

# SOCIAL ENTREPRENEURSHIP CONFERENCE

at the Mendoza College of Business



**IRISH  
IMPACT**

SEPTEMBER 17-19, 2014

**GIGOT**  
CENTER FOR ENTREPRENEURSHIP



UNIVERSITY OF  
NOTRE DAME

Mendoza College of Business

# SOCIAL ENTREPRENEURSHIP IS ...

bringing **ALTERNATIVE ENERGY** to villages in the developing world.

providing **access** to technical assistance and **markets**.

**creating** meaningful **employment** for at-risk populations.

building **STRONG** businesses and communities through **CREATIVE FINANCE**.

funding **LITERACY EFFORTS** around the globe.

focusing on sustainable **FOOD** and agriculture.

**attacking** food **insecurity** issues.

promoting **dignity** through primary and secondary **healthcare** initiatives.

**AND SO MUCH MORE!**

What will **YOUR** impact be?



“The University seeks to cultivate in its students not only an appreciation for the great achievements of human beings, but also a disciplined sensibility to poverty, injustice and oppression that burden the lives of so many. The aim is to create a sense of human solidarity and concern for the common good that will bear fruit as learning becomes service to justice.”

From the University of Notre Dame Mission Statement

## WELCOME

### Welcome to Irish Impact 2014!

It's difficult to believe that another academic year has passed and that we are now hosting our *third annual* Irish Impact Social Entrepreneurship Conference. We are excited to share this year's agenda, and we are grateful for the continued momentum year after year.

An important achievement since last year's conference is that Irish Impact now “lives” online via our website at [irishimpact.nd.edu](http://irishimpact.nd.edu), our blog at [irishimpact.wordpress.com](http://irishimpact.wordpress.com) and the various other social media sites including Facebook and Twitter. With the blog alone, we have seen more than 7,500 visitors/views since we launched the site in late fall 2013, with much of the traffic this past spring and continuing into the summer. Facebook and Twitter have more than 1,000 followers.

Irish Impact is not just a tagline or hashtag on Twitter. It is the central hub from which anyone can learn what Notre Dame students and alumni are doing to impact the lives of others. It is the brand that clarifies and crystalizes for the world why we are at the center of social entrepreneurship.

The evolution of the conference into an online platform is particularly important because we want to stay connected with you when the conference ends. We want to be a resource for you, and will be posting new blog entries twice per week throughout the academic year, including graduate and undergraduate student spotlights and expert content from our growing cache of social entrepreneurs. **We want to marry the need of the novice with the experience and know-how of the expert.**

And we invite your contributions, as well. It is only through your participation that we can populate the site with compelling and relatable content—whether you want to author a post, or let us know who we should be talking with or about.

We have an exciting program for practitioners and students alike this week and want to take a moment to thank the many practitioners who are leaving their entrepreneurial pursuits to spend a few days sharing their narratives with the wider Notre Dame community.

Once again, we are blessed to have tremendous support for this year's event from **The Robert L. (ND '65) and Frances J. Zielsdorf Foundation**. More detail is provided on the Zielsdorf family on the opposite page, as well as the many social concerns their foundation supports.

We also wish to thank the Haley family, who makes it possible for Irish Impact to bring notable social entrepreneurs to Notre Dame and into the conversation. More about the Haley Prize for Social Entrepreneurship is included on the next page, but we wanted to take a moment to highlight this special addition to the conference program.

We are grateful that our benefactors view social entrepreneurship as a mechanism for providing access through opportunity, whether through microcredit, healthcare initiatives, technical assistance and training, education, the food movement or the environment. Business is our tool, but social entrepreneurs represent many industries, disciplines and models. It is our intent to share those models with our students.

The Notre Dame Family (and extended family) is changing the world, and that includes YOU!

*What's Your Irish Impact?*

Melissa Paulsen  
Social/Micro Venturing Programs

Brendan Maher  
Founder, Fellow Irish Social Hub, Inc.

# SCHEDULE

## WEDNESDAY, SEPTEMBER 17

5:30 – 7:00 pm Welcome and Opening Conference Keynote with Dr. Jordan Kassalow of VisionSpring, Haley Prize winner  
Jordan Auditorium, Mendoza  
Open to all conference attendees, faculty, administrators and especially students!  
[See page 9 for Dr. Kassalow's full biography.](#)

7:30 – 9:30 pm Dinner with Post-Keynote Groups (Optional)  
Conference attendees may sign up for group dinners in Downtown South Bend with other attendees. Irish Impact staff will suggest several locations for the networking dinners, subject to the number of interested attendees.

