Developing and Serving Entrepreneurs as a Social Mission: The Convergence of Research, Education, and Outreach

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Teaching Social Entrepreneurship

- Defined, *social entrepreneurship* is an innovative, social value-creating activity that can occur within or across the non-profit, business, or government sector.
Social Entrepreneurship

• How is it different from for-profit entrepreneurship?
  - Centrality of mission (Core Competency)
  - Fragmented, heterogeneous capital markets
  - Human Resources
  - Blending of social and commercial interests
Social Entrepreneurship

• How is it different from for-profit entrepreneurship?
  - Alliance opportunities
  - Challenge of growth
  - Ambiguous market signals
  - Governance
A Business Professor’s Perspective...
A Social Entrepreneurship Venture

• Problem

• Opportunity Recognition

• Venture Creation

• Sustainment/Growth
Problem Recognition

• What problem needs solving?
• What is the root cause of the problem?
  – Not the symptoms
• What would the “solved” problem look like?
Opportunity Recognition

- Problem - Solution
- What problem needs solving?
- What is the “market” or problem space?
- What is the “demand” for a solution?
- Who or what else is in this space?
- Clearly define the “niche” or unmet demand for a solution
Venture Creation

• Building support
  – Socio-cultural factors, Getting the word out, Guerrilla marketing/traditional marketing, Passion, Credibility

• Networking
  – Who do you know? who do they know? Non-redundancies, other organizations, shared interests
Venture Creation

• Finding Resources
  – Foundations, Governments, Other non-profits, Local citizens, Local businesses, Corporations

• Utilizing Slack resources
  – Under-capacity facilities, under-capacity businesses

• Finding Human Capital
  – Attraction, Selection, Retention, Pay vs. voluneteer?
Venture Creation

• The value proposition
  - Delivering & Measuring Effectiveness
  - Effectiveness vs. efficiency?
  - What is the measure of effectiveness?
  - What is the time horizon?
  - Is it specific, realistic, measureable?
Sustaining the Effort

- Growth?
- Sustainability?
- Social attitude change?
- Economy?
Social Entrepreneurship In Action: the Convergence of Research, Education, and Outreach
The Entrepreneurship Bootcamp
for Veterans with Disabilities
Research

• Socialization
• Organizational/Professional Identity
• Discontinuous Career Transition
• Entrepreneurship
• Business Management
Education

- Learning By Doing (student involvement)
- Social Entrepreneurship in Action
- Entrepreneurial Efficacy
- On-line Learning
- Immersion Learning
- Socialization Experience
Outreach

• Access to higher Education
• Connecting Expertise with Need
• Utilizing Resources to Address Need
• Entrepreneurship
• Business Management
The Consortium of Schools

- Whitman School of Management, Syracuse University
- THE Florida State University College of Business
- Mays Business School, Texas A&M University
- UCLA Anderson School of Management
- Krannert School of Management, Purdue University
- University of Connecticut School of Business
- LSU Stephen M. Ross School of Business
- Cornell SC Johnson College of Business
Our Mission:

**The EBV Consortium of Schools**

To advance entrepreneurship as means to open the door to business ownership opportunities for veterans with disabilities, and to design and deliver educational programs to assist veterans with disabilities in the many steps and activities associated with creating and sustaining an entrepreneurial venture.
The Entrepreneurship Bootcamp

*for Veterans with Disabilities*

**Phase 1: EBV Online** *(approx. 20 calendar days):*
- Blackboard-based course
- Minimal staffing (1-Faculty/MBA Students)
- Online template, syllabus provided by SU
- Textbooks donated by Prentice-Hall

**Phase 2: EBV Residency** *(approx. 8 calendar days):*
- Classroom-based course
- Moderate faculty intensity
- Logistical demands significant at the local level

**Phase 3: Mentorship** *(ongoing):*
- Virtual Mentorship via Blackboard
- Content area experts
- Local mentor initiative

[http://whitman.syr.edu]
EBV Consortium of Schools: Organization

- **EBV Curriculum**
  - Content, Design, Outcomes

- **EBV Marketing**
  - Brand, Materials, National Campaign

- **Admissions**
  - Administration, Selection, Placement

- **Assessment**
  - Evaluations, Outcomes

- **Consortium Member**

- Local Funding, Staffing, & Logistics

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- Local Funding, Staffing, & Logistics
Fundraising/Support

- Each School Responsible for Costs
- National Partners
- Alumni
- Student Connections
- Veterans
- Local Partners
Student Involvement

- Planning
- Interviewing/Selection
- Lodging
- Transportation
- Meals
- Events
- Instruction
- Administration
A graduate from our first class in 2008
Social Entrepreneurship

- Higher Education is uniquely situated to both foster and deliver social entrepreneurship and create social entrepreneurs.
Questions?