

The Problem of Global Poverty



“When my husband died, I did not know what to do. There was no food and the children would cry each night...”

The Problem of Global Poverty



“We did a study of 60,000 poor people, and they have the same aspirations we do. They want the same things for their kids, they want peace, they want opportunity, they want a voice, they want a chance, they do not want charity. . . . We will not solve the problem of poverty or global peace or stability unless we change our perception of poor people from objects of charity to the assets on which you build a better world. I am absolutely convinced of that.”

- James D. Wolfensohn

An Emerging Trend: Social Entrepreneurship

- **Social entrepreneurship** is the work of a **social entrepreneur**. A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change (a social venture). Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals.

Over the past two decades,
the **citizen sector** has
discovered what the business
sector learned long ago:
There is nothing as powerful
as a new idea in the hands of
a first-class entrepreneur.

Pura Vida Coffee as Case Study

The Model: Combining profit and non-profit

The set up: Profit derived from coffee goes back to farmers in fields

Another Idea: Microfinance

- Small loans
- Cross guarantee
- Culturally appropriate

Microfinance Explained



Because of small loans:

- Businesses begin
- Income is generated
- Loans are repaid
- Children re-enter schools
- Communities benefit
- Poverty is reduced

**The 2006 Nobel Prize honored micro-financier
Mohammed Yunus*

Microfinance Urgently Needs Transformational Leaders

NEW SKILLS	BRAIN DRAIN	WOMEN
Need for experienced bankers, IT professionals, CFOs and capable managers.	Educated professionals emigrate making it difficult to find experienced managers.	Women are the undiscovered source of potential leaders

The Missing Piece: Skilled Leaders

Experienced **leaders** skilled in banking and finance are in short supply.



Invention of New Approaches

- **Just as entrepreneurs change the face of business, social entrepreneurs act as the change agents for society, seizing opportunities others miss and improving systems, inventing new approaches, and creating solutions to change society for the better. While a business entrepreneur might create entirely new industries, a social entrepreneur comes up with new solutions to social problems and then implements them on a large scale.**

Leadership

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Futu













There is.....



so much potential that has yet to be unlocked, and countless lives waiting to be transformed.

