



UC Berkeley School of Information

Managing Design Partnerships for Social Entrepreneurship

Tapan S. Parikh

<http://ischool.berkeley.edu/~parikh> | parikh@berkeley.edu

Overview

- Our Partners: CEPCO, Mahalakasm
- Guidelines:
 - Establishing Rapport
 - Designing Relevant Solutions
 - Overcoming Research Challenges

Our Partners

- Mahakalasm: SHG Federation
 - 6+ year relationship
 - MIS (Management and Information System)
 - Commercially deployed with orgs in Sri Lanka, Nepal, India
- CEPCO: Coffee Cooperative
 - 3+ year relationship
 - ICS (Internal Control System)
 - Piloted in Mexico and Guatemala, in active use since Spring 2008



Building Relationships



Establishing Rapport



Designing Relevant Solutions



Overcoming Evaluation Challenges

Establishing Rapport



“set clear goals”

“be willing to help however
you can”



Establishing Rapport



“show you are tough”

“show you are capable”



Establishing Rapport

“being local”



“show you care”

Designing Relevant Solutions



“Listen”

“Identify local
champions”



Overcoming Research Challenges



“At first, be patient
and flexible”



Overcoming Research Challenges



“Conduct studies that are relevant for participants”

“Balance control and enthusiasm”



Overcoming Evaluation Challenges



“Use accumulated social capital to achieve better testing conditions”

“Take compliments with a grain of salt”

What to Watch Out For

- Set clear expectations with regard to roles, responsibilities, funding
- Respect partner organizations' intellectual and material contributions
- Maintain clear and consistent communications with all stakeholders

Upcoming Deadlines

- 4/8: Refined Prototype, Partner Summaries, Competition Analysis
- 4/22: Draft of Final Pitch, Mini-Business Plan