## THURSDAY, SEPTEMBER 18

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

7:00 – 9:00 am Continental Breakfast available at practitioner and guest hotels

9:00 – 10:15 am **Bridging the Gap: Creating a More Inclusive Ecosystem for the Social Entrepreneur**  
Tom Carroll, ND '93, Dalberg/Global Development Incubator  
Jimmy Bettcher, ND '07, Cummins, Inc.  
Stayer Center Commons A & B

Tom and Jimmy 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. In addition, 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 organizations are bridging the entrepreneurial gap across the globe.

10:15 – 10:30 am Hospitality Break  
Stayer Center Commons B

10:30 – 11:45 pm **Pick from the following three sessions:**

**Workshop – Impact Through Execution –**  
Rick Klau, Google Ventures  
Stayer Center Room 210

Too many entrepreneurs and 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

## THURSDAY, SEPTEMBER 18 *Continued*

startups in the GV portfolio on product management. Previously, Rick was a product manager at Google where he led product initiatives on Blogger, Google+ and YouTube. 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, an attorney, is a political junkie as well as a technology aficionado. He has lent technology advice to three U.S. 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.

**Workshop – Data Deep Dive – Growth Strategy Revolution – Using Customer Insights to Grow Your Social Enterprise, Vennli**  
Bart Frischknecht and Gary Gigot  
Stayer Center Room 319

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.

**Panel – University Contributions to the Practice of International Development: Facilitating Entrepreneurship in Haiti, Notre Dame MBA students and EGI Haiti**  
Stayer Center Room 213

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, John Henry and the panel 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**  
Mendoza Atrium

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.

**Please grab lunch, if interested, and join them at a designated table in the atrium.**

GiveGrowShare is a tech startup that provides 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!**

## THURSDAY, SEPTEMBER 18 *Continued*

1:00 – 2:15 pm

Plenary Session – Smart Innovation: From Social to Business  
Greg Van Kirk, Smart Vision Labs  
Stayer Center Commons A & B

Although Greg continues to lead Community Enterprise Solutions (CE Solutions) and Social Entrepreneur Corps, he recently has taken up the role of director of social venture at startup Smart Vision Labs (SVL) ([www.smartvisionlabs.com](http://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 smart phone, 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 – 3:45 pm

*Pick from the following two sessions:*

Workshop – Discerning Needs & Designing for Communities  
Saul Garlick, ThinkImpact  
Stayer Center Room 210

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 and 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 more than 100 community-based innovations and the creation of path-breaking experiential education programs across Africa and Latin America. See Saul’s bio for the numerous recognitions he and ThinkImpact have received for their innovative approach.

Workshop – New Legal Forms for Social Entrepreneurs  
Jonathan Ng, Ashoka Global  
Stayer Center Room 213

“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, we will explore the rationale for such new legal forms. We also will explore 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 pm

Hospitality Break  
Stayer Center Commons B

4:00 – 5:15 p.m.

## THURSDAY, SEPTEMBER 18 *Continued*

*Pick from the following two sessions:*

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

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

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.

Leave Campus for Networking Reception at Hannah & Friends Farm  
Mendoza College of Business

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 startup social enterprise that provides jobs and hope for young people with autism, as well as fresh, wholesome food for commercial sale. Its first aquaponics prototype and training program is housed at Hannah & Friends Farm. We are 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.

Networking Reception and Irish Impact Awards  
Hannah & Friends Farm

**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, The Career Center, 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 local restaurant LaSalle Grill.

8:30 pm

Tonnie’s Trolleys Return to Campus

## FRIDAY, SEPTEMBER 19

7:00 – 8:30 am Continental Breakfast available at practitioner and guest hotels  
Guest Hotels

8:30 – 11:30 am Zielsdorf Family Pitch Competition and Plenary Session  
Legends

*During the pitch competition and continuing through the plenary session, enjoy our coffee-house environment, which will include fair 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 evaluate each presentation based on magnitude of social impact and probability of success. We can think of no better way to end 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 am Announcement of Zielsdorf Family Pitch Competition Winner

12:00 – 1:30 pm Taste of Michiana Networking Luncheon  
Mendoza Courtyard /Stayer Center Patio

Irish Impact encourages the support of 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 round-table discussion **with students** around the challenges of finding a good match when it comes to volunteer or service work opportunities.

**Please grab lunch, if interested, and join them at a designated table.**

GiveGrowShare is a tech startup that provides 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!

## CONFERENCE CONCLUDES

# IRISH IMPACT ORGANIZERS



The Gigot Center for Entrepreneurship was founded in 1998 for the purpose of fostering innovation and infusing aspiring entrepreneurs with a sense of the possible. Through rigorous coursework, our business plan competitions, extensive networking and mentorship and hands-on learning experiences, we provide students and the Notre Dame community with the knowledge and skills so vital to entrepreneurship.

