



Entrepreneurship and modern media

Business start-ups

Find successful business start-ups on the internet, whose business concept could not be realised without modern media. You can find examples of such start-ups among award winners of competitions for new business ideas.

Tasks:

- Short description of the start-up business
- Description of the business idea and its realisation
- Outline why they got the award

Each group should present one or two start-ups in Bad Tölz.

Social Entrepreneurs

What is a Social Entrepreneur?

Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change. Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem by changing the system, spreading the solution, and persuading entire societies to take new leaps.

Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are both visionaries and ultimate realists, concerned with the practical implementation of their vision above all else.

Each social entrepreneur presents ideas that are user-friendly, understandable, ethical, and engage widespread support in order to maximize the number of local people that will stand up, seize their idea, and implement with it. In other words, every leading social entrepreneur is a mass recruiter of local changemakers—a role model proving that citizens who channel their passion into action can do almost anything.

Over the past two decades, the citizen sector has discovered what the business sector learned long ago: There is nothing as powerful as a new idea in the hands of a first-class entrepreneur.

(From: www.ashoka.org)

Find social entrepreneurs on the internet who use modern media for their aims and ideas.

Good website: www.ashoka.org

You will find under this address a lot of examples and links. Among others you could do research on the following Ashoka-fellows (an Ashoka-fellow is a leading social entrepreneur who has innovative solutions to social problems):

João Roberto Ripper Barbosa Cordeiro , Francisco Chávez Delgado, Shivaram Pailoor

Tasks:

- Short description of the social enterprise
- What is the problem they deal with?
- What is the business idea?
- What is the strategy of the social entrepreneur?



Optional tasks:

Interview with an entrepreneur about what role modern media play in their business and in their business model (trade, commerce, manufacturing company, service industry, marketing, advertising, ...)

Possible group of topics:

- What are the aims of the company?
- Does the company have a website? Why (not)?
- Is the company on Facebook? Why (not)?
- Is the company on twitter? Why (not)?
- How important do the entrepreneurs think their websites are?
- What chances of further development of modern media do they see for their companies?

Group presentation of the interviews.

Interview with a representative of a charity.

- Do they use modern media? Why (not)?
- What chances of further development of modern media do they see for their charities?
- Have modern media helped to make the charity more popular?
- If the charity relies on donations: How high is the proportion of the donations which they get because of their use of modern media/website?

Group presentation of the interviews.