



Irish Impact Social Entrepreneurship Conference 2015
Sponsored by the Zielsdorf Family

Gigot Center for Entrepreneurship – Mendoza College of Business
FISH (Fellow Irish Social Hub) – Innovation Park at Notre Dame

All conference attendees welcome, including social enterprise practitioners, impact investors, and alumni, faculty, staff and students. (Students welcome to attend sessions as classes allow.)

THURSDAY, OCTOBER 29

1 – 2 pm **Registration Opens** Notre Dame Conference Center
Coffee and Dessert Buffet McKenna Hall

2 - 3:15 pm **Panel Discussion—Plenary Panel: Investing Across Asset Classes**
Panel: Kevin Jones Notre Dame Conference Center
Adam Code McKenna Hall
Alexandra LaForge
George Hanley
Moderator: Martijn Cremers

The Irish Impact Conference will open with panelists who are considered experts in their field. Good Capital’s Kevin Jones, Creation Investment’s Adam Code, Investor Circle’s Alexandra LaForge and George Hanley from the George and Amanda Hanley Foundation will discuss the growth in impact investing across different asset classes, as well as the trends, challenges and opportunities in investing for impact and return. Martijn Cremers, professor of finance in the Mendoza College of Business, will moderate this opening panel discussion, setting the stage for the conference dialogue.

3:15 - 3:30 pm **Networking Break** Notre Dame Conference Center
McKenna Hall

3:30 - 4:45 pm **Case Study: Addressing the Social Entrepreneurship Ecosystem Needs, Featuring Impact Engine** Notre Dame Conference Center
Speakers: Anita Ramachandran McKenna Hall
Christopher Flint
Catherine Flatley
Marquett Burton
Moderator: Elizabeth Coston

Impact Engine, a Chicago-based early stage social venture fund and accelerator, empowers entrepreneurs, investors, and mentors to make a positive impact on society.

Elizabeth Coston will moderate this panel as well as discuss Impact Engine’s process, and share successes and challenges they have faced as they build a Midwestern social entrepreneurship and impact investing ecosystem. Elizabeth will be joined Anita Ramachandran, senior partnership development officer for MicroMentor at MercyCorps, who will discuss their platform and the importance of solid mentoring throughout the entrepreneurial process. Finally, former and current Impact Engine enterprises - Christopher Flint of Inifiniteach, Catherine Flatley of Develop Link, and Marquett Burton of Fletch - will share their accelerator experiences, how their technology-based platforms, products and service are progressing, and what it's like to raise impact capital.

4:45 - 5:15 pm **Networking Break** Mendoza Atrium

5:30 pm **Conference Welcome** Mendoza Jordan Auditorium
Roger Huang, the Martin J. Gillen Dean, Mendoza College of Business

5:30 - 7 pm **Keynote with Andi Phillips** Mendoza Jordan Auditorium
Impact Investing: Innovations, Challenges and Future Trends
Introduction by Tommy Flaim, Unleashed Impact Investing Club

Open to all conference attendees, faculty, administrators and especially students!

We are excited to feature Andi Phillips, a Vice President in the Urban Investment Group at Goldman Sachs, as this year’s Irish Impact keynote speaker. Andi leads the organization’s Social Impact Fund and deal teams with a focus on social impact bonds and economic development financing. Andi led Goldman Sachs’ investment in four of the eight social impact bonds executed in the United States to date. Andi will be interviewed by Prof. Sam Miller, Director of the Gigot Center for Entrepreneurship at the Mendoza College of Business.

7 pm **Private Dinners (including Post-Keynote Group)** Downtown South Bend
 Conference attendees will self-organize into groups for dinner in Downtown South bend. Irish Impact will suggest several locations for the group/networking dinners, subject to number of interested attendees.

FRIDAY, OCTOBER 30

7 – 8 am **Continental Breakfast available at practitioner and guest hotels** Guest Hotels

8 - 9:45 am **Social Enterprise Tour of Better World Books** Mendoza Atrium

Back by popular demand, conference attendees will visit Better World Books, a home-grown for-profit social enterprise founded by three Notre Dame alums. An on-line new and used bookseller, BWB promotes and facilitates literacy efforts around the world. Since their inception, BWB has donated almost 18 million books to literacy efforts, raised more than \$21M for literacy and libraries, and re-used or recycled more than 198

million books. This is a not-to-be missed opportunity to visit this thriving social enterprise that is contributing to economic development in the South Bend/Mishawaka communities.

****A trolley will take participants to BWB from Mendoza and the participant numbers for this tour will be capped at 30.****

10 – 11 am

Pick from one of the following two sessions:

Workshop: Students Bridging the Investing Gap

Mendoza Room 160

Speakers: Daniel Patton

Paul Brown

Alex Goodman

Moderator: Unleashed Impact Investing Club

Students are contributing to impact investing! This panel will feature impact investing at the university level, including Daniel Patton from the University of Michigan's Social Ventures Fund, Paul Brown, the James Lee Sorenson Presidential Endowed Chair and Professor of Business at The University of Utah, and Alex Goodman from 118 Capital, which is an initiative borne out of Columbia University and the student Ci3 Initiative. What are the challenges student-led funds face from human resources management to deal flow to gauging impact? Notre Dame's own impact investing club, Unleashed, will facilitate this engaging and dynamic workshop as well as discuss their desire to create a similar fund.