We seek to develop individuals who have a vision for a for-profit venture, as well as "intrapreneurs" who seek to bring innovation to an existing enterprise. And in keeping with the Mendoza College mission to Ask More of Business™, the Gigot Center actively supports the social entrepreneur who uses business skills and knowledge to serve the greater good.

The Gigot Center is associated with the Mendoza College of Business Department of Management.



The Fellow Irish Social Hub, or FISH Inc., is an independent, nonprofit organization that invites University of Notre Dame students, faculty, administrators and alumni, as well as local community members to develop socially innovative ideas into for-purpose enterprises. FISH provides a full suite of incubation services to promising social entrepreneurs through a centralized infrastructure. This support hub connects inspired intellectual and human capital with vital sources of professional and financial capital to deliver positive, sustainable change to the afflicted populations amongst us.

**GIGOT CENTER  
FOR ENTREPRENEURSHIP**  
[business.nd.edu/gigot\\_center/](http://business.nd.edu/gigot_center/)  
University of Notre Dame  
Mendoza College of Business  
Room 126  
Notre Dame, Indiana, 46556  
**Phone:** (574) 631-3042  
**FAX:** (574) 631-3979  
**Email:** [entrep@nd.edu](mailto:entrep@nd.edu)

**FELLOW IRISH SOCIAL HUB**  
[www.ndfish.org](http://www.ndfish.org)  
Innovation Park at Notre Dame  
1400 East Angela Boulevard  
South Bend, IN 46617  
**Phone:** (574) 807-0090



# DR. JORDAN KASSALOW



## KEYNOTE SPEAKER

VisionSpring Cofounder Dr. Jordan Kassalow On  
*Why Two Million Customers Is Not Enough*  
Wednesday, September 17  
5:30-7:00 p.m.  
Mendoza College's Jordan Auditorium

**Affordable access to eye wear, everywhere.** That's the mission of VisionSpring founder and co-chairman, Dr. Jordan Kassalow, who has spent more than 20 years providing eye care to the world's poor.

VisionSpring is a not-for-profit social business that ensures affordable access to anyone who needs it. Ten years into the business, VisionSpring has a salesforce that is 20,000 strong, and they are closing in on their two millionth customer—500,000 of whom were reached in 2013 alone.

In addition to VisionSpring, Dr. Kassalow founded Scojo New York and the Global Health Policy Program at the Council on Foreign Relations. Prior to his position at the Council, he served as director of the River Blindness Division at Helen Keller International.

Dr. Kassalow is a Draper Richards Kaplan, Skoll, and Ashoka Fellow, as well as a Henry Crown Fellow at the Aspen Institute. Recently, he was named one of the Schwab Foundation's 2012 Social Entrepreneurs and made the list of *Forbes* magazine's Impact 30. He is the inaugural winner of the John P. McNulty Prize, the 2006 winner of BYU's Innovator Award and received Duke University's Social Innovation Award on behalf of VisionSpring. VisionSpring is also a three-time winner of Fast-Company's Social Capitalist Award.

In addition, while attending this year's Irish Impact Conference, Dr. Kassalow will receive the inaugural Haley Prize, which recognizes social entrepreneurs for their outstanding social impact.

## \*QUICK FACTS:

- 703 million people could have their vision restored with a pair of glasses
- Glasses can increase productivity by 35 percent
- Glasses have the potential to increase monthly income by 20 percent
- 90 percent of those living with uncorrected vision are in the developing world
- This results in an annual loss of \$202 billion to the global economy
- VisionSpring has delivered 2,347,340 pairs of glasses to those in need (the number increases daily with each pair of glasses dispensed)
- VisionSpring has created \$269 million in economic impact

\*From the VisionSpring website, <http://visionspring.org>



# HIGHLIGHTS

## HALEY PRIZE

The Haley Prize recognizes an individual and/or organization who has demonstrated entrepreneurial spirit and significant social impact. The Haley Prize recipient embodies the multitude of topics from the Irish Impact conference, including startup and incubation issues, scaling and partnerships. This social entrepreneur has built social innovations from the ground up, created scalable and replicable social impact, fought for financial sustainability and acted

as a true transformational change agent. Impassioned and visionary, this recipient serves as beacon for the larger social entrepreneurial community. We are very pleased to announce that the inaugural recipient of the Haley Prize for Social Entrepreneurship is **Dr. Jordan Kassalow**, co-founder of VisionSpring. Dr. Kassalow will serve as keynote speaker for Irish Impact 2014, discussing "Why Two Million Customers Is Not Enough."

