



Schar School Policy and Government

PUBP761: Social Entrepreneurship

Fall 2020

Faculty: Philip Auerswald

Version 7/25/2020

Credits: 3

Location: Zoom Meeting
(see Annex 2 below)

Meeting time:
Thursday, 4:30-7:10pm

1st Day: August 27, 2020

Office: Call 202-378-6438

Office hours: Thursday 3:30-4:30pm

Email (preferred contact):
auerswald@gmu.edu

Description of the Course

OBJECTIVES

This course is about entrepreneurial action for the public good. The objective of the course is for each student to develop a personal plan of action for entrepreneurial engagement.

BACKGROUND

The progress of human societies is not inevitable. Expanded prosperity tomorrow depends on choices made today. Existing institutions and incentive structures may or may not be adequate to address the challenges of a rapidly changing world. If the past is any guide, continued progress will require continued innovation—the efforts of individuals, groups, and communities who creatively employ new organizational forms, and in many cases new technology, to effect discontinuous, positive change.

This course is about such innovations and the changes that they bring about. It is less about what needs to be done, and more about how to participate in doing.

AUDIENCE

The course on social entrepreneurship is for students interested in developing their skills to act as entrepreneurial leaders. The course will challenge policy-minded students to think creatively about potential solutions to public challenges, and entrepreneurially inclined students to analyze the economic, social, and political context that define entrepreneurial opportunity. Participation in the

class will help students act as effective leaders of change through the creation of new ventures and through work in existing for-profit, non-profit, and government institutions.

COURSE PLATFORM

The course will be conducted synchronous/online via Zoom meeting, supplemented by readings and additional online resources listed below.

In general, the platform for the course will be Google Suite tools (Google Drive, Google Slides, Google Sheets, and so forth.) I will expect you to send all assignments to me as a link to a Google Suite tool. We will *not* use Blackboard.

Course materials are mostly available as links in the syllabus (below). Additional resources will be available to you in the class Google Drive folder.

EXPECTATIONS

Class requirements include

- **Regular attendance and active—cameras on!—participation in discussions + completion of *all* assigned readings and videos in advance of class (20 percent of grade)**
- **Engaging in design thinking / customer discovery activities and producing intermediate outputs during the course (30 percent of grade)**
- **Describing a new venture, or a substantial innovation within an existing institution, in three formats:**
 - (1) a minimal viable product [parameters to be discussed]
 - (2) a six-minute pitch
 - (3) a 1-minute video**(50 percent of grade)**

Each student must engage in his/her/their own work designing a venture. However, students are encouraged to seek comments from team members on their evolving business concepts, and to use regular team meetings as opportunities to share ideas and critique work in progress.

Final pitch decks submitted at the end of the semester will be subject to high standards of rigor, practicality, and inventiveness. Extra credit for actual market traction of any type.

COMMUNICATIONS

The best way to reach me is by email (auerswald@gmu.edu). When sending emails please include “PUBP761” in the subject line.

When posting documents please

- put your name and page numbers on every page, and
- use a descriptive file name beginning with “PUBP761.” (For example <PUBP761_project-title_myname.doc>).

If you need to contact me *urgently*, or have not received a response to an email within 48 hours, please send a text message to 202-378-6438. Do not leave voice mail on my office phone.

You will be signing up for one-on-one meetings with me via this link:

<https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing>

COURSE MATERIALS

Required

This book is required for the course:

John Chisholm, *Unleash Your Inner Company: Use Passion and Perseverance to Build Your Ideal Business*, Austin, TX: Greenleaf Book Group Press. ISBN-10: 1626342113

Additionally, these three books are not required but recommended

John Hagel III, John Seely Brown, and Lang Davison (2010), *The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion*, New York: Basic Books. ISBN-10: 0465019358

Eric Reis (2011), *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, New York: Crown Business. ISBN: 978-030788789

Jeanne Liedtka (2017), *Design Thinking for the Greater Good: Innovation in the Social Sector*, Columbia University Press, New York, NY. ISBN-10: 0231179529

All four of these books are available in multiple eBook versions, as well as hard copy. (You do not need a Kindle reader to view it; it is possible to download a Kindle reader to your computer.) Readings not available online (links provided) are available through GMU online library, within the JSTOR electronic journal collection.

Additionally, content from this free online course is integrated into our class:

Steve Blank, How to Build a Startup

<https://www.udacity.com/course/how-to-build-a-startup--ep245>

I have color-coded the assignments from these courses.

