





WHY ARE YOU HERE?



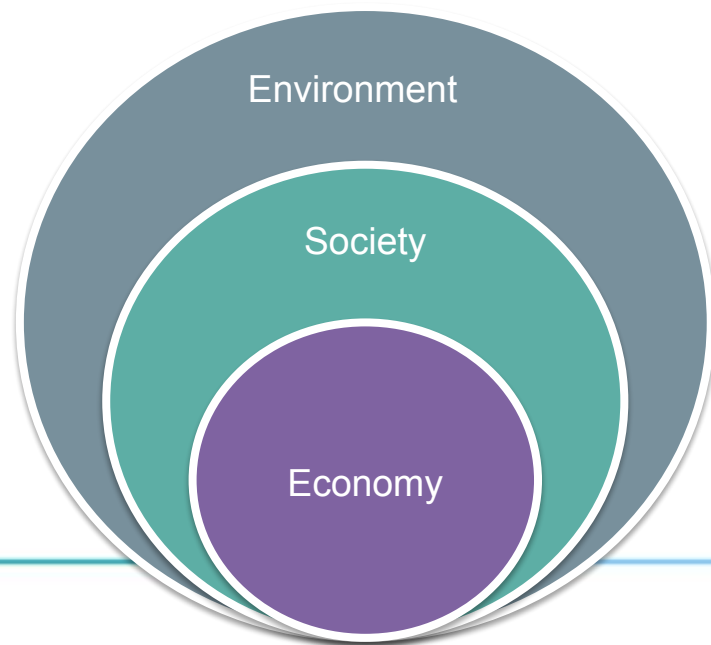
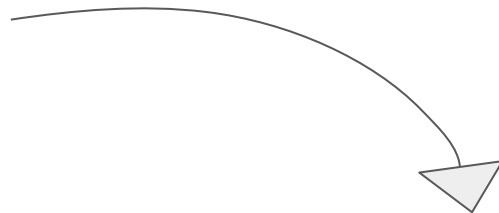
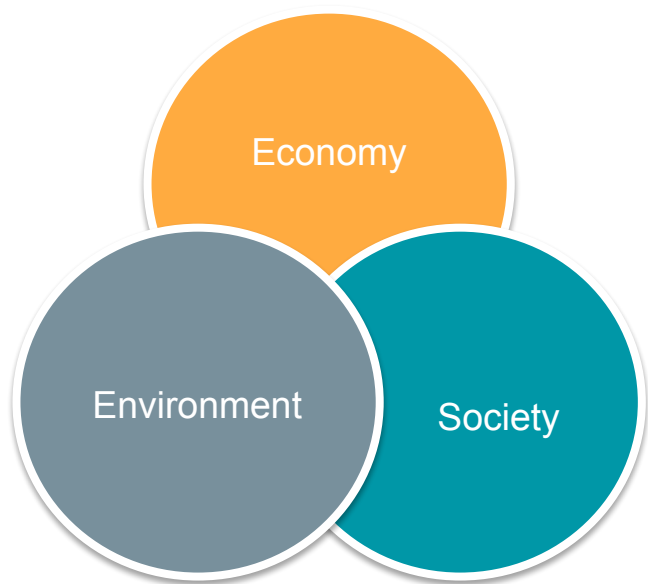
MENU

- Social business
- Case studies
- Entrepreneurship as your career
- Social Impact Award

We see the need for change...

- Climate change
- Crisis of society (migration, poverty, ageing of population, unemployment...)
- Strengthening of (global) civic society
- Crisis of trust in (wellfare) state

... where is the solution?





business

business
re-investing
profit in CSR
projects

socially
responsible
business

social business

non-profit with
income
generating
activities

charity,
NGO



PRAGUE

Prague From *Under The Bridge*

**POZNEJ PRAHU OČIMA
LIDÍ BEZ DOMOVA**

ethnocatering

*netradiční catering
s chutí exotiky*

[o nás](#) | [menu a objednávka](#) | [akce](#) | [reference](#) | [kontakt](#)





Zachraň jídlo

...hledáme způsoby, jak neplýtvat



ENTER

Employing people
with disabilities
(health or social)



EXIT

providing services or
products helping to
solve social or
environmental
problems



CASE STUDIES



CASE STUDIES

- define the social problem
- describe the business model (revenues and costs)
- define the target groups
 - impact view (=who will profit?)
 - business view (=who will buy it?)

