



SOCIAL ENTREPRENEURSHIP

**a recipe
for
disaster?**



Hi, I'm Mel Ngui

I'm a ...

Social

Entrepreneur.



Why do we exist?

“70% of the world’s unpaid work is still done by women” U.N.D.P 2018

We want to change that stat so women from all social classes and backgrounds have equal access to quality education, business skills and professional development to lead in their lives and be financially empowered.

We want to enable women to find careers that support (not take away) from their wellbeing. The scale is not balanced and women are still sacrificing themselves to be successful in their careers. This a win-lose game.

In impoverished communities, 2x as many women are illiterate (versus men) and these women cannot find employment. This is a lose-lose game.

m **StartupNomad**

don't yet have the means to afford a computer or the internet. Relevant content will always guide what we produce.

Hi, I'm Mel Ngui

SOCIAL
EQUALITY

IMPACT
ENTHUSIAST

PASSION
PURPOSE
FULFILMENT

SOCIAL
ENTREPRENEUR

FEMALE
EMPOWERMENT

What is **SOCIAL**
ENTREPRENEURSHIP?

Social Entrepreneurship



Applying **practical, innovative** and **sustainable approaches** to benefit society, with an emphasis on those who are marginalised and poor.

Social Entrepreneurship



...main aim is **not to maximize financial returns** for shareholders but to grow the social venture and reach more people in need.



