

INTRODUCTION *to Social Business*

Jan 20th 2017



Yunus Center AIT

AIT-TIGER LEONG INTERNATIONAL
INNOVATION & LEADERSHIP CAMP

Inspiring Innovative Leaders of the Future

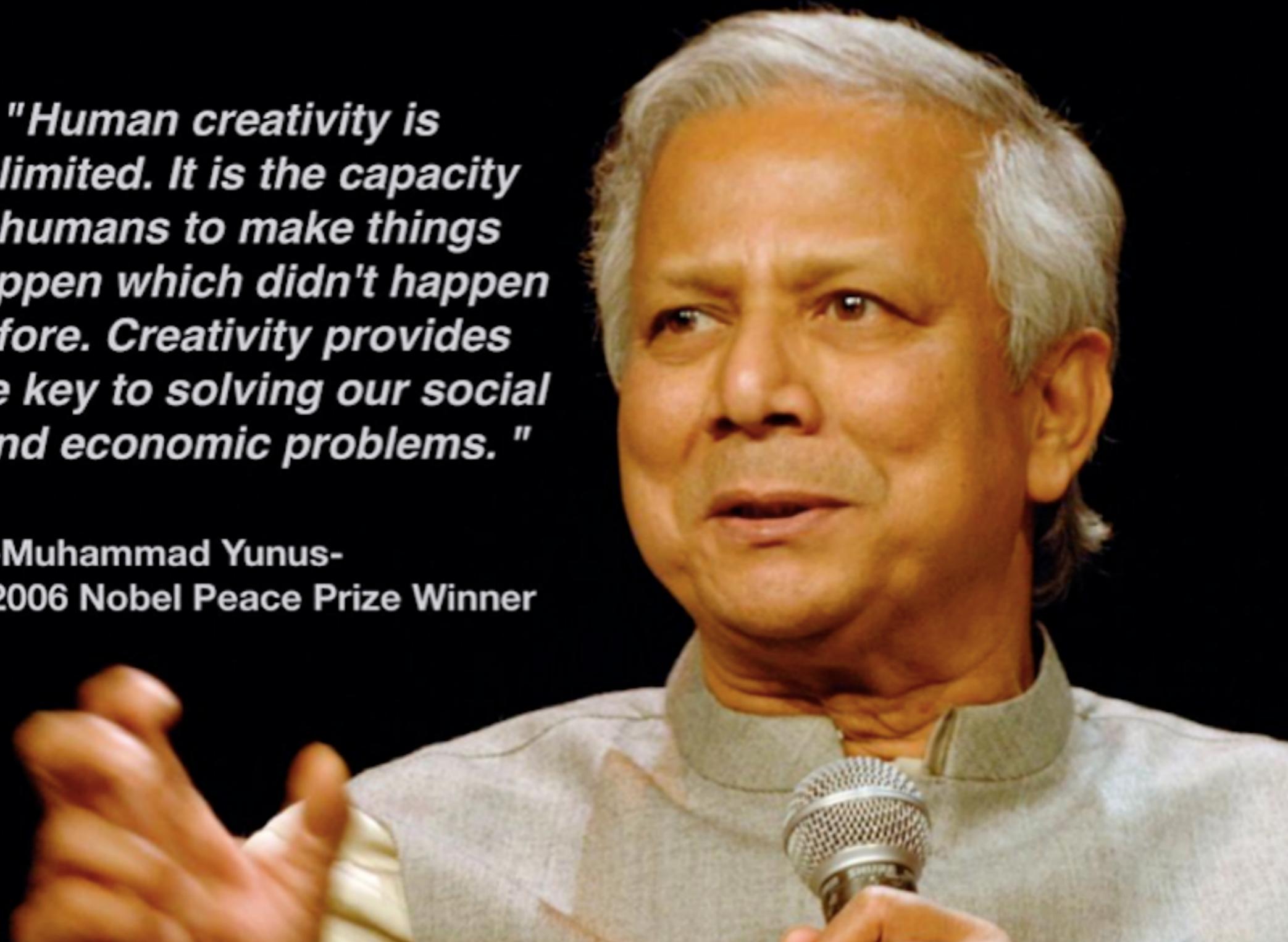


AIT Solutions

Technology • Engineering • Environment • Development • Management

"Human creativity is unlimited. It is the capacity of humans to make things happen which didn't happen before. Creativity provides the key to solving our social and economic problems. "

**-Muhammad Yunus-
2006 Nobel Peace Prize Winner**





MUHAMMAD

Yunus



MUHAMMAD

Yunus



MUHAMMAD

Yunus



Grameen Bank



MUHAMMAD

Yunus





MUHAMMAD

Yunus

What is a Social Business



(Yunus) Social Business



(Yunus) Social Business

- **Non-dividen** company created to **solve** a social **problem**.



(Yunus) Social Business

- **Non-dividen** company created to **solve** a social **problem**.
- Follows “7 Principles of Social Business”



(Yunus) Social Business

- **Non-dividend** company created to **solve** a human **problem**.
- Follows “7 Principles of Social Business”
- Concrete definition.



7 principles (2009)

Draft them Prof Yunus 2009 World Economic Forum

<http://www.grameencreativelab.com/a-concept-to-eradicate-poverty/7-principles.html>

7 principles (2009)

- Social Business
1. Business objective ^{will be} to overcome poverty, or one or more problems (such as, education, health, technology access, environment, etc) which threaten people and society; not profit maximization.
 2. Financial and economic sustainability.
 3. Investors get back the investment amount only. No dividend is given beyond investment money.
 4. When investment amount is paid back, company profit stays with the company for expansion and improvement.
 5. Environmentally conscious
 6. Workforce get market wage with better working condition.
 7. Do it with joy

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KIND

of social business

Kinds of Social Business

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- **Type I**
 - Non Dividend company created to solve a human problem

Kinds of Social Business

- **Type I**
 - Non Dividend company created to solve a human problem
- **Type II**
 - Profit Maximizing business owned by the poor or disadvantaged.