PRAGUE

Prague From *Under* The Bridge

**POZNEJ PRAHU OČIMA
LIDÍ BEZ DOMOVA**

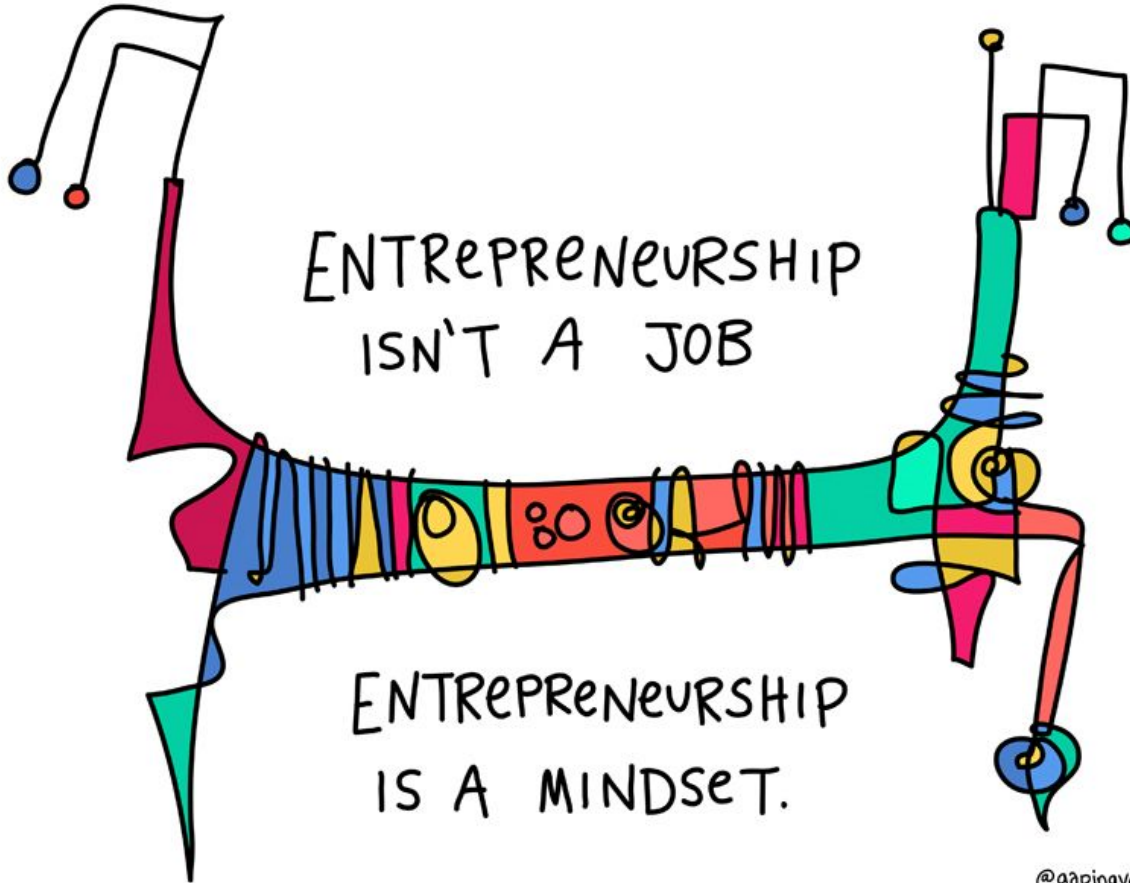






ENTREPRENEURSHIP AS A CAREER





ENTREPRENEURSHIP
ISN'T A JOB

ENTREPRENEURSHIP
IS A MINDSET.

