Irish Impact Social Entrepreneurship Conference 2014
Gigot Center for Entrepreneurship – Mendoza College of Business
FISH (Fellow Irish Social Hub) – Innovation Park at Notre Dame

*Sponsored by The Zielsdorf Family*

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**Wednesday, September 17th**

5:30 pm – 7:00 pm  
**Welcome and Opening Conference Keynote**  
with Dr. Jordan Kassalow of VisionSpring,  
winner of the Haley Prize for Social Entrepreneurship  

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

7:30 pm – 9:30 pm  
**Dinner On Own or with Post-Keynote Groups**

Conference attendees may sign up for group dinners in Downtown South Bend with other attendees. Irish Impact will suggest several locations for the group/networking dinners, subject to number of interested attendees.

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**Thursday, September 18th**

*All conference attendees welcome, including practitioners, faculty, staff and students*  
(students welcome to attend sessions as classes allow)

7:00 a.m. – 9:00 a.m.  
**Continental Breakfast available at practitioner and guest hotels**
9:00 a.m. – 10:15 a.m. Stayer Center Commons A & B

**Plenary Session**

**Bridging the Gap: Creating a More Inclusive Ecosystem for the Social Entrepreneur**

Tom Carroll, ND ’93, Global Development Incubator and Jimmy Bettcher, ND ’07, Cummins

Jimmy and Tom will chat about Dalberg and the Global Development Incubator (GDI), which supports innovative organizations and initiatives that have the opportunity to create large-scale social change. GDI achieves its mission through an Initiative Incubator and a Social Enterprise Accelerator, the latter of which aims to double the scale, reach and impact of social enterprises. Since 2007, GDI has supported efforts such as the launch of the Aspen Network of Development Entrepreneurs (ANDE) at the Aspen Institute and the Initiative for Smallholder Finance, among others. Like GDI, Cummins is focused on enabling scale in its partner social enterprises, while also bringing energy access and reducing barriers to economic growth in Africa and India. The start of the conference will be in good hands with these two ND alums as they engage in an energizing discussion about their work and how these two well-known organizations are bridging the entrepreneurial gap across the globe.

10:15 a.m. – 10:30 a.m. Stayer Center Commons B

**Hospitality Break**

10:30 a.m. – 11:45 p.m. Stayer Center Room 210

**Pick from the following three sessions:**

**Workshop**

**Impact through Execution, Rick Klau, Google Ventures**

Too many social entrepreneurs think that the idea is the hard part. The hard part is building and growing a team, keeping everyone aligned, and focusing on the ideas that have the biggest potential impact. Rick Klau, product partner at Google Ventures, will talk about Objectives and Key Results (OKRs), a framework that has guided Google and dozens of Silicon Valley's most successful startups from their earliest days - and how to apply it to your own organizations. As product partner Rick advises startups in the GV portfolio on product management. Rick was previously a product manager at Google where he led product initiatives on Blogger, Google+, and YouTube, and his earlier professional experience includes leadership roles at several software and Internet startups. He was an early employee at FeedBurner, where he ran the publisher services team until Google acquired the company in 2007. Rick is an attorney, and outside of his love of technology, he is also a political junkie. He has lent technology advice to three US Presidential campaigns, ran the campaign weblog for President Barack Obama in his 2004 Senate race, and ran product strategy for and managed Google’s presence at the Democratic National Convention in 2008.
Data Deep Dive

Growth Strategy Revolution – Using Customer Insights to Grow Your Social Enterprise, Vennli

It’s time to evolve our thinking when it comes to growth strategy. Markets move quickly, so annual planning isn’t going to cut it. You can’t tackle all of your offerings, customer segments, and competitors with a single strategy. Growth strategy must be an ongoing, collaborative process that’s focused on providing value for specific customer segments. In this session, learn how to sort through the noise and listen to the customer voice so you can clearly see your avenues for growth. We’ll talk about how to identify the factors that your customers weigh when making a buying decision and what this understanding can mean in terms of effective positioning in the eyes of your customers. A key aspect of this model is the visualization of data in order to quickly grasp the competitive landscape and customer needs, prompting strategic questions and speeding up your growth cycle. Now you can make sure you’re working on things that will result in actual growth and less on the things that won’t. Take the guesswork out of strategic planning – evolve your thinking.