## ZIELSDORF FAMILY PITCH COMPETITION

Every social enterprise—whether for-profit, nonprofit, or hybrid—requires startup funding. As a result, the Irish Impact Social Entrepreneurship Conference has assembled a panel of expert judges to hear live, funding pitches from a select group of social entrepreneurs.

These social enterprise practitioners will describe specific needs as they seek to tackle a broad array of global challenges, such as food insecurity and employing the "hard-to-employ." Conversely, the judges will be asked to evaluate each presentation

upon magnitude of social impact and probability of success.

The investment pitch session will provide a glimpse into the world of social venture finance, and winners for the combined prizes of \$10,000 will be announced on Friday, September 19, just before the Taste of Michiana Networking Lunch.

Come to see who will join former winners CleanTurn (2012) and Oak Financial Software Corp (2013) to jump-start their mission with Irish Impact!

## IRISH IMPACT NETWORKING RECEPTION

This is a not-to-be missed opportunity to network with visiting social entrepreneurs, practitioners and the wider University of Notre Dame community. Climb aboard Tonnie's Trolley to learn more about Hannah & Friends Farm and Green Bridge Growers, where the reception will be hosted. Enjoy heavy hors d'oeuvres and drinks from Events with Style Catering by the well-known local restaurant LaSalle Grill.

**Hannah & Friends Farm** 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 startup social enterprise that provides jobs and hope for young people with autism, as well as fresh, wholesome food for commercial sale. Its first aquaponics prototype and training program is housed at Hannah & Friends Farm.

Irish Impact is excited to share this beautiful facility with our participants and we are grateful to Hannah and Friends Farm for hosting us. Additionally, the Irish Impact Award will be announced at this reception.

# RESOURCES

We hope that every participant leaves the Irish Impact Social Entrepreneurship Conference inspired and with the conviction that YOU can affect change. Whether in a for-profit or nonprofit environment, a small organization or a multinational corporation, as an employee or leader of your own startup, YOUR VISION can impact the human community for the better.

What are your next steps? Here are some resources to help answer that question.

**Take advantage of the curricular and non-curricular programs through the Gigot Center for Entrepreneurship. Here are some specific suggestions:**

- Enroll in entrepreneurship, social entrepreneurship courses, and/or the **Social Entrepreneurship Certificate Program**. There is a new minor in entrepreneurship for undergraduate business students, and several other classes are open to non-business majors, as well. Some may offer a paid internship opportunity in a domestic or developing country setting. For details, visit [http://business.nd.edu/gigot\\_center/Social\\_Entrepreneurship/MicroVenturing\\_Certificate/](http://business.nd.edu/gigot_center/Social_Entrepreneurship/MicroVenturing_Certificate/).
- Enter a team in the **McCloskey Business Plan Competition!** The annual competitions provide a tremendous opportunity for entrepreneurial-minded members of the Notre Dame community to foster new business development, while networking with members of the IrishAngels, the Irish Entrepreneurs Network, alumni and friends. The competition awards more than \$300,000 in cash and prizes in categories for for-profits and not-for-profits. Visit the competition website at [http://business.nd.edu/gigot\\_center/competitions/](http://business.nd.edu/gigot_center/competitions/).

**Get in touch with Brendan Maher of FISH at Innovation Park:**

FISH offers incubation services to social entrepreneurs ready to launch their ventures. Check out FISH's website at <http://www.ndfish.org/index.php>. In partnership with Innovation Park at Notre Dame, FISH provides world-class facilities and critical occupational services, as well as valuable research and development tools. Its nine-month business incubator program is designed to prepare each client to launch a

social enterprise and to maximize its social impact. FISH clients often work in tandem with the Gigot Center and its resources, including the McCloskey Business Plan Competition.

**Not ready to start your own enterprise? No problem! Join one of the following student clubs on campus and get involved with one of their projects:**



**Student International Business Council - Global Development Division** creates social awareness and promotes development in impoverished communities around the world through projects that deliver innovative business solutions to communities' most fundamental problems.



**The Notre Dame MBA chapter of Net Impact** is part of the nonprofit's mission to make a positive impact on society by growing and strengthening a community of leaders who use business to improve the world.

**Unleashed** is a student-led initiative focused on impact investing. This fall students are researching and performing due diligence on potential investments as part of a case competition. Contact juniors Carly Smith (Carly.A.Smith.1041@nd.edu) or Tommy Flaim (Thomas.L.Flaim.2@nd.edu) to learn more about this young and exciting student club.