ENTREPRISE / ENTREPRENEURSHIP

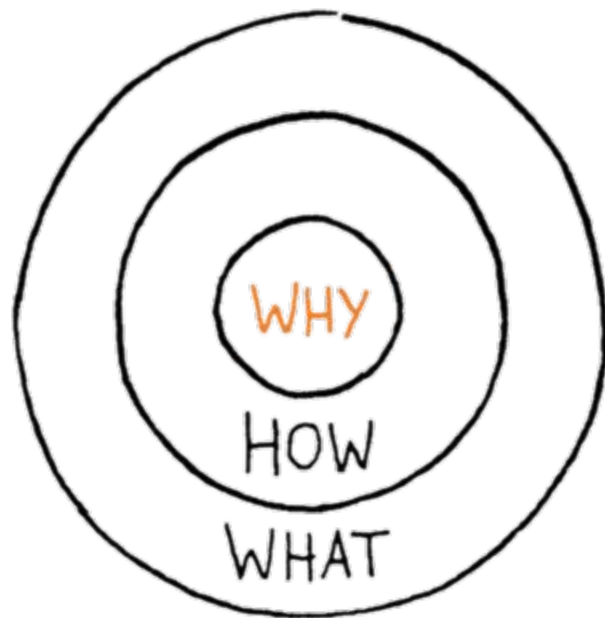
- Enterprise [...] application of **creative ideas** and **innovations** to **practical situations** [...] combines **creativity**, **ideas development** and **problem solving** with **expression**, **communication** and **practical action**
- Entrepreneurship is defined as the **application of enterprise skills** specifically **to creating and growing organisations** in order to **identify and build on opportunities**



PODNIKATELSKÉ DOVEDNOSTI

- schopnost převzít iniciativu a zodpovědnost
- intuitivní rozhodování
- dotahování (making things happen)
- networking
- schopnost identifikovat příležitosti
- kreativní řešení problémů (out of the box thinking)
- inovování
- strategické myšlení
- osobní produktivita a efektivita

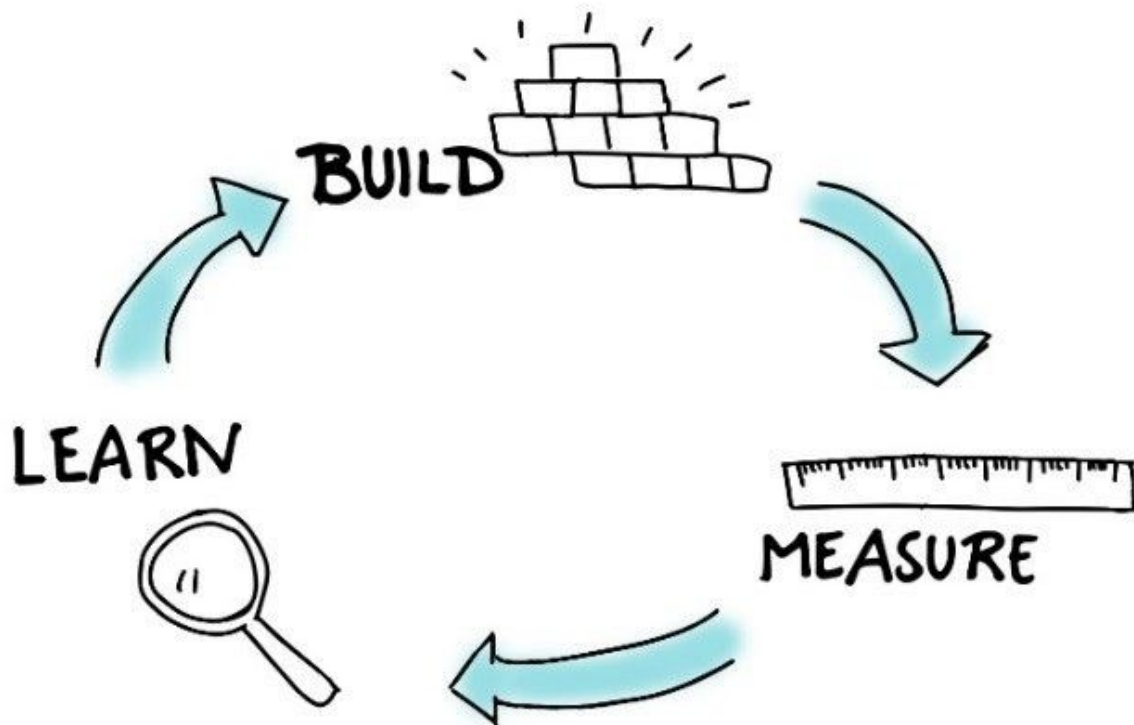
→ nejen “hard skills”, ale i široká škála emočních, intelektuálních, sociálních a praktických dovedností





