

SOCIAL ENTREPRENEURSHIP

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Social Entrepreneurship

- The work of a social entrepreneur
- Social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to find a solution

Social Problems

- Many
 - Can not list them all, however most of you in the room share many of them.
- My focus and passion is to help restore some of the cuts in school funding.
- School funding
 - Most school funds come from local Towns and Cities by way of local taxes

School Funding

Increase in cost of doing business

- ❑ Electric
- ❑ Gas
- ❑ Heat
- ❑ Salaries
- ❑ Health Insurance
- ❑ State mandates
- ❑ Federal mandates
- ❑ Old building
- ❑ Retirement plans
- ❑ Technology
 - ❑ Rapid growth
- ❑ Book and paper
- ❑ Transportation
- ❑ School Safety

Increase In Special Needs

What are we doing?

- Cutting school budgets
- Laying off teachers and administrators
- Reducing and eliminating programs
- Increasing class sizes
- Raising taxes, Pop 2.5 override

What are we doing?

Risky Business

- The lottery
- Casinos
- Making departments of a town/city advertisers
- Bus radio advertisers
- On and on

Solutions

Social Entrepreneurship

One of many solutions to HELP

- RECYCLE BUYING POWER (RBP)
 - A New Stream of Revenue to Your Town / City
- Ability for community to impact their financial destiny by getting a return on what they and their residents buy
- Tap into the eCommerce explosion on the internet

eCommerce explosion on the Internet

- Americans conducted 6.7 billion searches Dec 2006, 30% increase over Dec 2005
- U.S. Internet sales surpass \$100 billion for the first time ever! – 2006
- In 2005 only 5% of retail was online
- By 2015 - 65% of retail will be online
- 60% increase in 10 years

Internet Marketing Approach to RBP

- Using internet marketing, RBP provides Social Entrepreneurs with a process for towns and cities to create an additional source of revenue.
- Town Of Amherst Massachusetts
- City Of Medford Massachusetts

YOU

Person Of The Year

- Us, our kids and grandkids
- ME
- TEAM
- What will YOU do?
- What Can the ROTARY do?

