

Social Entrepreneurship

A Perspective

Social Entrepreneurship

- The by-product – Money or impact?
- The
- Self-sustainability Models
 - Charity
 - The EMRi Model
 - Optimized/Maximized Profits

Challenges - RURAL

- Trust Building
- Finding like-minded people
- Charging for essential services
- Working conditions
- **Patience – Persistence**

MOBILE MEDICS 
H E A L T H C A R E

Plan – Execution – End

An attempt to solve the rural healthcare problem



The Plan

A Demand-supply imbalance
Bridging the gap



Affordability

Accessibility

Quality



Rural India

The Plan

Winner & India's Official Entry at BiD International, The Netherlands
BiD Challenge India, Mumbai



**BUSINESS IN DEVELOPMENT
CHALLENGE INDIA**



Documentary Film on Social Entrepreneurs
NHK Japanese TV Channel

India Finalist – Champions of Champions

DST Intel India Innovation Pioneers Challenge, Bangalore, India



**globalsocialventure
COMPETITION**

Winner: Most Outstanding Social Venture of 2006
Global Social Venture Competition, New York

Best Presentation Award

Asia Moot Competition, Bangkok, Thailand

ASIA MOOT CORP[®]
Asia's Premier Business Plan Competition



Excellence in Entrepreneurship

Wadhvani Foundation, TIECon 2005, New Delhi

Runner Up: Bzzwings BPlan Competition

IIM Bangalore



**COLUMBIA
BUSINESS
SCHOOL**

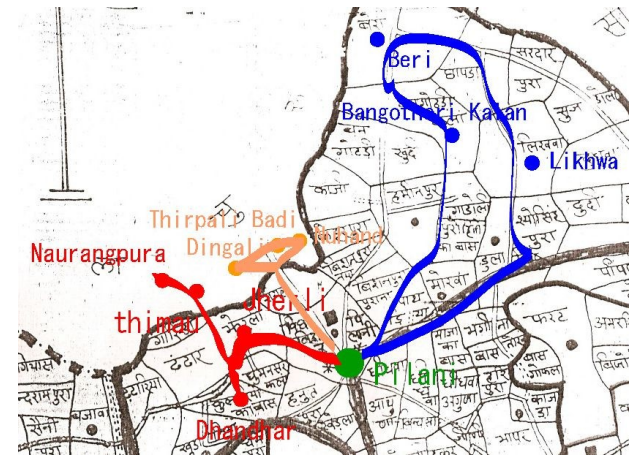
Winner: Eugene Lang Outrageous B-Plan Competition
Columbia Business School, New York

Winner: Conquest 2005 - The Business Challenge
BITS Pilani



The Execution

- Prize Money & Personal Funding
 - USD 35,000
- BITS Pilani Incubation Support
- Operating Model
 - 30km Zone around Pilani
 - 11 villages
 - 40,000 population zone
 - 1800 + patient visits
 - 1 Van, 6 Employees



The Problems

- What made execution difficult
 - Medical Team
 - Legal
 - Self-motivation
- What handicapped the Pilot
 - Manpower = Money = Time

The End

- Pulling the Plug
 - Scalability
 - Sustainability
 - Emotional barriers
- Next – Piramal Group
 - Employee absorption
 - Working on the same goals



The Lessons

- Tangible pricing
- Trust building
- Healthcare branding
- No Doctor

- The exposure
- The kick

- NHK & IVEY

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Entrepreneurship

Taking the plunge



entre-what-preneurship??

- *Entrepreneurship* is actually defined as "the state of being an entrepreneur." An entrepreneur is an individual who owns, organizes, and manages a business and, in so doing, **assumes the risk** of either making a profit or losing the investment.



RISKS

IF YOU NEVER TRY ANYTHING NEW,
YOU'LL MISS OUT ON MANY OF LIFE'S GREAT DISAPPOINTMENTS.

www.despair.com

Taking the plunge

- Can anybody dive?
- You don't know how to swim??!!
- Team
- Calculated Risk
- Life-Jacket & Confidence
- Volatility

My Two Cents

- Entrepreneurship makes great case studies, entertaining coffee table discussions, inspiring books and motivating speeches. It's the easiest thing to encourage, advise about and feel proud of. But only when you put it on top of your to-do list, starred and underlined, will you realize why it's such a complex word to spell and execute.
- Dive, but make sure that the water is deep enough.

DO!