Panel

University Contributions to the Practice of International Development:
Facilitating Entrepreneurship in Haiti, Notre Dame MBA students and EGI Haiti

Isabelle Clerie, Country Director of Economic Growth Initiative (EGI) Haiti, along with Notre Dame’s MBAs are working together to facilitate training and a business plan competition in Port-au-Prince, Haiti. The program also engages local, private sector participation via mentoring and other services. One of EGI’s entrepreneurs, the winner of the Notre Dame – EGI Haiti Business Plan Competition from spring 2014, will join Isabelle, MBA student John Henry and other panelists to discuss how this University – NGO partnership is facilitating entrepreneurship in Haiti, and is helping to build a support ecosystem for the promotion and development of formal SMEs.

11:45 a.m. – 1:00 p.m.

Luncheon

The founders of GiveGrowShare, Traci and Stephen Beach (ND ’09), will facilitate a roundtable discussion with social entrepreneurs and nonprofit practitioners around the challenges associated with sourcing and maintaining relationships with volunteers and organization alums.

GiveGrowShare is a tech startup that aims to provide unbiased reviews and detailed descriptions of volunteer and service organizations worldwide, as well as a community-based networking platform for current, past and prospective volunteers. Think Glassdoor combined with LinkedIn for long-term volunteer or service work positions. Traci and Stephen are looking for feedback on their initial product. As an incentive, two lucky participants will receive a $15 Starbucks gift card! Please grab lunch, if interested, and join them at a designated table in the atrium.
Plenary Session

Smart Innovation: From Social to Business, Greg Van Kirk, Smart Vision Labs

Although Greg continues to lead Community Enterprise Solutions (CE Solutions) and Social Entrepreneur Corps, he has recently taken up the role of Director of Social Venture at start-up Smart Vision Labs (SVL) (www.smartvisionlabs.com) and is leading efforts in the developing world. SVL has developed a game-changing device that, when attached to the camera of a smartphone, can give a vision prescription in a matter of seconds. Greg will be talking about this new venture and how, contrary to conventional thinking, the “social” strategy of the company is actually critical to informing the “business” strategy of the company. SVL is an example of the new paradigm of thinking that stands as a clear case whereby social impact and business success are not mutually exclusive goals. SVL is breaking away from the “Tyranny of the Or” and sees the “Beauty of the And” not as a romantic notion but rather the key to achieving scale.

2:15 p.m. – 3:45 p.m.

Pick from the following two sessions:

Workshop Stayer Center Room 210

Determining Assets & Designing with Communities, Saul Garlick, ThinkImpact

Saul Garlick, founder and CEO of ThinkImpact, has developed ThinkImpact Institutes, which are study abroad alternative immersion programs in social innovation and social entrepreneurship. Students join ThinkImpact in rural communities in Rwanda, South Africa, and Panama where they work side by side with locals to identify innovative solutions to social challenges. ThinkImpact’s programs emphasize an ethical, sustainable, collaborative approach to creating social ventures at the base of the pyramid. They facilitate a highly impactful and comprehensive student experience, where ThinkImpact provides a hands-on, direct community engagement program grounded in human centered design and works with universities to incorporate business curriculum and academic principles. Saul’s work has led to over 100 community-based innovations, and the creation of path-breaking experiential education programs across Africa and Latin America.

Workshop Stayer Center Room 213

New Legal Forms for Social Entrepreneurs, Jonathan Ng, Ashoka Global

“Does a virtuous form make directors more virtuous, or do the virtuous seek out businesses so formed?”* More than half of the states in the U.S. have now passed legislation creating a new legal form for social enterprises, the most common of which is the benefit corporation. As more states enact similar legislation and more social entrepreneurs consider forming these new legal entities, join us as we explore the rationale for such new legal forms, the role—and limits—of the law as a tool and legal form as a brand to help social entrepreneurs achieve their objectives, and what to look for in obtaining quality legal counsel. Instead of debating whether or not these new legal forms are needed, our goal will be to engage in a more nuanced conversation beyond the basics of these new forms to better understand to what extent these new forms can be useful to social entrepreneurs in helping them achieve their social objectives. This includes sharing other practical ways that social enterprises can be effective beyond what the law
requires. For those interested in sticking around after the panel, we can engage in a more nuts and bolts informal session regarding the specific legal components of the benefit corporation using the model legislation as a guide.

3:45 – 4:00 p.m.                                     Stayer Center Commons B

Hospitality Break

4:00 – 5:15 p.m.