Improving lives

With every product you purchase, TOMS will help a person in need. One for One.®

TOMS

One for One





ASPIRE FOOD GROUP

Providing The World With A Sustainable Protein Source

Hult Prize 2013 Winner

Featured Forbes 30 Under 30



LEARN MORE





MANDALA GROUP

Pioneering A Platform For Apps That Serve The Bottom 1 Billion In Poverty

Hult Prize 2016 Finalist



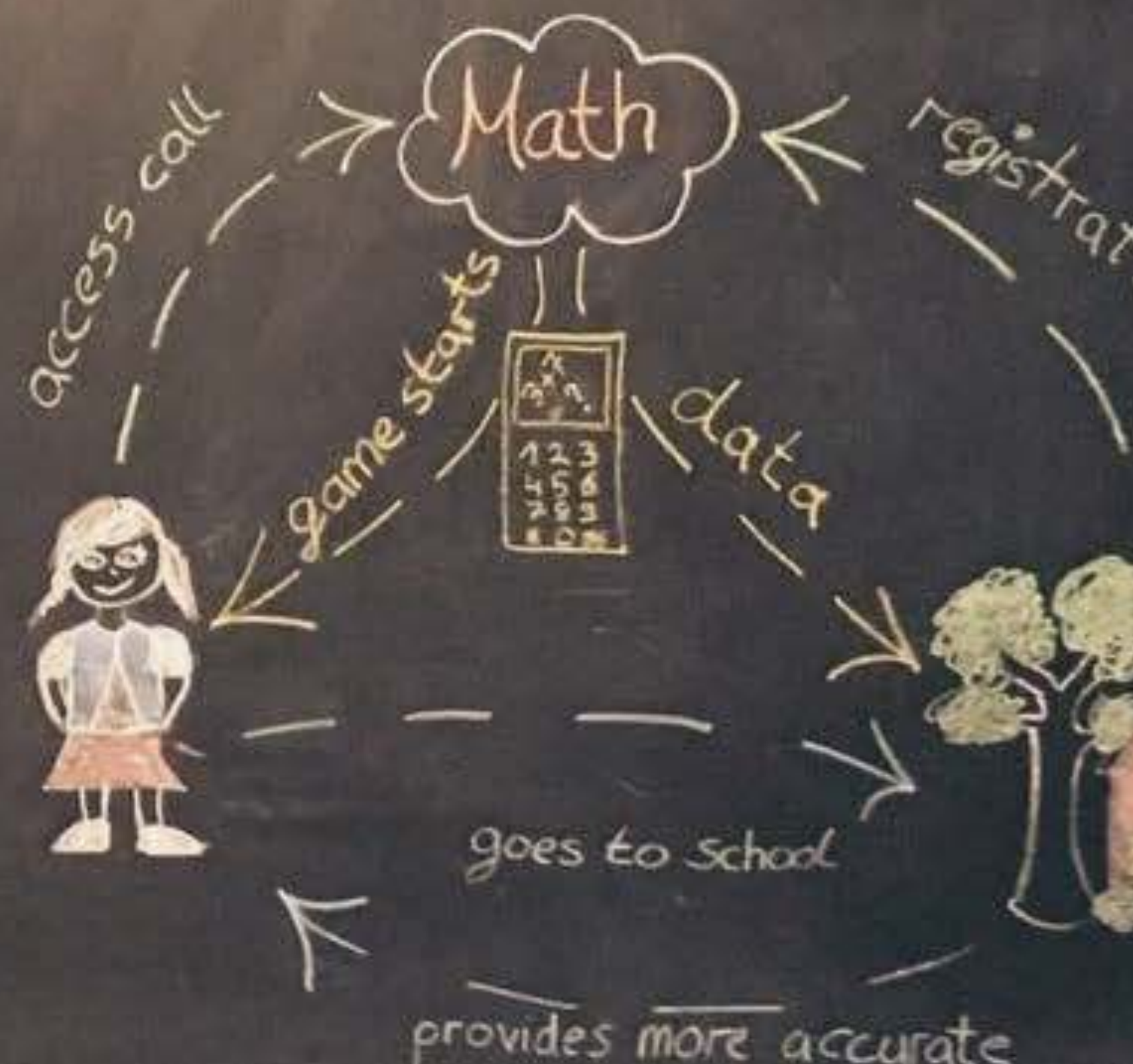
LEARN MORE



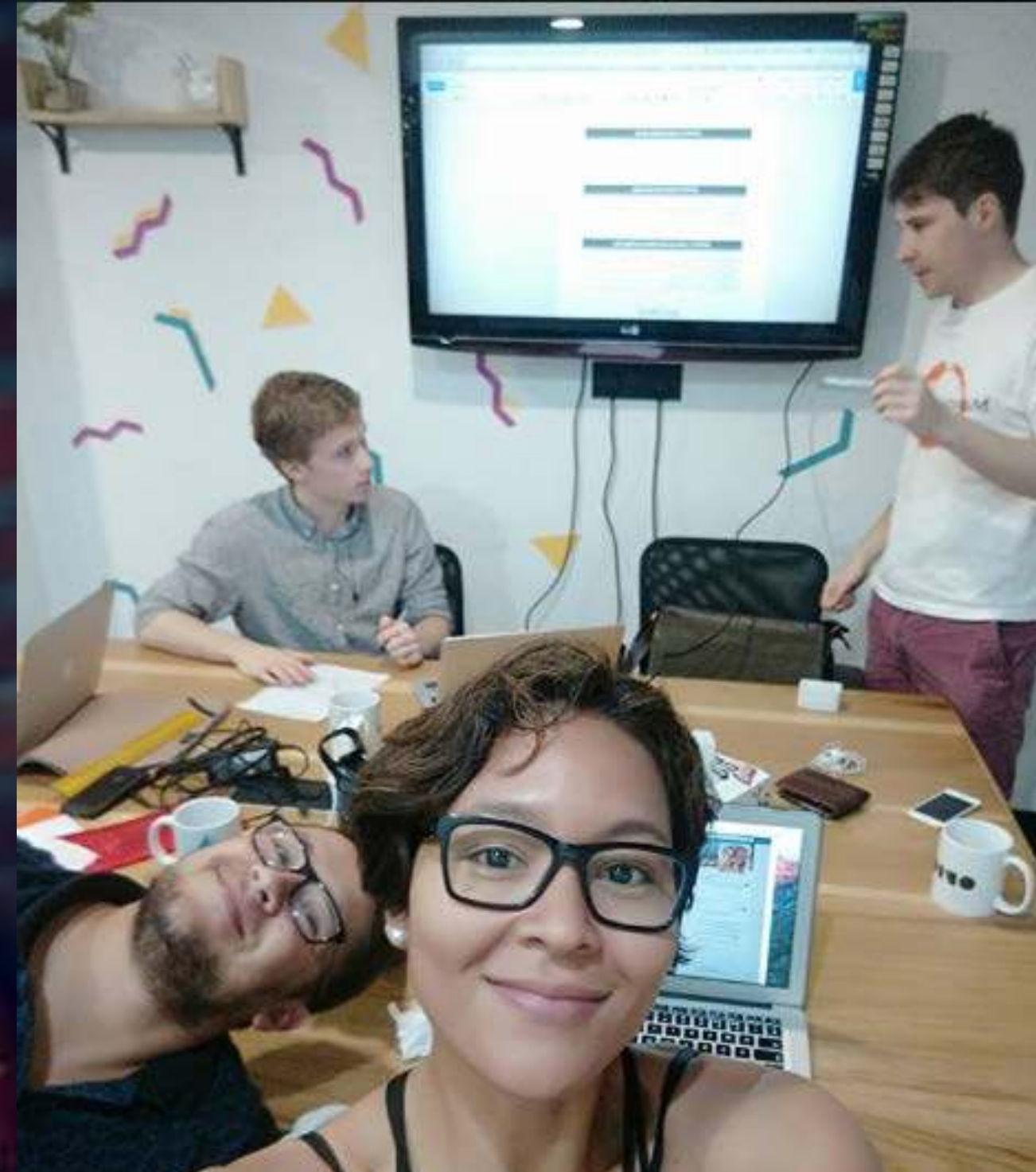
MANDALA GROUP



Math
"learning by doing"



TeleStory Empowers Illiterate Families To Read Together





MAGIC BUS TICKETING

Organizing Africa's Private Bus Network

Hult Prize 2016 Winner



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IMPCT

Created A Daycare Franchise Model In Urban Slums

Hult Prize 2015 Finalist



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WORLD'S FIRST IMPACT TRADE SPECIALTY COFFEE COMPANY





THE WORLD'S FIRST TRULY ETHICAL SPECIALTY COFFEE



El Salvador - Las Brumas,
Washed - Individual Drip Bags
\$12.50 USD



El Salvador - Las Brumas,
Washed - Whole Bean
\$17.50 USD



Ethiopia - Guji Smallholders -
Individual Drip Bags
\$12.50 USD



Ethiopia - Guji Smallholders -
Whole Bean
\$17.50 USD



A photograph of Muhammad Yunus, an elderly man with white hair, wearing a white shirt and a patterned vest. He is standing at a podium with a microphone, gesturing with his hands as if speaking. The background is a blurred stage setting with blue and purple lighting. The image is overlaid with a semi-transparent pink/magenta filter.

“Young people should think in a different way, they should be job-givers not job-seekers.”

Muhammad Yunus



SOCIAL ENTREPRENEURSHIP

**a recipe
for
disaster?**

hell yes!

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~~SOCIAL~~ ENTREPRENEURSHIP

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problem

WHERE IS THE GREATEST NEED?