Professional Ethics: Policy on Plagiarism

Plagiarism is the use of another's words or ideas presented as one's own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another's work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Course Outline

Session 1 (August 27). Mindset

Assignment: One paragraph about yourself and why you decided to take this class (response by email in advance of class)

Required Videos

Tim Smit, Skoll World Forum (2009): <https://www.youtube.com/watch?v=8LpoJVBoCNE>

Aspire's Winning 2013 Hult Prize Presentation at Clinton Global Initiative
https://www.youtube.com/watch?v=Q_1HufkQujY

Required Reading

Unleash Your Inner Company chapters 1-4, 6

Sen A. Other People. *Proceedings of the British Academy*, 111. 2001:
<http://www.britac.ac.uk/pubs/proc/files/111p319.pdf>

Auerswald, Philip (2009). "Creating Social Value," *Stanford Social Innovation Review*, Spring, pp. 51-55.

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1376425

Session 2 (September 3). Customer Discovery

Assignment: Customer Discovery Exercise (in class)

Required Readings

Gabrielle Daines Gay, "The Business of Giving", *Innovations Online*:
<https://innovationsjournal.net/the-business-of-giving-c73968909855>

Clayton Christensen, Efosa Ojomo, Gabrielle Daines Gay, and Philip Auerswald, "The Third Answer: How Market-Creating Innovation Drives Economic Growth and Development" https://www.mitpressjournals.org/doi/abs/10.1162/inov_a_00272

Required Video

Simon Sinek, "How great leaders inspire action"

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action/up-next?language=en

Customer Discovery Videos

<https://youtu.be/fB42BC2kCwc> (pre-planning 1)

https://youtu.be/wJkRsVDM_Ps (pre-planning 2)

<https://youtu.be/RugV1KumYPQ> (pre-planning 3)

<https://youtu.be/EJGsObmoPfM> (interview 1)

https://youtu.be/_oa2GYpK9Sw (interview 2)

<https://youtu.be/frCueS1AACQ> (asking the right question)

<https://youtu.be/hR1fYvkXo2k> (Death by Powerpoint)

<https://youtu.be/DBBCp6bLyJQ> (understanding the problem)

Session 3 (September 10). Assessing and Appreciating Your Assets

Assignment: Consider the questions posed to you in *Unleashing Your Inner Company*, chapters 1-6

Required Readings

Unleash Your Inner Company chapters 5-10

Case: Kiva.org

Flannery, Matt (2007). "Kiva and the Birth of Person-to-Person Microfinance." *Innovations* (2:1/2): 31-56. [GMU library e-journals]

Austin, Rob (2007). "Kiva as a Test of Our 'Societal Creativity.'" *Innovations* (2:1/2): 57-62. [GMU library e-journals]

Flannery, Matt (2009). "Kiva: Four Years After" *Innovations* special edition for Skoll World Forum 2009: pp. 31-56. [[Course Google Drive](#)]

Required Video

First Follower: Leadership Lessons from Dancing Guy: <http://youtu.be/fW8amMCVAJQ>

Required Podcast

Matt Flannery (AshokaU Online, summer 2012)

<http://www.blogtalkradio.com/entrepreneurship-and-globalization/2012/06/06/defining-a-strategy-and-mobilizing-resources>

Session 4 (September 17). One-on-one Meetings w/ Professor*Assignments:*

- Respond to the questions posed to you in *Unleashing Your Inner Company*, chapters 1-6
- Customer discovery practice with a friend, relative, or colleague

NO CLASS ZOOM SESSION on September 17; one-on-one meetings

Sign up here:

<https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing>

Session 5 (September 24). Lean Startup Methodology

Assignment: Individual concept sketches due (100 words max; one copy for each person in the class w/out name; one copy for instructor w/ name)

Required Videos

Steve Blank, How to Build a Startup, Lessons 0-3

<https://www.udacity.com/course/how-to-build-a-startup--ep245>

Roger Martin "The Big Lie of Strategic Planning"

<https://hbr.org/2014/01/the-big-lie-of-strategic-planning/ar/1>

Eric Ries: The Lean Startup: Innovation through Experimentation:

<http://www.youtube.com/watch?v=i65PaoTIVKg>

Steli Efti Startup Istanbul (note: *terrible* language, but a message that will stick with you):
<https://www.youtube.com/watch?v=HKt6EZOl1E>

In class: “What I like about this idea is... Have you thought about...?”

