

SOCIAL ENTREPRENEURSHIP

- ✦ Some lessons learned....
- ✦ Mostly the hard way

EXPERIENCES

- ✦ About 20 startups
- ✦ GreenNet – IT for NGO's 1985
 - + Took it international (www.apc.org) in 1989
 - + Now in 40 countries, UN consultative status etc etc
- ✦ BBE
 - + Solar photovoltaic
 - + Fastest growing solar company in Australia

SCALE

- ✦ Why?

SCALING – BIG FROM DAY 1

- ✦ Think 10x
- ✦ Backcasting

SCALING – REPLICATION – APC.ORG

- ✦ APC.org
- ✦ Staff exchanges
- ✦ Create equals
- ✦ Get funding specifically for this

CUSTOMERS = MARKET

- ✦ Be an ally, not a salesperson
- ✦ Incentive to refer friends
 - + \$\$\$
 - + Access to deal
 - + Benefit to school etc
- ✦ Keep them happy!

WASTE = RESOURCE

- ✦ Paper -> Plastic
- ✦ Banana Waste -> Paper

CREATIVE RESOURCING

- ✦ Seek donations in kind
- ✦ Seek expertise
- ✦ Think about scaling

Its always easier
to get forgiveness
than permission

RULES - WHAT RULES?

- ✦ Question every boundary, every assumption
- ✦ Decide which ones to push against
- ✦ Which to go around
- ✦ Which ones make sense
- ✦ And which to live with (for now)

RULES - WHAT RULES?

- ✦ Who is telling you NO
- ✦ Why
- ✦ Can you go over their head - build networks
- ✦ Can you generate publicity
- ✦ Can you just ignore them
- ✦ What are the consequences of being caught
- ✦ Practice !

RESILIENCE

- ✦ The ability of a system to recover from UNEXPECTED happenings.
- ✦ Preparedness, v. Flexibility
- ✦ Know how to use it when you want change
- ✦ Know how to build it into your organisation

RISK ANALYSIS

- ✦ Expect the unexpected
- ✦ Look at Consequence, Impact
- ✦ Cost of Avoiding, v. Cost of handling
- ✦ Don't sweat the small stuff
- ✦ Internal risks are more often fatal

STAFF

- ✦ If you can't be replaced,
 - + you can't move on to the next challenge.
- ✦ Find what drives people
 - + money, status, experience, passion, impact
 - + Balance money with other rewards
- ✦ Build capability
 - + Allow people to work beyond their expectations
- ✦ Build trust
 - + Weed out dishonesty early

STAYING THE COURSE

- ✦ Keep your passion
- ✦ Don't burn out
- ✦ Have fun doing it
- ✦ You need peers and mentors
- ✦ Keep the staff motivated

Life is a mystery to be lived,
not a problem to be solved.

NATURAL INNOVATION FOUNDATION

Technology in service of the planet and its
peoples

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