorded and those responsible can be held accountable.

The Worldwide Market Square is actively preserving the art, craft and living heritage of World Heritage Cities by creating a worldwide marketplace for local artisans' work.



ANAI is reducing poverty in Central America through conservation and environmentally-sustainable economic development.

The Landmine Detector Project has developed cutting-edge land mine detection technology that will significantly reduce the current projected 1000-year timeframe for ridding the developing world of this devastating hazard.



Kathmandu2020 Project is fundamentally improving education, career development, and the preservation of Nepal's historical and natural Heritage.



The Affordable Hearing Aid Project is bringing low-cost, high-quality, digitally programmable hearing aids to the world's poor.



Aravind Eye Hospital, an economically self-sustaining nonprofit hospital that serves the poor of India, performs 200,000 eye surgeries per year.



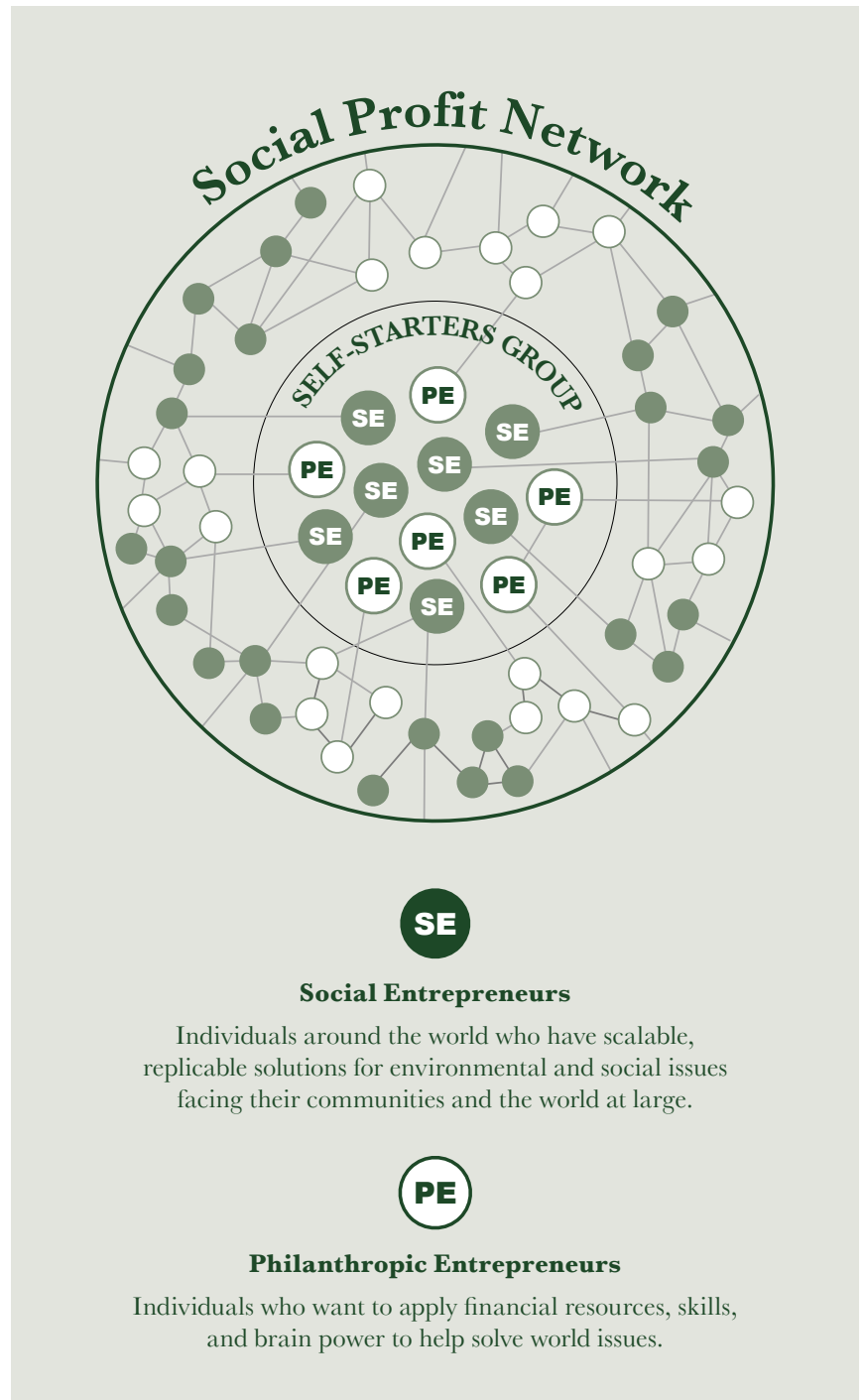
Greg Steltenpohl, founder of Odwalla, and Dee Hock, founder of Visa, have created a new system for enabling and rewarding environmentally-sustainable consumer behavior, while generating support for non-profits.

