

Highlights from NYU Stern's 2005 Conference of Social Entrepreneurs

Attended by 200 Stern students and alumni, practitioners and investors, the annual Conference focused on topics related to financing start up social ventures. This event attracted leaders in the fields of social entrepreneurship and high engagement social investing to discuss best practices, new innovations and current trends affecting the process of raising social capital. Participants left with actionable information to build more effective and efficient double bottom line organizations.

After a humorous story about his days teaching in the South Bronx where he was the self described "worst teacher in the worst school district in the country," the morning keynote speaker, Steve Mariotti, founder and president of the National Foundation for Teaching Entrepreneurs, shared his top five tips for social entrepreneurs. His number one recommendation is that organizations incorporate as for profit entities whenever possible to be able to access the more robust capital markets. He also suggested that the most effective organizations spend their initial capital on research, especially to build pilot programs and engage the top experts in their related fields.

The afternoon keynote speaker, Mario Morino, chairman of Venture Philanthropy Partners, discussed the problems within the philanthropic sector and how they have created an inefficient social capital market. He recommended that social investors focus on the impact of their funding, the recruitment of management talent to the nonprofit sector and requirements for financial integrity and accountability of the organizations they support. Recognizing the need to work together, Mr. Morino described the creation of coalitions of funders and political reform as catalysts for sector-wide change.

Panel discussions also convened to discuss topics such as developing your long-term funding plan, recognizing opportunities for social enterprise development, making the social capital markets more efficient and assessing investment opportunities.

Social entrepreneurship is defined as the process of using entrepreneurial and business skills to create innovative approaches to social problems. These nonprofit and for profit ventures pursue the double bottom line of social impact and financial self-sustainability or profitability. Through sheer determination and innovative thinking, social entrepreneurs are transforming today's society and working to educate our youth, protect our environment, defend human rights, and alleviate hunger and homelessness, among other issues.

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Conference of Social Entrepreneurs: Financing Start Up Social Ventures

Stern School of Business

March 4, 2005

Social entrepreneurs, philanthropists, students and alumni gather for a day-long discussion of topics relevant to the financing of new social ventures.

About the Conference

Conference: 8:00 to 4:00 pm
NYU Stern School of Business
40 West 4th Street
Schimmel Auditorium

Becoming sustainable or profitable is often the top concern for social entrepreneurs. Management teams of start-ups spend an exorbitant amount of time focused on furthering their business models. However, the social capital markets lack the efficiency of the traditional capital markets, making the process of capital raising a challenge for both nonprofit and for profit social ventures. Concurrently, scarce philanthropic, government and investment dollars have caused nonprofits to innovate new revenue generating businesses to augment their budgets. Nonprofits, struggling to survive in an increasingly competitive landscape, are working to become more efficient by adapting business models to their organizational needs. Trends in philanthropy have also forced the social sector to adapt. Some in the philanthropic sector has adopted venture capital principles to become more highly engaged with their grantees, and they now expect a higher level of performance. This rise of venture philanthropy has forced nonprofits to develop performance measurement tools and improve accountability within their organizations.

This conference is designed to teach strategies to be successful in this evolving philanthropic and investment landscape. Participants will learn from the experts how to develop their long term financing plans, hear advice from accomplished social entrepreneurs on how they overcame the challenges presented by the social capital markets, find out if a revenue generating business is right for their organization, and meet philanthropists and investors who are looking for high potential investment opportunities.

The morning will focus particular attention on the entrepreneur with topics likely to include: how to develop your financing strategy including HR issues, board governance, and mix of revenue sources; how to assess the opportunity for developing a social enterprise; and the investor landscape. The afternoon will focus on the social capital markets and how to make philanthropic investing more efficient.

Sponsored by:

NYU Stern's Stewart Satter Social Entrepreneurship Fund

Conference Fees:

Students:	\$20.00
NYU Alumni:	\$50.00
Practitioners/Investors:	\$75.00

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Agenda

8:00 am	Registration - Stern School's Lobby Breakfast - Outside of Schimmel Auditorium
8:45	Welcome - NYU Stern Deputy Dean Russell Winer NYU Stern Director of Satter Program in Social Entrepreneurship, Sarah Chiles
9:00	Social Entrepreneur Keynote: Steve Mariotti, National Foundation for Teaching Entrepreneurship
10:00	Break
10:15	Panel: Developing your Long Term Funding Plan Moderator: Professor Jeffrey Robinson, NYU Stern School of Business Panelists: Jon Schnur, New Leaders for New Schools Nancy Biberman, WHEDCO J.B. Schramm, College Summit Sara Horowitz, Working Today
10:15	Panel: Social Enterprise - Assessing the Opportunity & Developing the Plan for Earned Income Generation Moderator: Evan Hochberg, Community Wealth Ventures Panelists: Charles King, Housing Works Daniel Helfman, Social Venture Consulting Dan Biederman, 34th Street Partnership & Bryant Park Restoration Project Brad Dudding, Center for Employment Opportunities
12:00 pm	Lunch
1:00	Philanthropist Keynote: Mario Morino, Venture Philanthropy Partners
2:00	Break
2:15	Panel: How do We Make the Social Capital Markets More Efficient? Moderator: Matthew Klein, Blue Ridge Foundation Panelists: Melissa Berman, Rockefeller Philanthropy Advisors Cheryl Dorsey, Echoing Green Phil Buchanan, Center for Effective Philanthropy Vanessa Kirsch, New Profit, Inc.
2:15	Panel: How to Assess Social Entrepreneurial Investment Opportunities Moderator: Kerwin Tesdell, Community Development Venture Capital Alliance Panelists: David Berge, Underdog Ventures Laura Callanan, Prospect Hill Foundation Janice Cook Roberts, NYC Investment Fund Brian Trelstad, Acumen Fund

Watch the 2004 Social Entrepreneurship Conference Here:

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