Social Entrepreneurs Project Overview

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## Context and Relevance

Globalization is an umbrella term for a complex series of economic, social, technological, cultural and political changes across the globe. It is a process of increasing interdependence and interaction among people, companies, and governments of different nations, driven by international trade and made possible by innovations in information technology.

Some argue that globalization allows poor countries and their citizens the opportunity to raise their standards of living, encourage democracy and embrace multiculturalism. Others claim that globalization has simply allowed Western corporations to overwhelm world markets at the expense of small businesses, local cultures, traditions and values. The convergence of economics, culture and politics is happening around the globe. While thoughtful, deliberate, and innovative leadership is necessary to help shape globalization, many believe that the process itself is inevitable.

As we will discover together, social entrepreneurship presents a fresh and unbridled way to alter the face of Globalization a myriad of positive ways.

Project Overview  
Your task, whether you work by yourself or in a team, is to win the money and confidence of investors regarding a solution that you have carefully designed in light of the myriad problems that have arisen from Globalization. Your solution will be a creative and innovative one that tackles one of society’s most pressing social problems. The task before you is difficult, but you can do it.

**Part One: What is Globalization?**

**Part Two: What is Social Entrepreneurship?**

**Part Three: Project Work Time—Design Your Solution and Sell It**

Essential Questions  
1) What is globalization and what are its positive and negative outcomes?   
2) How do your values play into what version of globalization you want to see in the future?  
3) How can social entrepreneurship solve social and civic problems in a globalized world?  
4) What is human-centered design?

## Project Task

Your overall task is to “sell” your social entrepreneurship solution—whether that’s a product or a service. You want to convince the people you interact at Exhibition with—the investors-- that your proposed solution will create massive systemic change to an important social problem. In addition, your investor needs to believe in the financial sustainability of your organization and that their investment won’t be wasted.

## Requirements

**At Exhibition, you must have:**

**I. An Elevator Pitch:** Entrepreneurs are known for having an elevator pitch. The elevator pitch is a 30-60 second well-structured and rehearsed presentation of an idea or product for which they are seeking investment. You will create an elevator pitch of your own. The goal of your presentation is to convince the “Investor” that they should use some portion of their capital to fund your project. At exhibition, all attendees will be given the same of money, and they will be instructed to invest in the best quality presentation, and also the solution or product that they think will be the best investment for positive social change.

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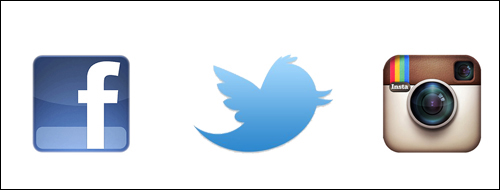
**Your elevator pitch must address:**

* the problem,
* the system-changing solution,
* provide an explanation of the model,
* have strong rhetorical appeal,
* use one or more multimedia elements integrated into the presentation.  
    
  \*Everyone in a group must be able to deliver the elevator pitch.

**II. A Social Media Campaign/Advertisements:**

1) Evaluate and research how companies and advertisers use social media to promote their business or product. Then, develop a plan and implement a social media campaign that uses at least two platforms (Twitter/Instagram/Facebook et. al.)

2) Additionally, create at least one advertisement for YouTube or develop an infographic after having evaluated and researched how advertisers use these mediums.

**Your social media campaign and advertisement must:**

* use appropriate voice for respective mediums,
* use well-developed rhetoric,
* express credibility
* exhibit exemplary refinement.

**III. A Business Proposal:** The heart of your solution is your business and your business model. You will explain this in full detail in your business proposal. Your investors will need to see your business proposal at exhibition.

**This business proposal must include:**

* An executive summary
* market analysis
* product description
* marketing strategy
* management plan
* *and as a challenge--financials.*

**IV. A polished Project Portfolio, which will include the following:**

* 1. Business Proposal (must meet social entrepreneur requirements)
  2. Design Notes and Annotated Bibliography Research (Empathy)
  3. Individual Mission Statements
  4. Critique Forms (there will be lots)
  5. Daily and Weekly Schedules of each member and the group.



**\*\*Additionally, each student** will be evaluated individually on a Summative Project Reflection written in TEA paragraphs that addresses the essential questions of the project and what was learned in the project.  
  
\*\*This project is subject to change in scope, sequence, and due dates.