Social Profit Network's Self-Starters Group

A high-impact model for global social change

Since 1995, we have been testing a new model of proactive, strategic philanthropy. In 2000, we founded Social Profit Network (SPN) to seek out and engage with proven social entrepreneurs like Anil Chitrakar and David Green, advise them on strategy and structure, give them seed funding, and then connect them with philanthropic entrepreneurs—individuals who want to invest their resources (money, connections, skills, knowledge) in high-impact, economically sustainable, socially profitable projects. We have had enormous success with this model to date and are ready to scale it.

To do that, we are creating a small, peer-based network of committed social entrepreneurs and philanthropic entrepreneurs who can help us establish the SPN model as a catalyst for change in the world, guide its direction, and fuel its growth. We're calling this group the Self-Starters Group. Our goal is to create a core team of people capable of developing the capital, market principles, and actual marketplace that will enable individual projects to become self-sustaining and, as a result, high-impact. In the immediate term, we want to enable some of our best social entrepreneurs to significantly scale their projects, and to encourage and enable others to replicate them.



Social entrepreneurs have proven solutions for social problems

The social entrepreneurs with whom we engage have developed sustainable (self-supporting) solutions to issues facing their communities—and, in many cases, issues facing the world at large. They have solid business plans and proven capabilities.

SPN's major priority is to free these social entrepreneurs from the burden of fundraising so that they can focus on making their solutions self-sustaining, scalable, and replicable—and focus on launching other world-changing ideas.

How SPN works with social entrepreneurs

The way we work with social entrepreneurs is markedly different from conventional philanthropy—and even new models of social venture funding:

- We proactively partner with best-in-class social entrepreneurs who have proven solutions and are strongly recommended by other social entrepreneurs with whom we work. Therefore, we begin our relationship with a high level of trust.
- After initial research and evaluation, we have one-on-one discussions about their goals and needs, identifying the ways in which SPN can help.
- We act immediately. We collaborate on defining strategies; we write checks; we advise. And we connect social entrepreneurs with philanthropic entrepreneurs, as well as other resources in the network—business strategists, legal counsel, communications experts, and so forth.

In essence, SPN provides proven social entrepreneurs with capital and connections to key resources as quickly as possible and with as little bureaucracy as possible. For more about how we've partnered with social entrepreneurs, see our case studies.

SPN defines social entrepreneurs as individuals from around the world who have solutions to social and environmental issues facing the planet. They combine the passion of a social mission with business rigor, innovation, and determination to make self-sustaining, scalable, and replicable solutions for community and world issues.

Philanthropic entrepreneurs help bring these solutions to life

Similarly, SPN engages philanthropic entrepreneurs. These are individuals who, like the founders of SPN, have resources—capital, professional skills, contacts—that they want to use to speed positive world change. We work with people who like expediency, avoid bureaucracy, and want to have a personal impact on world issues. Many philanthropic entrepreneurs have been successful entrepreneurs in the business world and are looking to bring their entrepreneurial philosophy, business rigor, and sheer excitement to the social sector.

Often, they are action-oriented individuals who are frustrated by the inefficiencies and lack of significant impact inherent in traditional philanthropy. Philanthropic entrepreneurs want to see real change happen rapidly.

Scaling SPN through the Self-Starters Group

To scale our model, we need to attract more social entrepreneurs, philanthropic entrepreneurs, and other supportive resources to SPN. We think that the best way to do that is by creating a core group of the very best social entrepreneurs and philanthropic entrepreneurs to:

- Enable our current projects to go to scale by eliminating the major barrier that limits their growth and impact: lack of capital
- Publish articles and case studies that spread knowledge, thereby enabling others to get involved or replicate the model
- Continue building an economically efficient and self-sustaining infrastructure that will enable best practices to be shared more easily, make resources readily available, and speed the network's growth.
- Create an open Internet-based marketplace for social entrepreneurs and philanthropic entrepreneurs to connect and solve world issues together
- Identify pressing, currently unaddressed community and world issues and leverage our collective resources to solve them

We are reaching out to a handful of individuals—both social entrepreneurs and philanthropic entrepreneurs that we think would be interested in adding value to this peer-based group. We hope you will join us.

“If a nonprofit’s project is successful, the organization then has to go back for more money. This is the design flaw of the whole nonprofit system. Instead, the system should be designed to be profitable so that each successful project can not only scale but fund the next big idea.”

—Anil Chitrakar

Case studies on social entrepreneurs within the Self-Starters Group

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