**enactus** is a community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

**Looking for an internship with a social enterprise?**



**Global Internship Initiative Funding Programs** offers a variety of funding opportunities

for sophomore and junior students from a range of majors. Students must have an internship secured to apply for funds. Visit the Career Center website for details: <http://careercenter.nd.edu>



# RESOURCES



**The Kellogg Institute of International Studies** was

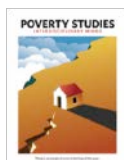
founded to promote research, provide exceptional educational opportunities and build linkages to support the University's strategic goals on internationalization. It offers undergraduate and graduate students internship and fellowship opportunities. [kellogg.nd.edu/students/index.shtml](http://kellogg.nd.edu/students/index.shtml)



**The Center for Social Concerns**

offers international and domestic internship opportunities to undergraduate students through its Summer Service Learning Program (SSLP) and International Summer Service Learning Program (ISSLP). Several of these opportunities are offered in partnership with the Gigot Center for Entrepreneurship. [socialconcerns.nd.edu/academic/summer/summer.shtml](http://socialconcerns.nd.edu/academic/summer/summer.shtml)

**Want to examine other curricular opportunities at Notre Dame? Think about peace studies, poverty studies, international development studies, sustainability or some other cool opportunities.**



**Want to look outside Notre Dame for opportunities? Don't hesitate to follow up with the practitioners you met at the conference, but also consider research via the following organizations:**

**Ashoka U** is an initiative that focuses exclusively on universities, seeking to engage students in the kind of work that will be necessary to confront current and future social challenges. [www.ashokau.org](http://www.ashokau.org)

Through the use of philanthropic capital to make disciplined investments, the **Acumen Fund** supports pioneering entrepreneurs focused on finding solutions to poverty by offering critical services at affordable prices. [www.acumenfund.org](http://www.acumenfund.org)

Jeff Skoll, the first full-time employee and first president of eBay, created the **Skoll Foundation** in 1999. Skoll has awarded more than \$315 million, including investments in 91 social entrepreneurs and 74 organizations on five continents. [www.skollfoundation.org](http://www.skollfoundation.org)

**B-Lab** certifies B-Corporations—organizations meeting comprehensive and transparent social and environmental performance measures, as well as higher legal accountability standards, among other criteria. [www.bcorporation.net](http://www.bcorporation.net)

**Social Entrepreneur Corps**, a sister organization to CE Solutions, is a social enterprise that leads innovative and dynamic international internship programs in Guatemala, Ecuador, Nicaragua, South Africa, Peru and the Dominican Republic. [www.socialentrepreneurcorps.com](http://www.socialentrepreneurcorps.com)

**ThinkImpact** gives students, universities and companies the opportunity to create hands-on impact. ThinkImpact Institutes are summer and winter programs for students to live and work in rural communities, applying social innovation techniques in the field. [www.thinkimpact.com](http://www.thinkimpact.com)

Interested in traveling to an exotic country while giving back? **HANDS** is offering affordable, impact-driven programs in Guatemala and El Salvador. Spend your vacation exploring new lands while volunteering. Check out their programs and apply now. Program costs start at \$230/week and financial aid is available. Don't miss this life changing opportunity and make an impact through volunteerism! <http://handsorganization.org/>

**Finally, stay in touch with us through Irish Impact! This is not just a conference, but a virtual opportunity to connect with us and others through our YouTube, Facebook, Twitter, Blog and website—not just once a year but all year long! Check back in for profiles of social entrepreneurs (ND and others), calendar events, news and information, or better yet, feel free to send information to us about noteworthy social enterprise happenings and we'll post for you!**

[IrishImpact.nd.edu](http://IrishImpact.nd.edu)

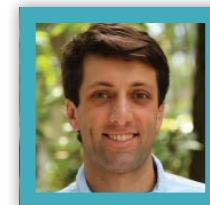
# PRESENTERS



**ANDREA ARMENI**  
Executive Director of Transform Finance, working at the intersection of impact investing, social entrepreneurship, and social justice.

Transform Finance operates internationally, advocating for and advancing a community-centered approach to impact investing and social entrepreneurship. Andrea also is the convener of the Transform Finance Investor Network, a community of practice for investors committed to exploring non-extractive approaches to impact investing, representing over \$600 million in investable assets.

Andrea combines a corporate law background with a deep commitment to social justice work, resulting in a passion for re-conceiving finance as a tool at the service of communities. Previously, he was the executive director of the Gaia Amazon Fund, an organization advocating for the rights of the indigenous peoples of the Amazon rainforest. The impact he witnessed by outsider-led projects on communities led him to rethink the priorities of investments and social entrepreneurship through a community-focused lens. He has taught sustainable development at Université Paris-Dauphine (France) and was a lecturer at the Yale Law School on the connections between law, power and democracy.



