

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 are outdated, inefficient and expensive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!