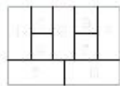
Every problem is an opportunity
in disguise.

~ John Adams



PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>			
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube → Flickr for videos.</i>	EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i>	REVENUE STREAMS <i>List your sources of revenue.</i>	
COST STRUCTURE <i>List your fixed and variable costs.</i>				

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelcanvases.com) and is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License.



ZPÁTKY NA ZEM

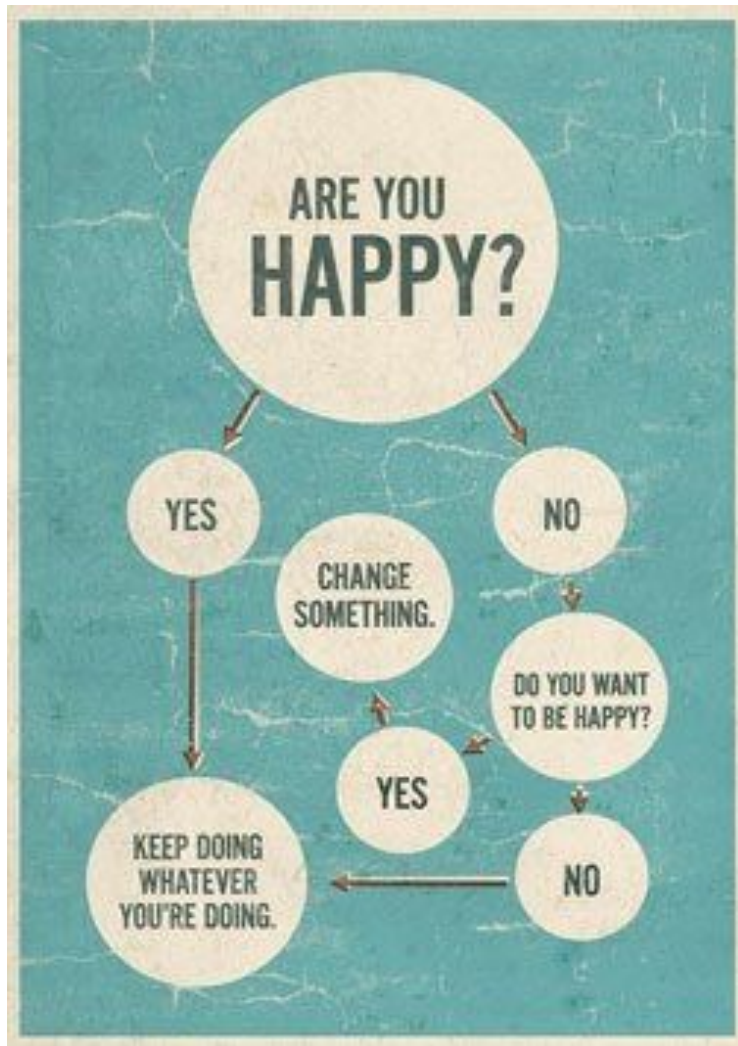
- Podnikavý člověk = podnikatel?

ZPÁTKY NA ZEM

- Podnikavý člověk = podnikatel?
- Jak to souvisí se společenskou odpovědností?

