SOCIAL ENTERPRISE DEVELOPMENT FRAMEWORK: A QUALITATIVE ANALYSIS

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RESEARCH METHODOLOGY

QUALITATIVE ANALYSIS

LITERATURE REVIEW

CONCEPTUAL FRAMEWORK
WHY A STAGED APPROACH?

CROSS-SECTOR ANALYSIS

ORGANIZED APPROACH TO GROWTH

IMPLICATIONS FOR BOTH INVESTORS AND ENTERPRISE
STAGE 1: SOUL SEARCHING

ACTIONS
- Business model concept development
- Clear definition of theory of change, mission, vision
- Stakeholder mapping
- Prototyping key products

CHARACTERISTICS
- Characteristics of SE leader
- Intentional team building
KEY FOUNDING TEAM
Launch
STAGE 2: LAUNCH

ACTIONS
- Maintain focus
- Track social and financial performance metrics
- Segment and target customer groups
- Find right financial capital match
- Invest in intentional marketing

CHARACTERISTICS
- Legitimacy cultivation
- Iteration based on customer feedback
Customer Feedback
STAGE 3: EXECUTION

ACTIONS

- Use data to guide strategy
- Tracking outputs and outcomes to measure impact
- Working towards a positive cash flow
- Building efficient supply chains and distribution systems

CHARACTERISTICS

- Organizational capacity building
- Leadership business mindset
THOROUGH UNDERSTANDING OF EXPANSION STRATEGY
STAGE 4: EXPANSION

ACTIONS

- Decide best route to expansion
- Align expansion strategy with enterprise's core competencies
- Ensure resources for growth: people and tech
- Competitive analysis
- Strengthen strategic partnerships

CHARACTERISTICS

- Heightened competition
- Focus on external environment
TRANSFORMATIVE IMPACT
THROUGH REPPLICATION AND
PARTNERSHIP
THROUGHOUT THE STAGES

BUSINESS MODEL

GOVERNANCE

LEGAL STRUCTURE

METRICS
Soul Searching

Launch Execution Expansion

Metric Tracking and Analysis

Business Model
Governance
Legal Structure

Soul Searching
Launch
Execution
Expansion
THANK YOU TO OUR PARTICIPANTS