KEY

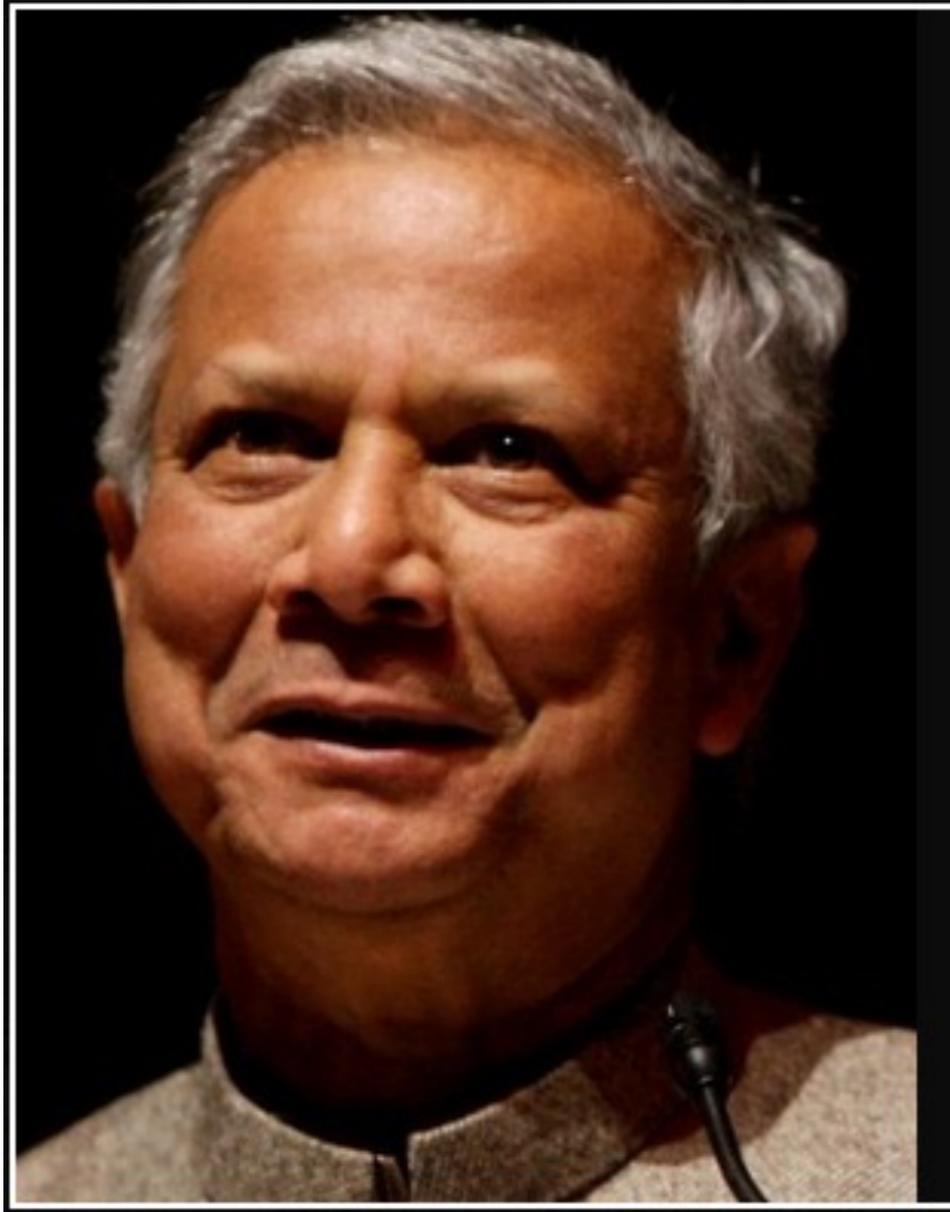
aspects

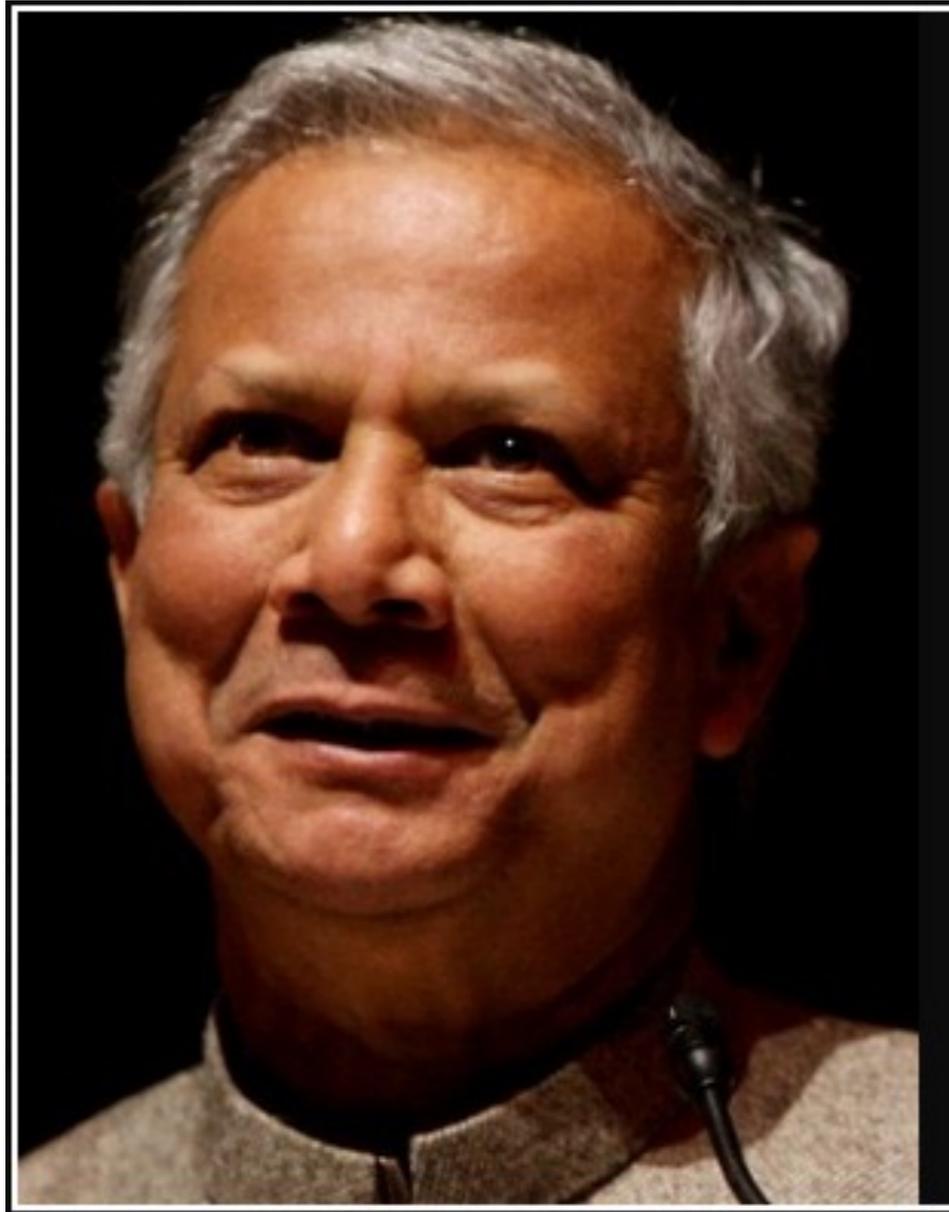
DIGNITY

EMPOWERMENT

**WHAT
POVERTY
IS?**

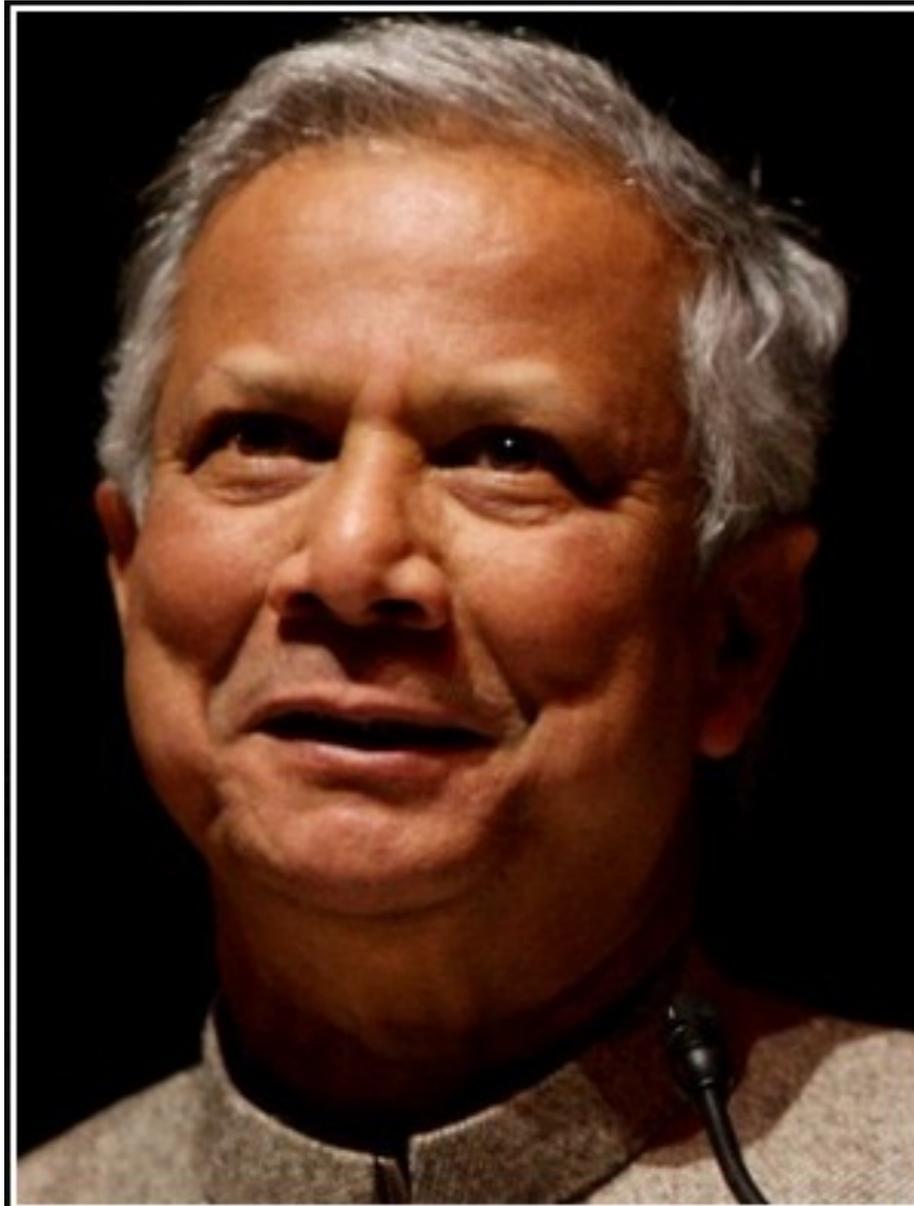
**"POVERTY IS
LACK OF ACCESS
TO
OPPORTUNITIES"**





Poor people
are
Bonsai People





Poor people are bonsai people. There is nothing wrong in their seeds. Simply, society never gave them the base to grow on. All it needs to get the poor people out of poverty for us to create an enabling environment for them. Once the poor can unleash their energy and creativity, poverty will disappear very quickly.