Pick from the following two sessions:

Workshop                                      Stayer Center Room 210
Design Matters: Using Design Thinking for Social Innovation, Ann-Marie Conrado, Assistant Professor, Industrial Design and Founder, Hope Initiative

Today’s humanitarian concerns and issues are increasingly complex and multi-faceted, requiring new methodologies and perspectives to navigate. Design thinking offers an innovative approach centered on a deep, empathetic understanding of the end user, their context of use and unmet needs in order to reframe the problem in a manner that encourages bold new ideas and breakthrough solutions. This session will focus on sharing various interventions developed by the industrial design program at Notre Dame in areas of healthcare, education, refugee and disaster sheltering and economic empowerment in the country of Nepal. Each offers a case study and roadmap for deploying this methodology and the potential to offer alternatives to society’s most intractable problems.

Workshop                                      Stayer Center Room 213
Putting the “Social” Back in Social Entrepreneurship, Andrea Armani, Transform Finance

Social entrepreneurship and impact investing can be powerful tools for social change. Yet while the field grows, many projects still focus on ad-hoc remedies and solutions that view low income people as potential customers or providers of labor, and lack accountability to the communities they set out to serve. To fulfill their potential for strong, transformative results, projects and enterprises should view communities not just as producers or consumers, but also as leaders and change agents. This workshop explores how projects can maximize their social impact by redefining the relationship of investors and entrepreneurs to the communities they seek to affect. This has the potential to maximize social impact while also increasing accountability, mission preservation, and ultimately a social enterprise’s success. Through concrete examples, we will look at a framework that empowers “beneficiaries” to be actively involved in the planning, execution, governance and ownership of enterprises.

5:30 p.m.                                    Mendoza College of Business

Tonnie’s Trolleys Leave for Networking Reception at Hannah & Friends Farm

Trolleys will be available or you can drive on your own to Hannah & Friends Farm and the Networking Reception. Hannah & Friends offers residential opportunities for adults with developmental disabilities, as well as recreational programs for children and adults with special needs. In addition, Green Bridge Growers is a start-up social enterprise, which provides jobs
and hope for young people with autism, as well as fresh, wholesome food for commercial sale. Their first aquaponics prototype and training program is housed at Hannah & Friends Farm. Irish Impact is excited to share this beautiful facility with Irish Impact participants and grateful to Hannah and Friends for hosting us.

6:00 – 8:30 p.m. Hannah & Friends Farm

**Networking Reception and Irish Impact Awards**

**Networking reception** to include social entrepreneurs attending the conference, colleagues from Gigot, Mendoza and the University – including the Kellogg Institute for International Studies, the Ford Family Program, Eck Global Health, Initiative for Global Development, the Center for Social Concerns, Career Development – as well as students from various social entrepreneurship-oriented clubs and initiatives. This is a not-to-be missed opportunity to network with visiting social entrepreneurs, practitioners and the wider University community as well as to learn more about Hannah & Friends and Green Bridge Growers. Enjoy heavy hors d’oeuvres and drinks from “Events with Style Catering” by the well-known and high-end local restaurant LaSalle Grill.

8:30 pm

**Tonnie’s Trolleys will head back to campus.**

**Friday, September 19th**

7:00 a.m. – 8:30 a.m. Guest Hotels

**Continental Breakfast available at practitioner and guest hotels**

8:30 a.m. – 11:30 a.m. Legends

**Zielsdorf Family Pitch Competition and Plenary Session**

*During the pitch competition and continuing through the Plenary Session, enjoy our coffee-house environment, which will include free trade coffees, assorted flavored creams, syrups and teas along with parfait bar, pastries and fresh fruit.*

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 Notre Dame community.

11:30 a.m.

**Announcement of Zielsdorf Family Pitch Competition Winner**
12:00 pm – 1:30 pm

Taste of Michiana Networking Luncheon

Irish Impact encourages support local enterprise and economic development. Participants will sample treats from food entrepreneurs located in South Bend, Granger and Mishawaka, Indiana. Enjoy such delectables as Chicago-style hot dogs, Greek delicacies, healthy salads and soup, deep dish pizza and local desserts from Emory’s Edibles, The Purple Porch, Wakadog, Gianettos, and Elias.

In addition, the founders of GiveGrowShare, Traci and Stephen Beach (ND ’09), will facilitate a roundtable discussion with students around the challenges of finding a good match volunteer or service work opportunity.

GiveGrowShare is a tech startup that aims to provide unbiased reviews and detailed descriptions of volunteer and service organizations worldwide, as well as a community-based networking platform for current, past and prospective volunteers. Think Glassdoor combined with LinkedIn for long-term volunteer or service work positions. Traci and Stephen are looking for feedback on their initial product. As an incentive, two lucky participants will receive a $15 Starbucks gift card! Please grab lunch, if interested, and join them at a designated table in the atrium.

Conference Concludes