**STEPHEN BEACH**  
COO and co-founder of GiveGrowShare Stephen, ND '09 (American Studies, Latino Studies, International Business) is

an independent digital marketing consultant. He has significant experience in SEO, web traffic, inbound marketing, online lead generation and B2B sales.

When Stephen graduated from Notre Dame, he volunteered in Puerto Rico for six months with the Puerto Rico Center for Social Concerns (PRC-SC). When he returned, he wanted to share his story with more prospective volunteers. That's how GiveGrowShare was born.

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. GiveGrowShare is partnering with Notre Dame to test its platform's beta version and collect feedback from students, alumni, faculty and volunteer organizations. To get in touch, email Stephen at [sbeach@givegrowshare.com](mailto:sbeach@givegrowshare.com).



**TRACI BEACH**  
CEO and co-founder of GiveGrowShare With a master's degree from Northwestern's Medill School of Journalism and a dual

degree in Finance and Television from Notre Dame ('09), Traci is well-versed in the necessity of strong communications to drive business

initiatives. Previously she worked as a Bloomberg News Reporter. Today, Traci is a professional freelance writer, videographer and content journalist, spending her days focused on user experience and filling information gaps.

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. GiveGrowShare is partnering with Notre Dame to test its platform's beta version and collect feedback from students, alumni, faculty and volunteer organizations. To get in touch, email Traci at [tracimbeach@gmail.com](mailto:tracimbeach@gmail.com).

**JIMMY BETTCHER (ND '07)**

**Strategic Analyst & Program Manager of Corporate Responsibility at Cummins Inc.**

Jimmy's role involves managing strategic social impact and international development projects for Cummins in emerging markets such as Africa and India. He also leads Power to Prosper, an energy access initiative aimed at enabling scale in partner social enterprises that bring power and reduce barriers to economic growth in impoverished communities.



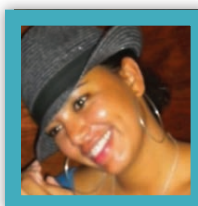
**TOM CARROLL**  
Treasurer of GDI and the Director of the Initiative for Smallholder Finance

Tom has extensive strategic advisory experience in a wide range of industries, including agriculture, health, media, telecommunications, consumer goods and



# PRESENTERS

financial services. Previously a partner at Dalberg, his recent work has been focused in the agricultural sector and includes such efforts as a comprehensive market analysis of global and sub-Saharan Africa horticulture markets; market analysis, stakeholder outreach, facilitation, and investment planning in the cashew market; and developing public-private partnerships across a host of commodity markets. He also has led projects on the commercialization of agriculture technologies and the development of permanent mechanisms for enabling technology commercialization in frontier markets. Prior to joining Dalberg, Tom was an associate at Booz Allen Hamilton in Washington D.C., where he helped to lead the strategic planning/performance management practice. He worked on program design and implementation of a partnership for supply chain management sponsored by the U.S. Agency for International Development, in addition to projects for other federal agencies. Tom holds an MBA from Yale School of Management, where he was awarded the Samuel B. Sutphin Fellowship, and a BA in government from the University of Notre Dame.



**ISABELLE CLÉRIÉ**  
Director of the Economic Growth Initiative for Haiti

Isabelle was born and raised in Haiti where she currently lives. She holds an MA from Florida Atlantic University in nonprofit management and is currently pursuing a second MA in anthropology. Isabelle is the director of the Economic Growth Initiative for Haiti, or EGI Haiti, where

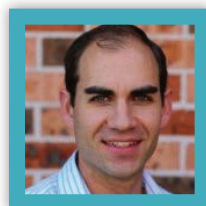
she is responsible for program implementation and development, as well as fundraising and networking initiatives. She is developing an entrepreneurial ecosystem that will help create a business incubator, facilitate private sector and banking access of SMEs and provide financing opportunities including EGI's own investment fund. Isabelle also supports an environmental group that works to conserve one of Haiti's last remaining forests.



**ANN-MARIE CONRADO**  
Assistant Professor in Industrial Design at the University of Notre Dame

Before returning to academia, Ann-Marie worked with Insight Product Development and has garnered numerous awards, among them the industry's highest honor, the IDSA/Business Week GOLD Industrial Design Excellence Award. In addition to teaching, she consults with a broad range of clients including Starbucks, Panasonic and McDonald's. She also is the founder of HOPE Initiative, an international non-profit working to use design thinking to address humanitarian concerns in developing countries. At Notre Dame, she champions the practice of social design in line with her research in Nepal, where she has worked to advance the economic development of small and cottage industries as well as humanitarian concerns in areas of shelter, healthcare and sustainability. For her efforts in the classroom, she was awarded the inaugural Young Educator of the Year Award by the Industrial Designers Society of America (IDSA) for her

significant contributions to educating the next generation of designers in realizing the potential of design to advance the common good.



