Managing Design Partnerships for Social Entrepreneurship

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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

“be willing to help however you can”

“set clear goals”
Establishing Rapport

“show you are tough”

“show you are capable”
Establishing Rapport

“being local”

“show you care”
Designing Relevant Solutions

“Identify local champions”

“Listen”
Overcoming Research Challenges

“At first, be patient and flexible”
Overcoming Research Challenges

“Balance control and enthusiasm”

“Conduct studies that are relevant for participants”
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