



Social Entrepreneurship vs Conventional Entrepreneurship

Is there a difference?

July 2, 2008

HPV Potsdam, Germany

CEO-Collaborative Forum

Sources of Learnings: CEO-CF™



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- Represent 24 nationalities.
- Have an average age of 46.
- Combined, over 900 years of CEO experience.
- Generate in excess of €1,000M in annual turnover.
- Employ more than 5,000 people.
- Sell products in more than 200 countries.
- Generate revenue streams growing at a rate of 45% per annum.
- Have offices in more than 30 countries.
- Have raised ~ €250M in investment in the past 18 months.
- Have had five successful exits in the last 12 months. ***

Sources of Learnings: CEO-CF™

- **What is a Member Challenge (MC)**
 - Before every event each member CEO works with my team to articulate the most pressing issue that they are facing . . . what is keeping them awake . . . what they are thinking about when they are having dinner with their spouse 😊
 - They then present this MC to their peer-collaborative group and take key discoveries and turn them into action

Member Challenges of Entrepreneurs

- **Experiencing significant growth . . .**

With the overachievement, I have a choice of further accelerating growth and becoming cash positive earlier than planned

As the CEO, I want to ensure that we do not burn through cash before we get our next round of debt, yet my Board wants me to continue investing in the business to foster a higher growth

Which option do I choose and how do I best manage my Board?

Member Challenges of Entrepreneurs

- **Issues with my Board . . .**

I can no longer effectively manage the Board and we do not have a Chairman. I need to decide very quickly:

- if we need one
- if so, to do what
- what would be the individuals key characteristics
- how should we compensate this person?

Member Challenges of Entrepreneurs

- **Focus, focus, focus . . .**

We are still projecting 100% year-over-year growth

Strategic opportunities presented to me as CEO are incredible

Going to miss my Q1 projections, and still believe in the 2008 plan, but now I have a real concerns about catching up in the remaining three quarters

Am I being distracted by strategic opportunities at the cost of current year performance?

Challenges

Challenge	Entrepreneur	Social Entrepreneur
Connected to a mission to create a world class company that may change the world	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company requires cash to survive . . . “Cash in the bank is like air, without it you cannot survive”	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prepare for and launch a major capital campaign to fund the next round of growth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Personal Characteristics

Characteristic	Entrepreneur	Social Entrepreneur
Passion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Vision	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Driven	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Return on “persona” Investment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The Reflection . . .

Social Entrepreneurship versus Conventional Entrepreneurship

**What are the similarities and the
differences?**