— *Muhammad Yunus* —

AZ QUOTES



Yunus Centre



**Grameen Intel
Social Business Ltd.**



**Grameen
Veolia Water**



Grameen Bank



Grameen Danone

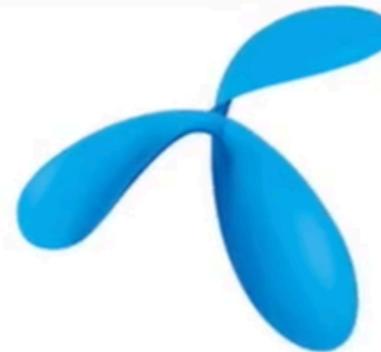


Grameen Trust

**Grameen
Distribution**



Grameen Shakti



grameenphone



**THE GRAMEEN
CREATIVE LAB**
PASSION FOR SOCIAL BUSINESS



**YUNUS
socialbusiness**

DEFINITIONS

**SOCIAL
BUSINESS**

DEFINITIONS

**SOCIAL
BUSINESS**

**SOCIAL
ENTERPRISE**

DEFINITIONS

NON - FOR PROFIT

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**SOCIAL
INNOVATION**



Changemaking

*Effective organizational
or societal change*

Social Innovation

*Methodology to create
social value at systems-
change level, potentially
economic value*

