

BUILDS

Chronicles 2



Initiator and manager
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Mission-Driven Value Proposition

"MADE BY SURVIVORS"

In an ever-changing world, let's not take lightly the power of social entrepreneurship, because it's one of the most effective and essential instruments of our time. This is not meant to be an overstatement but to highlight the very truth that is getting more evident when its potential is revealed. Associate innovation with entrepreneurship and entrepreneurship with a social entrepreneurship and the outcome is a superpower.

Remember that a problem is never a problem but an opportunity through its hidden potential, especially when it comes to social problems, by tackling the latter we can create a business that serves to the benefit of all involved in the process of social entrepreneurship. In this article, we will discuss a lecture given by Professor Silvia Pulino on how to create a business from a social problem, through evolving a business model for growth under uncertainty and scaling up a business with social and economic goals, by taking a real-life case of "MADE BY SURVIVORS".



Silvia Pulino is currently Assistant Professor of Business Administration and Director of the JCU Institute for Entrepreneurship. She obtained her MBA degree from Harvard Graduate School of Business, and has over 20 years of experience in international business, with a focus on entrepreneurial companies and technology.

"The day my God died"



One of the world's greatest issue is "Sex-Trafficking".

The ILO definition of the latter is: "the recruiting, transporting, transferring, harboring or receiving of a person using threat or force or other forms of coercion, abduction, fraud or deception for the purpose of exploitation." Using data from 1995-2004, an ILO study estimated that a minimum of 1.4 million people globally were victims of forced commercial sexual exploitation. Women and girls comprised 98% of this group, annual profits from such exploitation were estimated to be \$33.9 billion.

Social problems arise when factors such as the lack of awareness, lack of voice or means, lack of ideas about problem solving, lack of models for a business approach, lack of courage are summed up, therefore what is needed? To heal the survivors of the sex-trafficking physical safety, medical treatment, physiological support, care of children, reuniting families are needed. Also through empowerment meaning by giving them access to education, employable skills, acceptance by society, financial independence, health and wellbeing, dignity and hope. Nevertheless, how can we use an entrepreneurial process to develop a business solution to a social problem? (the dual mission model).

"MADE BY SURVIVORS" funded by Sarah Symons and John Berger, inspired by a documentary on sex trafficking and a visit to a Nepalese non-profit that helped women freed from sex trafficking (survivors), Symons conceived the idea for a business that would help survivors become financially independent and restore their lives. With Berger's help, she launched MBS to sell handicrafts, stationary, and home made goods in the US thus providing them a source of income. To grow sales, the co-funders tried different means of selling: altering the product mix, partnering with suppliers, starting production in their town and designing products to increase appeal to US customers. However, like in any other enterprise, challenges occurred like managing logistics, finding new customers, finding new channels, raising funds, controlling quality and supply, designing for the market etc and are also facing challenges like the continued global stagnation, the increasing competition, maintenance of the dual mission, product mix decision and so forth. The MBS decision has been that of increasing emphasis on jewelry, de-emphasizing link to sex-trafficking, moving away from "building awareness" as an objective, shifting towards own production centers, paying survivors more, an extra-emphasize on internet and wholesale sales and through seeking celebrity endorsement.

The Dual-Mission Model



