



## Irish Impact Social Entrepreneurship Conference 2016

**Sponsored by the Haley and Zielsdorf Families;  
Gigot Center for Entrepreneurship at  
Mendoza College of Business; and  
FISH (Fellow Irish Social Hub) at  
Innovation Park Notre Dame**

*All conference attendees welcome at all of the events, including social enterprise practitioners, impact investors, alumni, faculty, staff and students. Students welcome to attend sessions as classes allow. If you have not registered, please do so at [irishimpact.nd.edu](http://irishimpact.nd.edu), which will help us gauge food needs.*

### **THURSDAY, OCTOBER 27**

**3:45pm**      ***Irish Impact Conference Begins***

***Students in attendance will be eligible for door prizes at various sessions.***

Note that nametags will be available at the first panel discussion at 4 pm, then again at the post-keynote reception at the Stayer Center.

**4 – 5:15pm**      ***Pick from one of the following two sessions (note separate locations)***

***Panel Discussion: Funding a More Inclusive Economy***

*Panel: Katie Hench, Infiniteach*

Mendoza College of Business

*Chris Yura, SustainU*

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*Matt Zieger, Catholic Charities USA*

*Mackenzie Colgan, Impact Assets*

*Will Towns, Benefit Chicago*

*Moderator: Brendan Maher*

Despite significant growth in entrepreneurial activity and venture financing in the United States, the vast majority of capital flows to a very narrow segment of our population. Women, minorities and rural geographies remain capital-starved by traditional sources of capital despite demonstrated acumen and need. This panel will highlight the many obstacles facing these entrepreneurs as well as nontraditional financing channels forming to clear these hurdles. Brendan Maher '94, Founder of FISH (Fellow Irish Social Hub) and Director of Capital Markets at the Heron Foundation will moderate a discussion with perspectives from entrepreneurs and capital providers to explore pathways forward for a more inclusive economy.

**THURSDAY, OCTOBER 27**  
(continued)

**4 – 5:15pm**     ***Lecture: Is Social Entrepreneurship the Key to Development?***  
***Considerations from an Ethical Perspective***  
***(Co-Sponsored with the Kellogg Institute for International Studies)***

Dr. Peter Kirchschräger

Hesburgh Center Auditorium

Dr. Kirchschräger is a senior research fellow in Theology at the University of Lucerne in Switzerland. His research interests, among others, include social entrepreneurship and development. In this foundational lecture, Dr. Kirchschräger will discuss how entrepreneurial initiatives/operations seem to be promising ways of meeting the challenges of today's world and of creating and fostering development. Social entrepreneurial activities possess the potential to enhance this impact even further by melding the economic rationale and the ethical perspective into sustainable solutions. Crucial questions need to be asked and answered. How do we understand "development"? What does "social entrepreneurship" mean? What is the difference between the corporate contribution and social entrepreneurship's contributions to development? Finally, how do development and social entrepreneurship interact?

**5:30pm**     ***Conference Welcome and Keynote***     DeBartolo Hall 102

**5:30 – 6:45pm**     ***Keynote with Amon Anderson***     DeBartolo Hall 102  
***Acumen America: Disrupting Systems of Poverty***  
*Introduction by Tyler Harris, Unleashed Impact Investing Club*

The condition of poverty is a function of the systems of poverty. These systems exist abroad, but also here at home. Venture capital aims to disrupt systems—of commerce, transportation, information, and even social systems—with risk-seeking capital targeting creative business models. Acumen aims to similarly disrupt systems of poverty by investing in high-growth, high-impact entrepreneurs with big ideas. This talk will explore these systems of poverty, the companies tackling these challenges, and how Acumen has bridged its work abroad with its work in the US. Amon Anderson is the co-director of Acumen America, launched earlier this year by the Acumen Fund.

**7:00pm**     ***Post-Keynote Reception***     Stayer Center 3<sup>rd</sup> Floor Boardroom

Networking reception to include all conference attendees, faculty, administrators, and especially students! Please join us after the keynote to meet Amon Anderson, to applaud the work of Acumen Fund and Acumen America, and to network with colleagues from Gigot, Mendoza and across the University, as well as students from various social entrepreneurship-oriented clubs and initiatives. Enjoy heavy hors d'oeuvres and drinks from Events with Style Catering by the well-known local restaurant LaSalle Grill.

## FRIDAY, OCTOBER 28

**9:30am**      ***Coffee and Pastries available***      Mendoza Room 162

**10 – 11:15am**    ***Plenary Session***

***Panel Discussion: Building Inclusive Ecosystems***

Mendoza Room 162

*Panel: Connor Chelsky, Impact Engine*

*Tim Rann, Mercy Corps*

*Brendan Maher, Heron Foundation/FISH*

*Maria Gibbs, Venture Founders Program*

*Tracy Kijewski-Correa, College of Engineering/I-Labs*

*Steve Reifenberg, Keough School for Global Affairs/I-Labs*

*Moderator: Melissa Paulsen*

Addressing significant social and environmental issues requires an integrated approach to problem solving. Join us as we listen to members of the Notre Dame community – from on campus, domestically and across the world – discuss how their programs and organizations are addressing systems-level change. True integration will require the efforts of policy makers, fund innovators, philanthropy, and inclusive entrepreneurship, whether it is through integration labs organized around real world problems that draw together theory and practice; a domestic venture fund that invests in early-stage, for-profit technology businesses that are improving education, health, economic empowerment and resource efficiency; a leading global organization that is investing in agriculture, financial services, and education across East Africa, Southeast Asia and Latin America; or a start-up initially focused on the South Bend community, working to solve problems that matter by bringing together nascent entrepreneurs with civic leaders. This plenary panel will set the stage for the concluding Pitch Competition.

**11:15am**      ***Networking Break***

**11:30am –**      ***Zielsdorf Family Pitch Competition***

Mendoza College of Business

**12:45pm**

Giovanini Commons

A panel of judges will be assembled to hear live problem landscape pitches from aspiring social entrepreneurs. Oftentimes more attention is given to writing a business plan than to a true understanding/articulation of the problem, resulting in entrepreneurs who become too wedded to a solution that fails to solve a customer problem and/or solves for the wrong problem. As such, presenters will be asked to discuss how well they have researched a social and/or environmental problem, how they have mapped out the landscape of the current solutions and identified missing opportunities for positive change, resulting in a potential solution that attempts to solve a significant customer problem. We can think of no better or fun way to conclude the Irish Impact Conference!

**12:45pm**      ***Closing Lunch***

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The Irish Impact Conference will conclude with an informal lunch immediately following the Zielsdorf Family Pitch Competition. Join us to celebrate all of the pitch presenters and their continued success before the ND-Miami weekend festivities begin!