

The Center for Ethical and Sustainable Business presents



## Social Entrepreneurship Roundtable: Unplugged



Friday November 4<sup>th</sup> 11a.m – 1p.m  
Room 626 @ SFSU Downtown Campus  
835 Market Street, San Francisco

**Welcome!** Interact with social entrepreneurs to learn about current opportunities in social entrepreneurship and challenges faced in growing/sustaining the venture.

**Marc Krizack & Keoke King, Whirlwind Wheelchair**

Whirlwind Wheelchair designs wheelchairs that are built and used in developing countries and works to make it possible for every person in the developing world who needs a wheelchair to obtain one that will lead to maximum personal independence and integration into society.

**Sameer Verma, One Laptop per Child**

OLPC is dedicated to creating educational opportunities for the world's poorest children by providing each child with a rugged, low-cost, low power, connected laptop and content and software designed for collaborative, joyful, self-empowered learning.

**Jessica McKimmie, Do Good Communications**

Do Good helps companies discover and define how their brands can make the world a better place. With a mission of "marketing for social change", the team integrates cause marketing, CSR, and partnerships to improve marketing efforts for nonprofits and for profits. Do Good explores new revenue streams and outreach strategies that can fuel social ventures for years to come.

**Format:** Following a brief introduction of each of our social entrepreneurs, we will break into small group discussions for three 25-30 minute periods. We will reconvene for the final 15 minutes to share common themes and key questions.

Prof. Bruce Paton will lead the introductory and concluding sessions. Prof. Paton and Prof. Desa will facilitate the small group conversations.

### Introductions

- 15 minutes: Brief introductions from each of our social entrepreneurs.

### Small group discussions

- **International:** Creating social impact - past experience and current opportunities. (30 minutes)
- **Growth:** Current issues, future paths in growing/sustaining a social venture (30 Minutes)
- **Careers:** How can social entrepreneurship sustain a career? (30 Minutes)

Note: Each of the roundtable discussions will have access to a projector.

### Full group discussion

- Common themes. Burning Questions. (15 minutes).