Skip "Failing Fast" - Learning to Last:

A Study of the Success, Scale, and Lasting Impact of American Social Enterprises That Have Operated for Over a Decade.

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Introduction

- Entrepreneurship in the states has been in decline over the past 40 years (U.S. Census Bureau 2018)
- The future of entrepreneurship is social entrepreneurship.
- There is a limited understanding of how scale operates differently in social enterprise.
- This thesis seeks to 1) Identify the contributing factors to the long-term success of social ventures and 2) Understand how scale functions differently within the context of social entrepreneurship

Methodology

Research

Comprehensive Literature and Website Review

Semi-Structured Interviews with Social Entrepreneurs

Qualitative Study









Individual Analysis

Analyze Each Venture with The Depth of Attention of a Case Study

Examine the Group of Social Ventures for Common Threads

Cross-Comparison

Six Social Ventures Analyzed

Cafe Reconcile

Craig Cuccia | New Orleans | Founded in 1996 Youth Development | Restaurant



Seventh Generation

Founded in 1988 | Burlington | Joey Bergstein Cleaning Products | Sustainability



Glynn Lloyd | Boston | Founded in 1994 Employment | Catering



TerraCycle

Founded in 2001 | Trenton | Tom Szaky Waste Management | Eliminating Waste



Alfa Demmellash | Jersey City | Founded in 2004
Economic Opportunity | Business Development



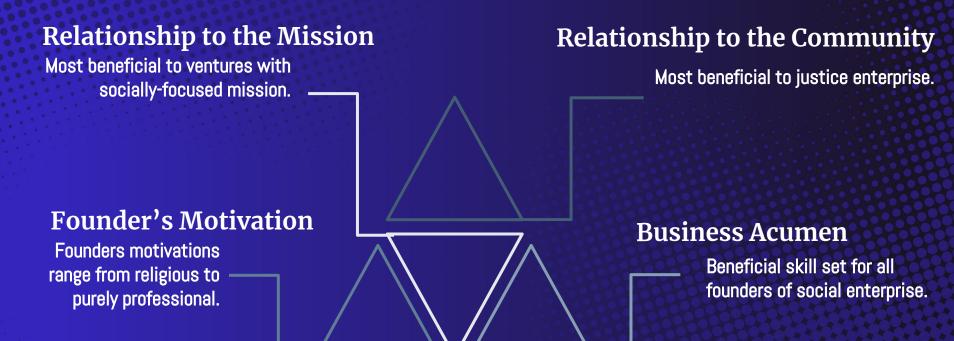
Thistle Farms

Founded in 1997 | Nashville | Becca Stevens Personal Care Products | Gender Based Violence

Categorization of Social Ventures

	Cafe Reconcile	City Fresh Foods	Rising Tide Capital	Seventh Generation	TerraCycle	Thistle Farms
Social Enterprise	1	1	✓	✓	✓	✓
Justice Enterprise	/	1				✓
Socially- Focused Mission		1	/			✓
Environmentally- Focused Mission				✓	✓	
For Profit		1		✓	✓	
Non Profit			✓			✓

Founder's Background



Purpose Multiplier Effect

"In economics, the multiplier effect refers to the increase in final income arising from any new injection of spending. The Purpose Multiplier Effect works similarly, except instead of an injection of spending, it is an injection of impact. Social enterprises have access to resources and advantages that traditional enterprise does not merely because of the mission of the venture."

Social Ventures Shared Challenges and Approaches





All of the social ventures we analyzed face obstacles that are both enterprise-based and purpose-based.



High Value on Metrics

Social enterprises focus on the outcomes not just the outputs of their business.



Grit Over Agility

Valuing perseverance was found amongst all forms of social enterprise, justice enterprise, environmentally-focused, and socially-focused.

Approaches of Scale



Thanks!

Do you have any questions?

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