Social Entrepreneurship

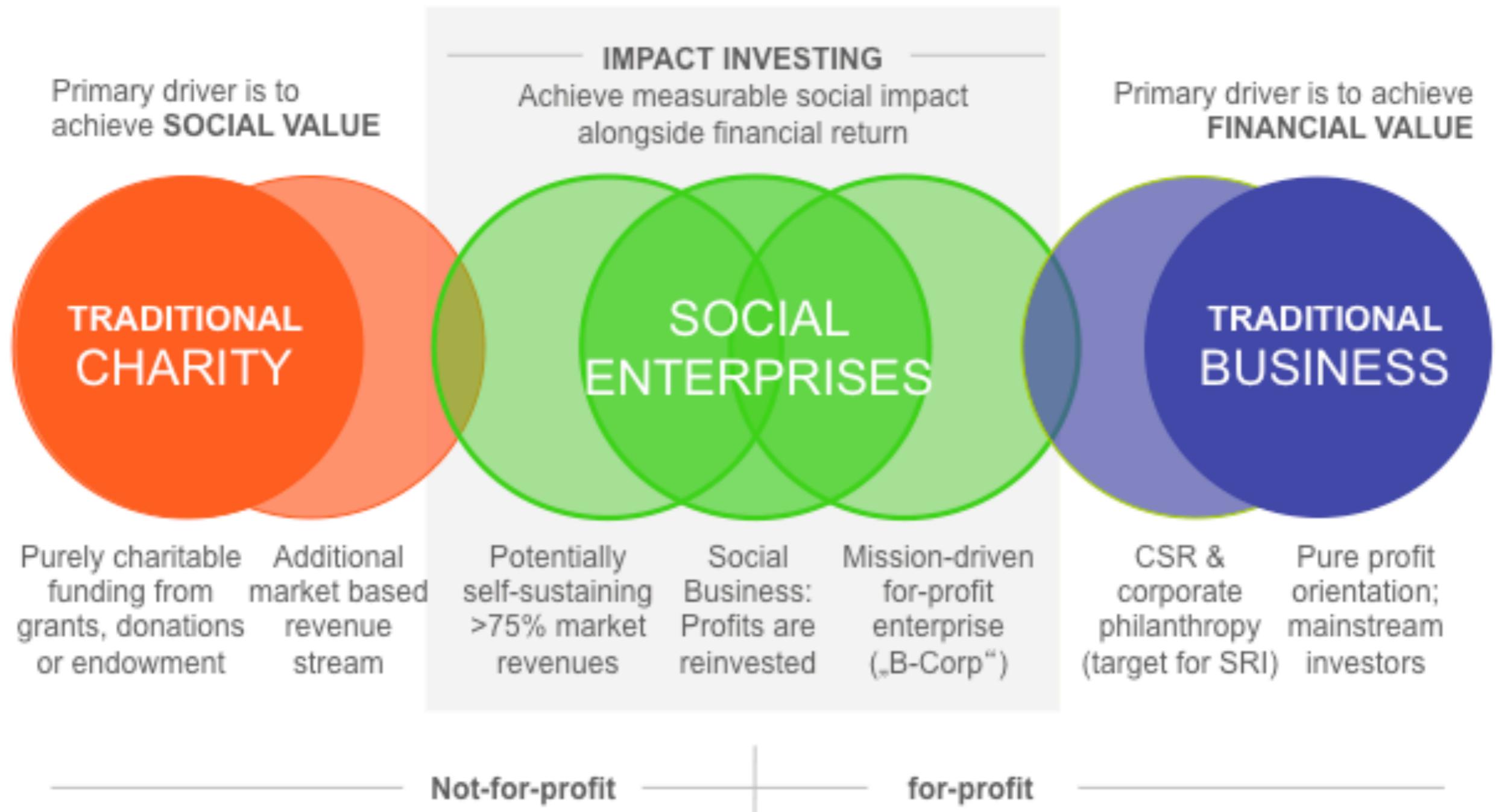
*Market-based,
usually
sustainable*

**Social
Entrepreneur
ship**

**Social
Enterprise**

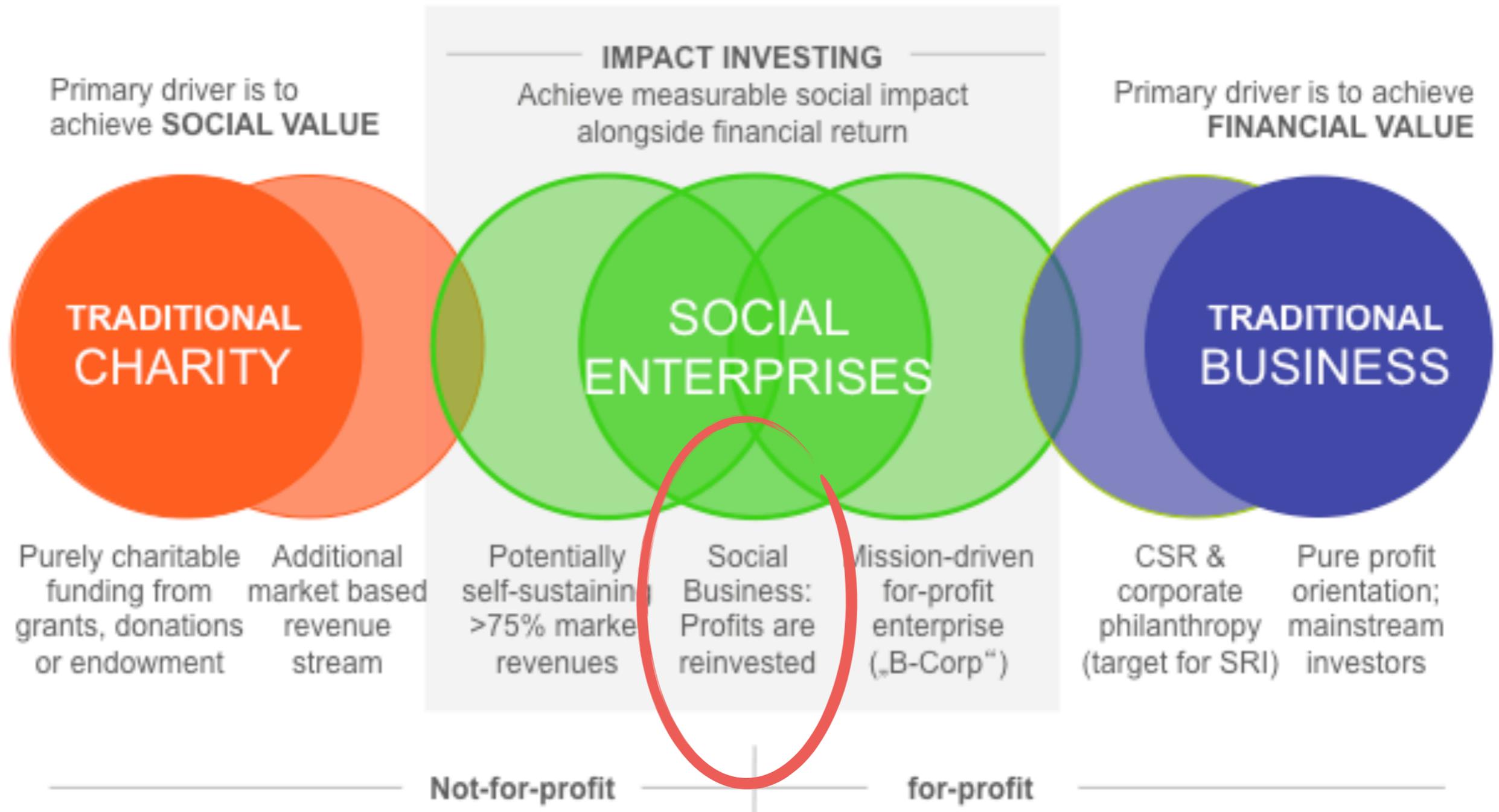
**Social
Business**

The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

The business model spectrum revisited



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“Applying business principles to social problems can **increase effectiveness and financial sustainability**”

- BCG

BCG

THE BOSTON CONSULTING GROUP



YUNUS
socialbusiness

GLOBAL INITIATIVES

“Success (in social business) means
delivering real social impact
and doing so **self-sustainably**”
- BCG