Panel: Public, INGO and Private Partnerships in Impact Investing

Speakers: John Patrick Gibbons

Giovanni Commons, Mendoza

Tara Clerkin

Sarah Forcino

Maya Winkelstein

Moderator: Michael Sweikar

Representatives from USAID, The Clinton Foundation, Open Road Alliance and Catholic Relief Services (CRS) will discuss impact investing innovations in the public and international NGO sectors, from agribusiness to conservation efforts, from equity investment to credit, including the role of private business and partnerships. Speakers include JP Gibbons from USAID, Tara Clerkin from The Clinton Foundation, Sarah Forcino from Catholic Relief Services, Maya Winkelstein of Open Road Alliance, and Michael Sweikar, the managing director for Notre Dame's Initiative for Global Development, who will facilitate the discussion.

11:00 - 11:15 am **Networking Break**

11:15 am-12:15 pm ***Pick from one of the following two sessions:***

Panel: Building a More Inclusive Ecosystem

Speakers: Mary Burke

Giovanni Commons, Mendoza

Laura Broderick

Kevin Jones

Brendan Maher

Moderator: Mary McKenna

This exciting panel will present four very unique perspectives: the social entrepreneur, the platform facilitator, the incubator as well as the funder. What does the social entrepreneurs need in terms of investment, and how does s/he get ready for investment? What tools and platforms are available to connect social entrepreneurs to investors? What is the due diligence process like for the impact investor? Moderated by Mary McKenna of Piece & Co, speakers include Mary Burke, managing partner of Sol Organica, which produces dried tropical fruit, frozen fruit pulp, organic nuts and coffee for export; Laura Broderick, COO at Verb, which runs competition and prizes that solve wicked problems; Kevin Jones, creator of Social Capital Markets; and Brendan Maher, founder of the Fellow Irish Social Hub (FISH).

Fireside Chat: Measuring Impact with Instiglio

Mendoza Room 160

Speakers: Michael Belinsky

Stephen Keppel

Echoing Green Fellow and now Bridgespan Consultant Michael Belinsky knows the heavy lifting necessary to get a social enterprise up and running, but also the risk associated with true innovation, especially finance innovation. Michael is one of the co-founders of Instiglio, an international nongovernmental organization that radically improves the way governments and donors fund social programs in developing countries, by developing innovative contracting and financing structures that tie public funding awards to real world performance outcomes. Michael will be interviewed by Stephen Keppel, Chairman and Founder of Economic Growth Initiative for Haiti.

12:15 - 1:30 pm **Lunch**

Mendoza Atrium

1:30 – 2:30 pm **Plenary Panel: Myth or Mythical? Impact-First vs. Finance-First Investing**

Panelists: Laura Broderick

Eck Visitors Center Auditorium

Michael Belinsky

Alex LaForge

Jonathan Ng

Maya Winkelstein

Sarah Forcino

Moderator: David Murphy

This concluding plenary panel will cap off the conference in a town hall debate format. It's been reported that a tension exists between those striving for impact versus those striving for a return. Is it an "either/or" proposition or can the impact investor be liberated from the "or" to embrace the "and"? Moderated by David Murphy, this energetic panel will include industry leaders Laura Broderick from Verb, Michael Belinsky from Bridgespan, Alexandra LaForge of Investor's Circle, Jonathan Ng from Ashoka, Maya Winkelstein from Open Road Alliance and Sarah Forcino of CRS. Don't miss this lively and sure to be captivating debate!

2:30 – 2:45 pm **Networking Break**

Eck Visitors Center Atrium

2:45 - 4:30 pm **Zielsdorf Family Pitch Competition**

Eck Visitors Center Auditorium

A panel of expert judges has been assembled to hear live funding pitches from a select group of seasoned social entrepreneurs. Our practitioners will attempt to convey specific needs as they seek to tackle a broad array of global challenges. Our judges will be asked to evaluate each presentation upon magnitude of social impact and probability of success. We can think of no better or fun way to conclude the Irish Impact Social Entrepreneurship Conference. If you want a glimpse into the world of social venture finance, join us to see who will be jumpstarting their mission with Irish Impact! Open to all Irish Impact Conference attendees and the Notre Dame community.

4:30 – 6:30 pm **Closing Networking Reception and Irish Impact Awards**

Eck Visitors Center Atrium

Join us as we celebrate the conclusion of the fourth annual Irish Impact Conference! Attendees to include social entrepreneurs and impact investors attending the conference, colleagues from Gigot, Mendoza and the University – including the Kellogg Institute for International Studies, the Initiative for Global Development, the Center for Social Concerns, and Career Development – as well as students from various social entrepreneurship-oriented clubs and initiatives. This is your last not-to-be missed opportunity to network with visiting social entrepreneurs, practitioners and the wider University community. Enjoy heavy hors d'oeuvres and drinks, including beer and wine, before heading home, wherever home may be!