Session 6 (October 1). Venture Workshop: Lean Canvas + Financials

Assignment: Draft of Lean Canvas

In-class: Lean canvas exercise

Session 7 (October 8). One-on-one Meetings w/ Professor

Assignments:

- Updated Draft of Lean Canvas
- Report on product/service customer discovery
- Updated plan for the next 8 weeks

NO CLASS ZOOM SESSION on October 1; One-on-one meetings

Sign up here:

<https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing>

Session 8 (October 15). How to Build a Startup

Assignment: Draft slide deck and 3-minute pitch

Required Video

Steve Blank, How to Build a Startup, Lessons 4-6

<https://www.udacity.com/course/how-to-build-a-startup--ep245>

Steve Blank at Startup Istanbul: <https://vimeo.com/141519995>

Unleash Your Inner Company chapters 21-26

During-class: Impact investing simulation

Session 9 (October 22). Pitch Session

Session 10 (October 29). One-on-one Meetings w/ Professor

Assignments:

- Draft financials
- Updated deck
- Updated customer discovery

NO CLASS ZOOM SESSION on November 5; one-on-one meetings

Sign up here:

<https://docs.google.com/spreadsheets/d/11rRVcnPq7Ac4t603a13h32hgEL5io4YjgmDoJXy5BEc/edit?usp=sharing>

Session 11 (November 5). Legal and Investment

Required Readings

In-class: Plan a crowd-funding campaign

Session 12 (November 12). TBD / Flex Session

Session 13 (November 19). In-person Meetings

NO CLASSROOM SESSION on November 20; individual calls/meetings (see sign-up)

Assignments:

- Updated deck
- Updated plan for the next 8 weeks
- Financials

Session 14 (December 3): Final pitch session (starting at 3:30pm!)

ANNEX 1: Class Zoom Info

Philip Auerswald is inviting you to a scheduled Zoom meeting.

Topic: PUBP761: Social Entrepreneurship

Time: Aug 27, 2020 04:00 PM Eastern Time (US and Canada)

Every week on Thu, 14 occurrence(s)

Aug 27, 2020 04:00 PM

Sep 3, 2020 04:00 PM

Sep 10, 2020 04:00 PM

Sep 17, 2020 04:00 PM

Sep 24, 2020 04:00 PM

Oct 1, 2020 04:00 PM

Oct 8, 2020 04:00 PM

Oct 15, 2020 04:00 PM

Oct 22, 2020 04:00 PM

Oct 29, 2020 04:00 PM

Nov 5, 2020 04:00 PM

Nov 12, 2020 04:00 PM

Nov 19, 2020 04:00 PM

Dec 3, 2020 04:00 PM

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: [https://gmu.zoom.us/meeting/tJMoc-](https://gmu.zoom.us/meeting/tJMoc-Ghrz8jH9eeah5r5puJrPi84K6oeWXq/ics?icsToken=98tyKuCvqz8iE9WRuRyERowEGY-gWfPzmClEgvpYmR7tVjIGchbcJNJLauZURtfV)

[Ghrz8jH9eeah5r5puJrPi84K6oeWXq/ics?icsToken=98tyKuCvqz8iE9WRuRyERowEGY-gWfPzmClEgvpYmR7tVjIGchbcJNJLauZURtfV](https://gmu.zoom.us/meeting/tJMoc-Ghrz8jH9eeah5r5puJrPi84K6oeWXq/ics?icsToken=98tyKuCvqz8iE9WRuRyERowEGY-gWfPzmClEgvpYmR7tVjIGchbcJNJLauZURtfV)

Join Zoom Meeting

<https://gmu.zoom.us/j/97548914953?pwd=V1VUMVRIYU9aeVh6MUpoSFM4MWpJQT09>

Meeting ID: 975 4891 4953

Passcode: 634359

One tap mobile

+13017158592,,97548914953#,,,,,0#,,634359# US (Germantown)

+12678310333,,97548914953#,,,,,0#,,634359# US (Philadelphia)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 267 831 0333 US (Philadelphia)

Meeting ID: 975 4891 4953

Passcode: 634359

Find your local number: <https://gmu.zoom.us/j/97548914953>

Join by SIP

97548914953@zoomcrc.com

Meeting ID: 975 4891 4953

Passcode: 634359

ANNEX 2: How I Built This Podcast

TOMS (Founder started and sold 4 businesses and competed on the Amazing Race before starting TOMS):

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000429604693>

Ben & Jerry's:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000395020996>

Teach for America - Wendy Kopp:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000443897596>

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Burt's Bees:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000430078071>

WeWork:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000419004249>

BOOKCHICKAPOP:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000445530797>

Dyson:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000445007913>

JetBlue Airways:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000429119037>

DoorDash:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000423655493>

Spanx:

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000396023160>

Rent the Runway (renting luxury clothes):

<https://podcasts.apple.com/us/podcast/how-i-built-this-with-guy-raz/id1150510297?i=1000421825526>