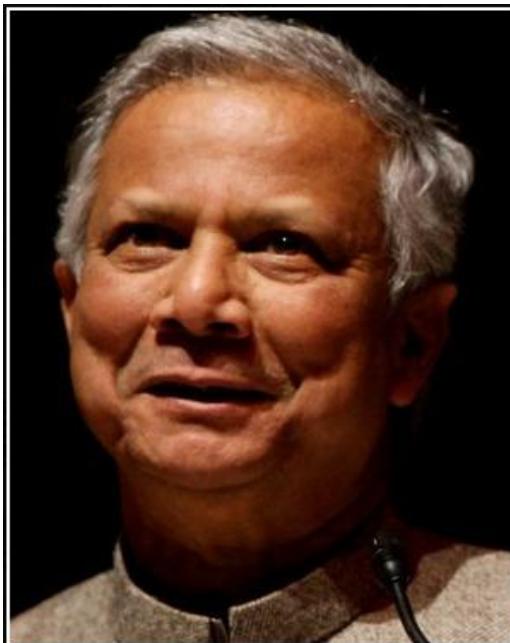
ZPÁTKY NA ZEM

- Podnikavý člověk = podnikatel?
- Jak to souvisí se společenskou odpovědností?
- Kam zmizely peníze?



FINDING YOUR IKIGAI





I'm encouraging young people to become social business entrepreneurs and contribute to the world, rather than just making money. Making money is no fun. Contributing to and changing the world is a lot more fun.

— *Muhammad Yunus* —

AZ QUOTES

INSPIRATION

- [How Millennials Will Save The World](#)
- [Peoplecomm](#)
- David Rae: [Entrepreneurial learning](#)
- Lean startup: <http://theleanstartup.com/principles>
- +Acumen: <http://www.plusacumen.org/courses>

BOOK OF INSPIRATION

USE POTENTIAL

AUSTRIA, 2015



mithellen können, und außerdem um es zu ermöglichen, dass sich Arbeitsgruppen bilden.

USE POTENTIAL Julia Barbar

Use Potential will revolutionize the way refugee camps work with one simple question. By asking all refugees about their skills...

[Read More](#)



DIGITAL COACH

AUSTRIA, 2015



young people are trained as Digital Coaches and experience a motivational expert role.

DIGITAL COACH Karimelija Pejic & Corina Weitzel


The training course "Digital Coach" strives to bridge the digital gap between "Digital Natives" and "Silver Surfers": young participants are...

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SHARE AND CARE

AUSTRIA, 2015




Share and care is about elderly people or slightly physically disabled people who lend their cars to younger people. In...

SHARE & CARE Wilken Heubler & Lenja Pangerl

Share and care is about elderly people or slightly physically disabled people who lend their cars to younger people. In...

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FLÜCHTLINGE WILLKOMMEN ÖSTERREICH

AUSTRIA, 2015



My name is Faiz. I am really glad, that I learned about "Flüchtlinge Willkommen" They found a shared flat here in Vienna for me.

FLÜCHTLINGE WILLKOMMEN ÖSTERREICH David Zec & Michael Skiba

Why shouldn't refugees in Austria be able to live in shared flats (or other normal housing situations) instead of mass...

[Read More](#)



BGOOD

AUSTRIA, 2015



For every task you fulfil, you collect good points, which you can then exchange for awesome rewards.

BGOOD Ulirash Hamrini & Philipp Weisbacher

"Nobody can do everything, but everyone can do something." Today's challenges like climate change and increasing poverty seem so huge...

[Read More](#)

MYBEE LINE

CROATIA, 2015



Bees are identified as species that are threatened with extinction at the European level. MyBeeLine thrives to solve this problem...

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VELES

CROATIA, 2015



The aim of the project is to preserve and promote ethnographic heritage from Sesvetsko Prigorje, North-East of Zagreb, through social...

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TŘETÍRODIČ

CZECH REPUBLIC, 2015



How would you like to be a step-parent?

TŘETÍRODIČ

The project is focused on the situation of step-parents in the Czech Republic. According to the statistics about 25 000 divorced...

[Read More](#)



LET'S STAY IN TOUCH

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