INFO287: ICT for Social Enterprise

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This class is for YOU

- Can a bunch of UC Berkeley graduate students make a difference in the lives of people around the world?
- We think the answer is YES
- This class guides you towards making your ideas a reality
Our Values

• Developing ideas through committed partnerships and rigorous fieldwork
• Refined through iteration and feedback
• By teams with diverse backgrounds
• With a commitment to making it happen
What is Fair Game?

- New (or nascent) social enterprises
- Must have an ICT component
- Must address a social / developmental issue
- Can be domestic or international
What makes SE different?

• Q: Why can’t we apply traditional business models?

• A: Because you are also trying to achieve some social good, which may not be adequately measured or rewarded

• Solution: Communicate values & impact to “customers” (including social investors, donors, aid agencies, govt., NGOs)
ICTs enable provision of services

1) More efficiently

2) More transparently
ICTs and SE

• Traditional models of data collection, management, analysis, reporting, etc. are outdated, inefficient and expensive

• Internet and New Media technologies can revolutionize how we document and communicate social impact and values

• Either directly, or as a by-product of providing other services using ICTs
Examples

• Captricity: Scanning Paper Records for Health
• NextDrop: Water Alerts for Urban Slums
• Local Ground: Mapping Tools for Youth
• MobileWorks: Fair-trade Crowdsourcing
• Acopio: Mobile Tools for Agri-Cooperatives
• Awaaz.De: Voice Messaging for Social Impact
Group Project

- Working in groups of 2-4, you will conceive, develop and refine an idea for an ICT-based social enterprise
  - Idea and Values
  - Prototype
  - Partners
  - Evaluation Plan / Sustainability Model
  - Pitch to funders
  - Mini-Business Plan
Schedule

• Developing an idea (weeks 1-3)
• Refining it through prototyping and critique (weeks 4-5)
• Establishing partnerships (weeks 6-7)
• Developing an evaluation and/or sustainability plan (weeks 8-10)
• Pitching your project (weeks 11-13)
Milestones

• 2/11: Project Idea and Group
• 3/18: Executive Summary
• 4/8: Prototype
• 4/15: Mini-Business Plan
• 4/29: Final Pitch

*(open to public)*
Keeping it Real

- Teams will present to a panel of external judges on April 29
- Teams can eventually submit their ideas to campus competitions for funding
  - Big Ideas (deadline in Nov.)
  - GSVC (deadline in Jan.)
- Other on- and off-campus opportunities
Forming a Team

• If you have an idea to propose, prepare a short intro summarizing:
  • your idea / target users
  • potential partners
  • potential revenue / impact models
No Idea?

• What if you don't have an idea?
• Start with a set of target users
• What is an underserved user segment?
• What are their unique needs / assets?
• What organizations can help you gain access and work with them?
Administrivia

- Class meets Wed 9-12 in SH 205
- Lectures, presentations, case studies, critiques and discussion
- Course website: http://blogs.ischool.berkeley.edu/ict4se/
- Google group: http://groups.google.com/group/ict4se
For Next Time

• Visit the course website
• Do the readings
• Join the ICT4SE Google group
• Pitching your ideas and recruiting team members!