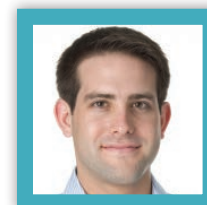
**BART FRISCHKNECHT, Ph.D.**  
Director of Consulting and Research at Vennli

Prior to joining Vennli, Bart was a senior research fellow in the business school at the University of Technology, Sydney. Bart led novel academic and industrial projects that identify strategic growth opportunities, describe a firm's competitive position, forecast product demand and combine engineering and market research for new product development. He received his Ph.D. and M.S. in Mechanical Engineering at the University of Michigan where he focused on combined optimization of engineering and marketing decisions. He also participated in the early phases of the UofM Design Science program. He received a B.S. in Mechanical Engineering from Brigham Young University. Bart worked for short periods during his education across a range of industries including Johnson Controls, a tier-1 automotive supplier; Happpijac, a small supplier for the recreational vehicle industry; Lockheed Martin, a Fortune 500 advanced technology company and the Compliant Mechanisms Research Lab at Brigham Young University.

Founded in 2013, Vennli is a privately held, Indiana-based company and recognized thought leader focused on driving the creation and execution of growth strategies.

# PRESENTERS

The company's comprehensive SaaS product suite centers on building growth cases—strategic and tactical plans for growth in specific market segments defined by customer segment and competitor options. The critically acclaimed Vennli strategy model has been successfully implemented and executed at hundreds of organizations across a variety of dynamic markets around the world. To learn more, visit: [www.vennli.com](http://www.vennli.com) or email: [info@vennli.com](mailto:info@vennli.com).



**SAUL GARLICK**  
Founder and CEO of ThinkImpact

Saul began his journey into social entrepreneurship at age 17. First, it was through a high school club. Then he founded a non-profit called Student Movement for Real Change that had campus chapters at 25 universities across the United States that was endorsed by Nelson Mandela. In 2011, Saul launched ThinkImpact Company, where he serves as founder and CEO. His work has led to more than 50 development projects in health and education in Kenya and South Africa and the creation of path-breaking experiential education programs across Africa.

Saul serves on the Board of Directors for Young Professionals in Foreign Policy, an international organization with 8,000 members and More Than Me Foundation.

In 2011, Saul was recognized as a top nine Young Foreign Policy Leader under 33 by the Diplomatic Courier and is a member of the Young Entrepreneur Council. He is an internationally

renowned speaker and International Speaker Specialist for the Bureau of International Information Programs at the Department of State. He blogs for The Huffington Post and his work has been featured in *Inc.*, *Entrepreneur*, *Fast Company*, *The Next Web*, *Business Insider*, *Portfolio.com* and *The Washington Post*. A Truman Scholar, Saul graduated from Johns Hopkins University and John Hopkins School of Advanced International Studies (SAIS). A runner, skier and devoted Broncos fan, Saul lives in Denver, Colorado, with his wife, Emily, and his son, Jackson.



**GARY GIGOT**  
CEO and co-founder of Vennli

Gary's work experience spans advertising, software, angel investing and venture capital, and now co-founding a cloud-based software company. Gary earned a degree in Business/Marketing at Notre Dame, he also has a Master's in Advertising from Michigan State University. He has worked at Leo Burnett Advertising, Ogilvy & Mather, Microsoft, Frazier Technology Ventures and now Vennli. Gary is the benefactor of the Gigot Center for Entrepreneurship at the University of Notre Dame.

Founded in 2013, Vennli is a privately held, Indiana based company and recognized thought leader focused on driving the creation and execution of growth strategies. The company's comprehensive SaaS product suite centers on building growth cases—strategic and tactical plans for growth in specific market segments

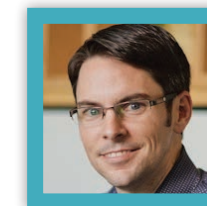
defined by customer segment and competitor options. The critically acclaimed Vennli strategy model has been successfully implemented and executed at hundreds of organizations across a variety of dynamic markets around the world. To learn more, visit: [www.vennli.com](http://www.vennli.com) or email: [info@vennli.com](mailto:info@vennli.com).



**JOHN HENRY**  
Second Year MBA student and president of the Entrepreneurship Club

John received his bachelor of arts from

Davidson College, where he majored in Religion. His interest in entrepreneurship and travel began shortly after graduation when he started his first business, [www.RateMyStudyAbroad.com](http://www.RateMyStudyAbroad.com). John is excited about the opportunity to share his passion for startups with entrepreneurs in Haiti and is looking forward to expanding the competition's scope and funding during his second year.