BCG

THE BOSTON CONSULTING GROUP



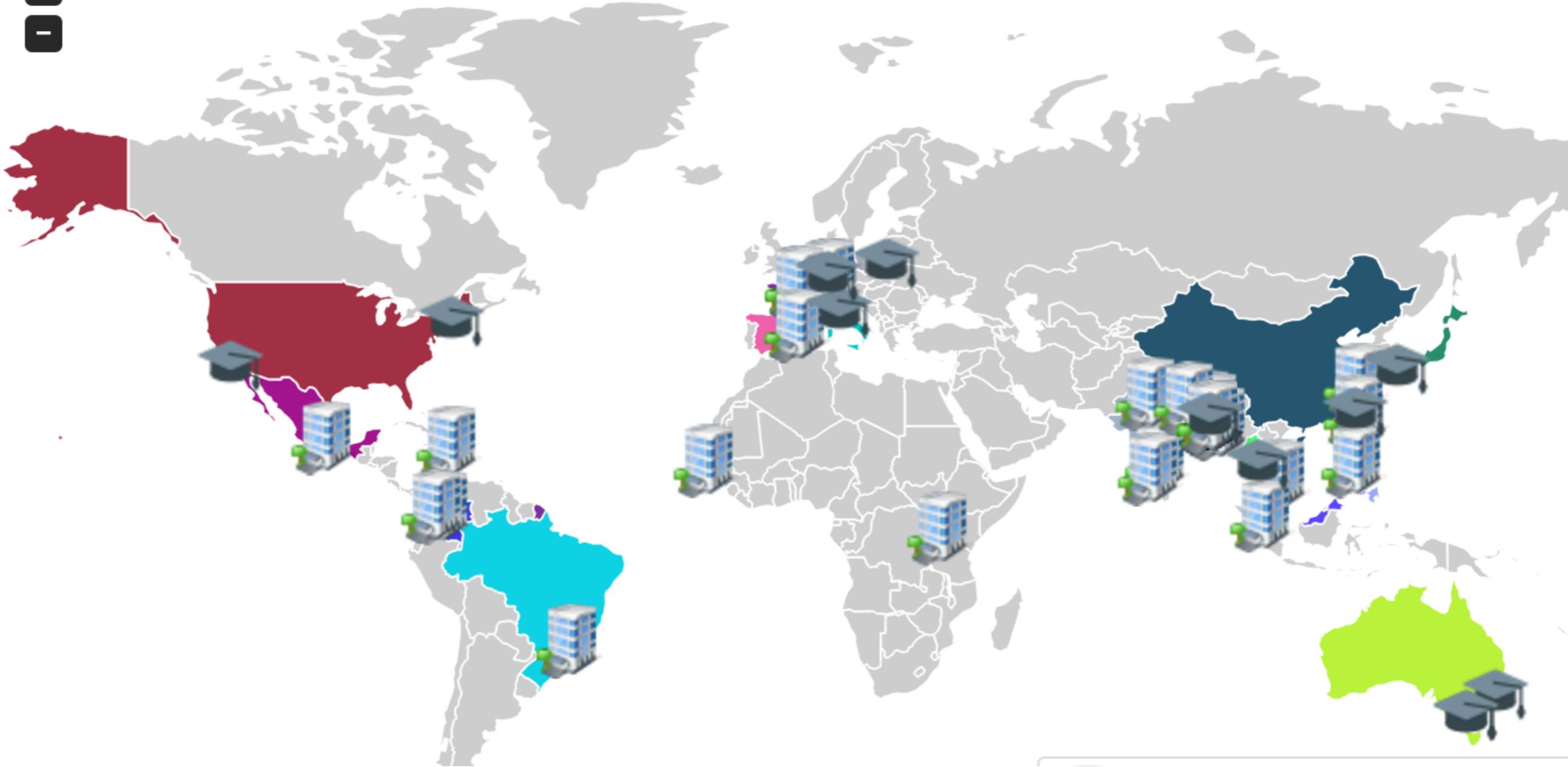
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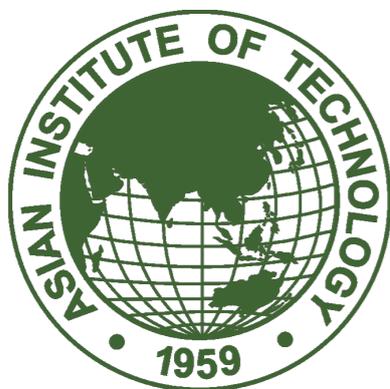
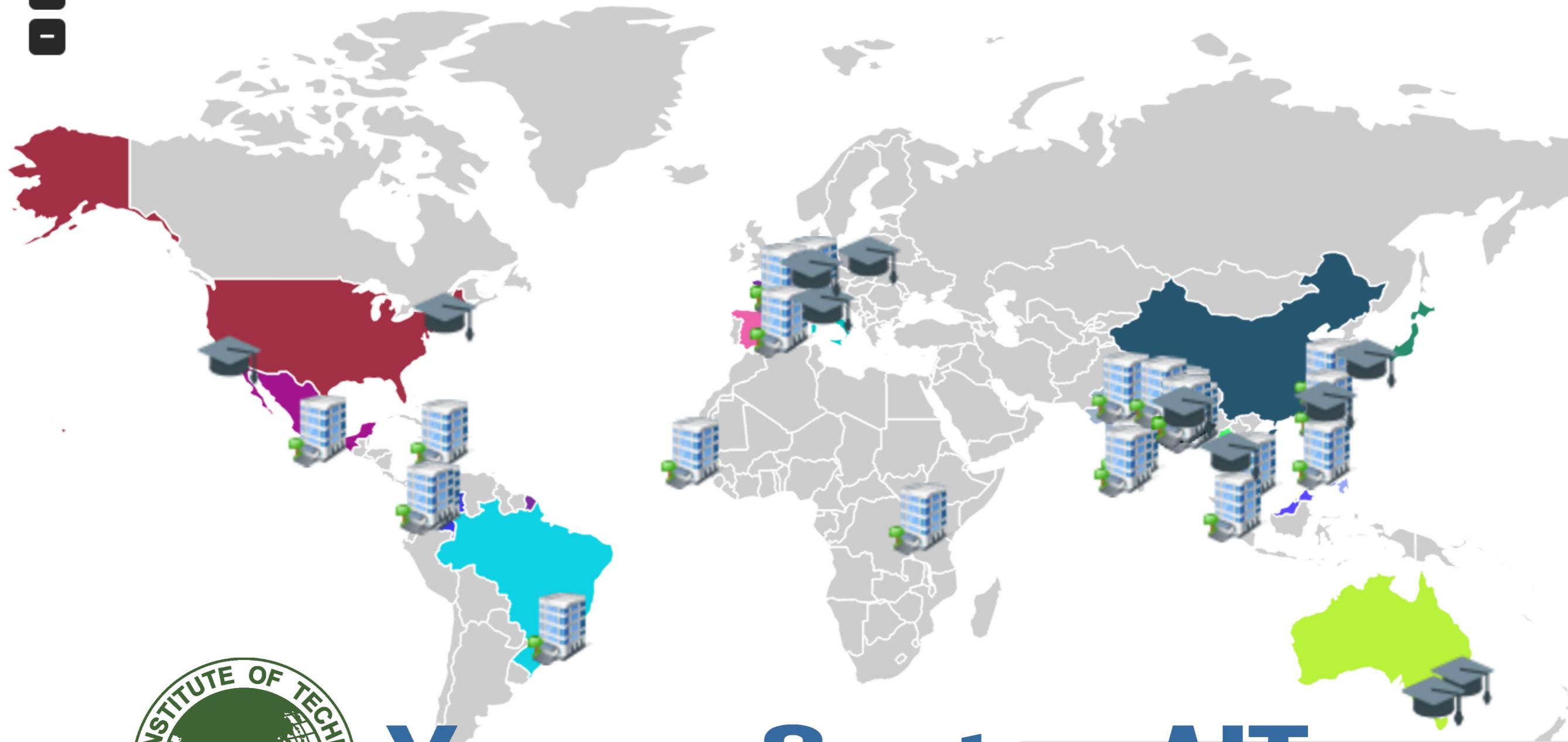
Yunus Centre