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS




SUSTAINABLE
DEVELOPMENT
GOALS

problem + solution

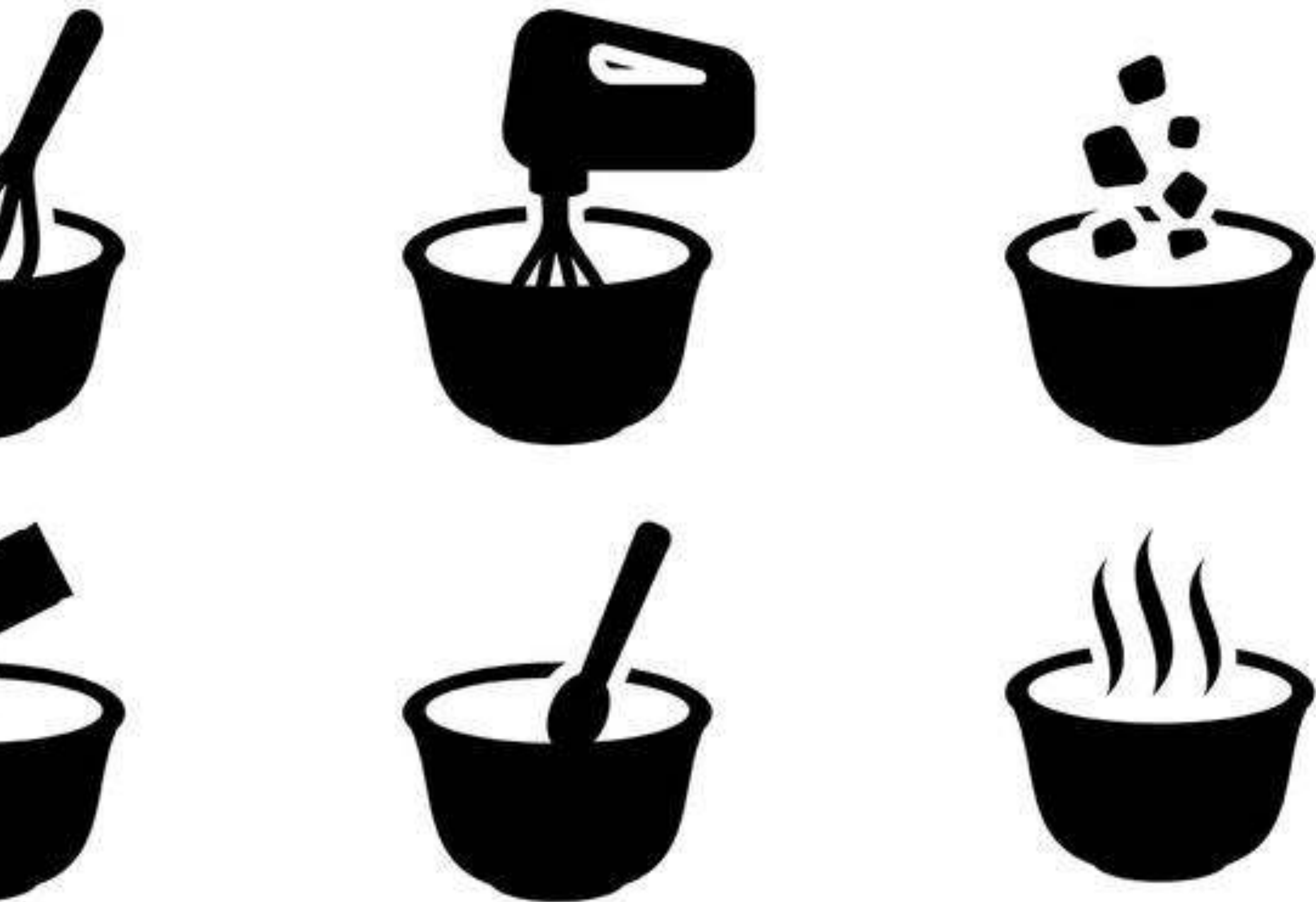


problem + solution



problem + solution

10x impact



impact
~~SOCIAL~~ ENTREPRENEURSHIP
**problem
solving
mo-fo's**



7 steps to impact entrepreneurship|



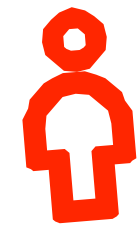
Google Search

I'm Feeling Lucky

7 steps

impact

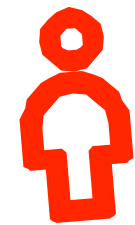
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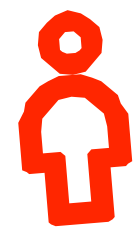
Identify **Existing Solutions**



Find Existing **Paying Customers**



Understand **Painpoints + Needs**



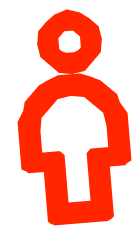
Transform Existing **Market Opportunities**



Scale Impact to **Similar Markets**



Invest for the **Long Term**



Eliminate Donations in the **Business Model**



MEL NGUI
Impact Entrepreneur
& Host

Got a story to share?

I share stories of **female entrepreneurs** making **impact!**



For business advice and entrepreneurship strategy email me at mel@mystartupnomad.com. Visit www.mystartupnomad.com