



International Social Enterprises! Come Share Your Stories!
Social Enterprise Growth Stories
“Transition Profiles”

Want to share a story about a sustainable international social enterprise improving income and benefits of many low-income people? Want to tell others about the amazing growth of a social enterprise? **The SEEP Network, Beyond Profit** and other partners need your stories about growth, scale, and transition to highlight both organizational successes *and* challenges.

The SEEP Network is a U.S. NGO that works with associations and organizations to create opportunity for those at the bottom of the economic pyramid. Intellectap’s **Beyond Profit** is the leading publication on social enterprise and development innovation in developing countries.

We need stories about

- sustainable social enterprises (non-profit, for-profit, and hybrid)
- enterprises that create financial sufficiency and benefits to poor communities
- rapid growth, scaling up (and its process)
- a challenging transition
- from developing countries and the Global South

For you: visibility and a chance to present!

The SEEP Network will post stories online at www.seepnetwork.org reaching thousands of social development practitioners. **Beyond Profit** will publish the best three stories reaching more than 10,000 people in over 75 countries. The authors of the top three submissions will present at the Social Enterprise Learning Symposium at **The SEEP Network Annual Conference** in Washington, D.C., Nov. 1-5, 2010. The winner will receive a travel stipend.

Deadline for submissions is September 10, 2010. Email socentstory@intellectap.com.

Use the template below to write your stories. The best stories will have a narrative shape, and will use photographs, graphics and images to convey the organization’s value. The questions under each section are suggestions for documentation. Please contact us if you have any questions. *Thank you for your contribution!*

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DETAILS & NOTES

- **Entities:** International social enterprises are broadly defined here as non-profit, for profit or hybrid entities working in developing countries in the ‘Global South’
- **Due Date:** September 10, 2010
- **Submit:** Email your document and pictures to socentstory@intellecap.com
- **Length:** Your story should be no longer than 5 pages, single spaced
- **Format:** Please send your final draft in Microsoft Word
- **Font:** Calibri or Times New Roman 11
- **Right to Publish:** By submitting, SEEP and Beyond Profit have the right to publish the Profile in Transition in full or part, after obtaining permission from the author

Organization Logo	Organization Name
	Organization Slogan (if any)
	Website
	City, Country

Abstract 1 paragraph summary on the sustainable social enterprise, its mission and issue(s) covered in write-up

Author 2 sentences about the author

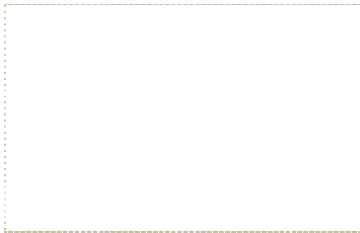
Summary

Legal Entity	(i.e., for-profit, non-profit, or hybrid)	Geographic Region	(Within a country or a region)
Year Founded		Sector Focus	
Number of Clients		Target Population	(People impacted, benefit)
Number of Staff	(Full-time staff equivalent)	Key Products/Services	
Sales Volume (US\$) or Annual Budget (US\$) & % Earned Income		Quantifiable Impact	
To Date’s Biggest Accomplishment			

Why the Enterprise Exists (max 1/3 page ~ 2 paragraphs)

Photo or image that exemplifies the organization

What problem existed and what situation led to founding/starting this effort? Why is it difficult for the social problem to be solved? Or, from another perspective, where / how did this social enterprise emerge and grow?



In this section, provide big picture background information for audiences to better grasp the case. Where possible, please quantify the problem with numbers at the city, country, or global level.

Organizational Background (max 1/3 page ~ 2 paragraphs)

Introduce us to the organization, what it does, where it works, how it works and what makes it important. What led it to where it is today? What is the “special sauce” that sets it apart?

People (max 1/3 page ~ 2 paragraphs)

- Who are the people that made this organization? What is their background? What drives them to do this work?
- What staff, leadership, board, and/or clients have contributed?

Scaling & Sustainability Actions (~1 page)

- **Value:** Describe the social vision and major goals of the social enterprise
- **Action:** What activities or what type of work has the social enterprise done so far? What is the product or service the social enterprise offers to solve a particular social problem? How does the social enterprise use its product or service to lead employment and generate income and benefits to low-income people at the BoP?
- **Innovation:** What has the social enterprise done differently from others? Common types of innovation that help social enterprise drive social impact: training & employment, product & service innovation, utilization & transformation, distributing & marketing, customer/sales innovation, and media innovation.
- **Internal factors:** What are the major internal competencies that contributed to success?
- **Stakeholders:** Who are the key stakeholders that mattered?
- **Ownership/Board structures:** What are the legal and tax-related structural components of the enterprise? Is the board separate? Inter-connected? Is there no separate board? How did this contribute to the situation?
- **Scale:** Describe the size (revenues, assets, members, clients) of the entity. Use indicative measures, rather than specifics, to compare easily. How do you maintain/grow this?

Challenge: Growth, Scale, Transition (3/4-1 page)

- What are the strengths and weaknesses the enterprise has faced due to its structure?
- What have been organizational challenges or weaknesses?
- How has the organization overcome these challenges in order to grow, scale or transition?
- Where does the organization stand now in the process of tackling this challenge?
- What are key challenges the organization still faces?
- How sustainable (financially or otherwise) is this effort? How do you address sustainability?
- What does the next five years hold?

Photo, image, map or picture that exemplifies the organization

Results (1/4 – 1/2 page)

- What quantitative and qualitative outcomes has the social enterprise achieved? How are they measured?
- What impact / meaning has been generated?
- What financial, social, and/or environmental value has been created?

Photo, image, map or picture that exemplifies the organization

Key Enablers (1/2 page)

- What are the key success factors of the social enterprise at this stage?
- What necessary internal factors led the social enterprise to replicate or scale-up? Factor examples: labor need, public support, potential partners, supportive government policy, financial capital, dispersion of beneficiaries, and available economic incentives.
- What external elements magnified and accelerated growth/impact?

Lessons Learned (max. 1 page)

- What has been learned of greatest value?
- How can others benefit from what you have done?
- What is most transferrable to other organizations? How can it be replicated elsewhere?
- What is the solution in terms of people to do this work?
- As you scale up, what are the greatest barriers of sustainability, scalability, competition and how will it work to resolve them?
- What will the enterprise need to take it to the next level?