Social Business Ventures & Institutions



28 YUNUS CENTERS

Social Business Ventures & Institutions



Yunus Center AIT

**WHAT DO WE
DO ANYWAY?**

Building Capacity For

SOCIAL BUSINESS



KEY ACTIVITIES

THE YCA PROMOTES THE DEVELOPMENT AND DISSEMINATION OF INNOVATIVE BUSINESS MODELS FOR POVERTY REDUCTION UNDER FOUR MAIN FOCUS AREAS:



Awareness

MAKING SOCIAL BUSINESS AN UNDERSTOOD CONCEPT IN THAILAND AND ITS SURROUNDINGS. NETWORKING OPPORTUNITIES, GLOBAL EVENTS AND EXPOSURE VISITS



Learning

DISSEMINATING KNOWLEDGE AROUND SOCIAL BUSINESS TO BROADEN ITS APPEAL FOR VARIOUS LEVELS OF LEARNERS



Academy

TEACHING-LEARNING PROGRAMS IN COLLABORATION WITH SOCIAL ENTREPRENEURS, ACADEMIA, PRIVATE AND THIRD SECTOR TO FACILITATE KNOWLEDGE-SHARING



Action

DEVELOPING, IMPLEMENTING AND SCALING SOCIAL BUSINESSES WITH ADVISORY SERVICES TO INCUBATION

HOW?

SB Learning



SB Courses

A dynamic set of courses rooted in best practices. These are designed for students, academics, or practitioners engaging in the social economy



Thai FRAMES Asia

A unique, cutting-edge capacity-building program designed for Thai professionals who aspire to become social entrepreneurs and change-makers



Launch Pad

A professional training program aimed at teaching mid level professionals how to develop and create implementable social business plans to be launched and incubated

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Ph. D students, researchers, and academics are invited to the center for resources that may enrich their research and publishing on social business

YCA Internship Program

1 to 3 month internships for local and international students to gain experiential learning in social business through program management, literature review, and exposure visits

Case Bank

Expanding an online library of practical social business knowledge and action research findings highlighted by a *Case Bank* and an *Action-idea Archive*.

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SB Action

Consulting

Supporting, consulting on and incubating need-responsive social business projects, identified and implemented for their impact and financial sustainability within the region

YY Contest

A platform that allows Thai students to design a social business plan and showcase their work internationally at the Global Social Business Summit

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SB Movement

YY Cocktails

A series of networking events bringing together social entrepreneurs, investors, students, and social business experts to engage in discussion and be inspired

Global Events

Attending and participating in social business related global events by facilitating workshops, taking part in panel discussions, and sponsoring interested students.

Exposure Visits

Organizing tours in Thailand and abroad to interact, observe, and learn about active social businesses in the region

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SB Action

Consulting

Supporting, consulting on and incubating need-responsive social business projects, identified and implemented for their impact and financial sustainability within the region

YY Contest

A platform that allows Thai students to design a social business plan and showcase their work internationally at the Global Social Business Summit

Design Lab

This platform creates a space for social entrepreneurs to refine their social business ideas through mentorship and pitch them to potential investors

SB Movement

YY Cocktails

A series of networking events bringing together social entrepreneurs, investors, students, and social business experts to engage in discussion and be inspired

Global Events

Attending and participating in social business related global events by facilitating workshops, taking part in panel discussions, and sponsoring interested students.

Exposure Visits

Organizing tours in Thailand and abroad to interact, observe, and learn about active social businesses in the region

SB Learning

SB Courses

A dynamic set of courses rooted in best practices. These are designed for students, academics, or practitioners engaging in the social economy

Thai FRAMES Asia

A unique, cutting-edge capacity-building program designed for Thai professionals who aspire to become social entrepreneurs and change-makers

Launch Pad

A professional training program aimed at teaching mid level professionals how to develop and create implementable social business plans to be launched and incubated

SB Academy

YCA Visiting Scholars

Ph. D students, researchers, and academics are invited to the center for resources that may enrich their research and publishing on social business

YCA Internship Program

1 to 3 month internships for local and international students to gain experiential learning in social business through program management, literature review, and exposure visits