**RICK KLAU**  
Google Ventures

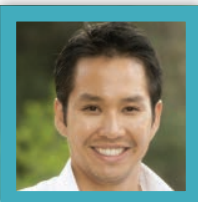
Rick is a product partner at Google Ventures where he advises startups in the GV portfolio on

product management. Previously, Rick was a product manager at Google where he led product initiatives on Blogger, Google+ and YouTube.

# PRESENTERS

Rick's 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 received dual degrees from Lafayette College, and while a student at the University of Richmond School of Law, he founded the *Richmond Journal of Law & Technology*, the world's first student-edited law journal to publish exclusively online. He previously served on Richmond Law's Alumni Association Board of Directors.

Outside of his love of technology, Rick is a political junkie. He has lent technology advice to three U.S. 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.

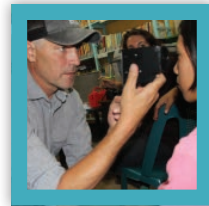


**JONATHAN NG**  
Global Legal Director & In-House Counsel for Ashoka: Innovators for the Public

Jonathan oversees all of Ashoka's in-house legal matters for its global headquarters located in the Washington, D.C., metro area and helps coordinate legal support for its 33 country offices. He also manages Ashoka's relationships with its pro bono legal counsel around the world.

Ashoka is the world's largest association of leading social entrepreneurs. These are individuals with innovative solutions to address the world's most pressing social problems. They work across the different sectors of nonprofit, business, government and education with the understanding that not one sector alone can adequately address society's most complex challenges. Since 1980, Ashoka has identified and elected close to 3,000 Ashoka Fellows in more than 80 countries. Ashoka's core mission is to help create an Everyone a Changemaker world, where people of every age are equipped with the agency, empathy, teamwork and leadership skills they need to thrive in a rapidly changing world. Jonathan has worked with various Ashoka Fellows to help them identify and better define their legal issues, develop holistic solutions, and connect them with legal support.

Jonathan recently co-taught a new course called Lawyering to Social Entrepreneurs at American University's Washington College of Law and will co-teach a new course called Social Entrepreneurship and the Law at Georgetown Law Center next spring. Prior to joining Ashoka, Jonathan practiced at White & Case LLP in its New York office as a member of the energy, infrastructure and project finance practice group. He represented lenders and sponsors on various infrastructure and renewable energy project financings. Jonathan is a proud graduate of Notre Dame Law School and the University of Kansas.



**GREG VAN KIRK**  
Co-founder of Community Enterprise Solutions, Social Entrepreneur Corps and NDS Consulting

Greg recently assumed the role as director of social venture at Smart Vision Labs. He is an Ashoka Lemelson Fellow, Ashoka Globalizer and was recently recognized as Schwab Foundation "Social Entrepreneur of the Year for 2012 (Latin America)" at the World Economic Forum. These are ventures whose mission is to design and implement social innovation responses to long-standing development challenges. Greg is the innovator who designed the MicroConsignment Model. He has served as a consultant for organizations such as USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, IADB and Water For People and Fundacion Paraguaya in the US, Latin America and Africa. Greg also contributes time as "Social Entrepreneur in Residence" and has recently worked with Columbia University, NYU, Marquette University, Indiana University, University of San Diego and Arizona State University. He is a senior advisor for AshokaU. He has taught social entrepreneurship at Columbia University and NYU. Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. He worked in investment banking for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from Structured Finance International magazine. Greg is a graduate of Miami University and currently lives with his family in New York City.

# THANK YOU!

THANKS TO THE PRESENTERS AND MANY PRACTITIONERS WHO ARE JOINING US FOR THE CONFERENCE, INCLUDING THOSE LISTED BELOW. THEY ARE CONTRIBUTING THEIR TIME, TALENT AND RESOURCES TO THE NOTRE DAME COMMUNITY, AND WE DEEPLY APPRECIATE THEIR EFFORTS.



ASHOKA INNOVATORS FOR THE PUBLIC



# STAY ENGAGED!

[irishimpact.nd.edu](http://irishimpact.nd.edu)



[facebook.com/IrishImpact](https://facebook.com/IrishImpact)



[twitter.com/IrishImpact\\_SE](https://twitter.com/IrishImpact_SE)



[irishimpact.wordpress.com/](http://irishimpact.wordpress.com/)



[linkedin.com/groups?home=&gid=5141992&trk=anet\\_ug\\_hm](https://linkedin.com/groups?home=&gid=5141992&trk=anet_ug_hm)



[youtube.com/channel/UCbgzv\\_ix6m-amiise3wB4sQ](https://youtube.com/channel/UCbgzv_ix6m-amiise3wB4sQ)