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THE DOOR

is Open



INTERNSHIP

INTERNSHIP

**STUDENT
ASSISTANTSHIP**

INTERNSHIP

**STUDENT
ASSISTANTSHIP**

VOLUNTEERING

INTERNSHIP

**STUDENT
ASSISTANTSHIP**

VOLUNTEERING



INTERNSHIP

**STUDENT
ASSISTANTSHIP**

VOLUNTEERING



IDEAS

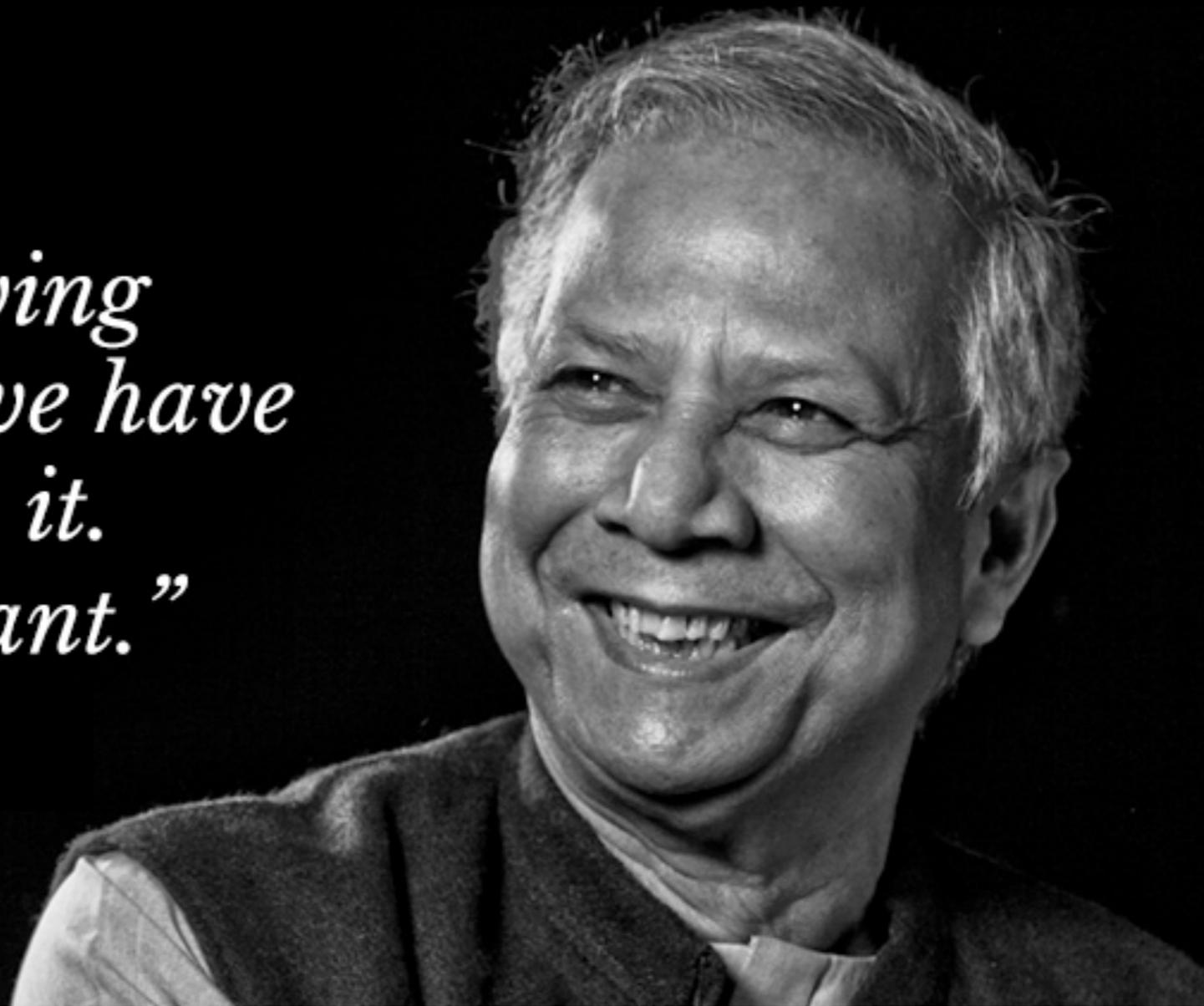


LOOKING FORWARD



IMAGINE

“If we are not achieving something, it is because we have not put our minds to it. We create what we want.”











A photograph of a stack of four stones balanced on a larger, rough rock. The stones are stacked from bottom to top: a large, smooth, light-brown triangular stone; a smaller, smooth, light-brown rectangular stone; a smooth, light-brown cylindrical stone; and a smooth, dark grey cylindrical stone. The background shows a blue ocean and a clear blue sky. The word "BALANCE" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

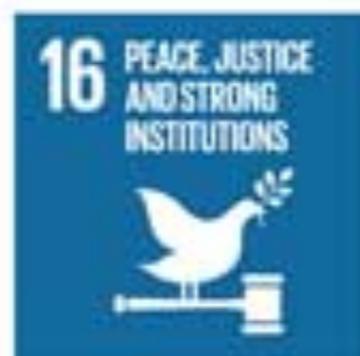
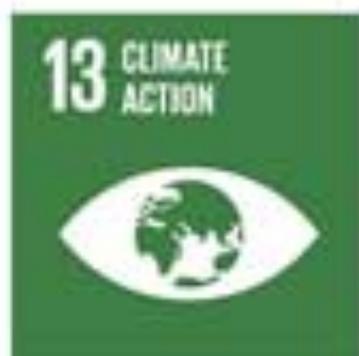
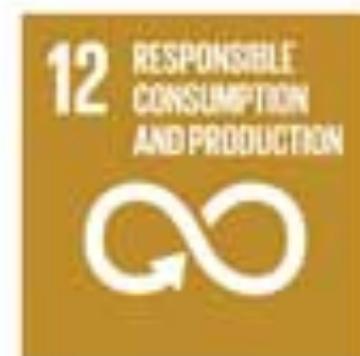
BALANCE

A large flock of birds, likely terns, is captured in flight against a vibrant, golden-orange sunset sky. The birds are arranged in a loose V-formation, with some leading and others following. The sun is visible in the upper left corner, creating a bright glow and casting long, soft shadows. The overall mood is one of harmony and natural beauty.

ALIGNMENT



SUSTAINABLE DEVELOPMENT GOALS



A photograph of Muhammad Yunus, an elderly man with grey hair, wearing a blue patterned shirt. He is looking slightly to the left of the camera with a thoughtful expression. The background is a plain, light-colored wall.

0 POVERTY

0 UNEMPLOYMENT

0 NET CARBON EMISSIONS (CO₂)

- 2050 , MUHAMMAD YUNUS

IMPACT

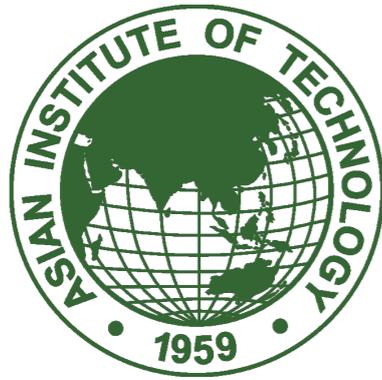




IMPROVE

PEOPLE'S

LIVES



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- Events
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- Shop
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Building Capacity For SOCIAL BUSINESS

Yunus Center AIT

Liked Following Message More

Sign Up

Status Photo / Video Offer, Event +

Write something...

This Week See All

932 ↑ Post Reach	0 Website Clicks	0 Sign Up
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University in Bangkok, Thailand

Page Tips See All

- Write a Post to Connect With Your Page Visitors
Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.
- How to Create Effective Posts
Short, visual posts created for the right