GSBI Boost Program
for the
KAIST
Social Entrepreneurship
MBA
January 12-16, 2015

KAIST
COLLEGE OF BUSINESS

SK Center for
Social Entrepreneurship

This document outlines the GSBI Boost program for **SK Center for Social Entrepreneurship at KAIST** student participants. The Global Social Benefit Institute is delivering the workshop in partnership with the Executive Development Center at Santa Clara University

About GSBI®
GSBI believes innovation and entrepreneurship pave a path out of poverty. Social entrepreneurs embody innovation and entrepreneurship and are at the center of everything we do. We empower social entrepreneurs who empower a multitude of others.

We empower social entrepreneurs by pairing them with in-depth mentorship and provide a structured curriculum to strengthen their organization, non-profit or for-profit.

Based in the heart of Silicon Valley at Santa Clara University, we blend Silicon Valley entrepreneurship and an ethos of accompaniment to support social entrepreneurs around the world through their entire lifecycle.

GSBI has been running as a nonprofit based in Santa Clara University since 2003. Since then:

- Over 300 enterprises have completed GSBI programs
- The lives of nearly 107 million have been positively impacted by these enterprises
- 90% of GSBI alumni are still in business
- 40% of the enterprises are scaling, meaning that impact is growing in a financially sustainable manner. (This scaling rate is more than three times that of conventional for-profit ventures.)
- $89 million of funding has been raised by enterprises post-GSBI programs

About Santa Clara University
Santa Clara University, a comprehensive Jesuit, Catholic university located in California's Silicon Valley, offers its more than 8,000 students rigorous undergraduate curricula in arts and sciences, business, and engineering, plus master's, Ph.D., and law degrees. Distinguished nationally by the fourth-highest graduation rate among all U.S. master's universities, California's oldest operating higher-education institution demonstrates faith-inspired values of ethics and social justice.

Overview

Pre-work

"Pre-work" refers to the assignments to be completed by students before arriving at Santa Clara University. KAIST and GSBI will both manage elements of the pre-work, so that students are prepared to take full advantage of the GSBI Boost workshop.

KAIST will work with students to:

- Adapt their existing business plans into the GSBI Boost template
- Evaluate levels of English and work with GSBI to group students into 4 groups of 5 each, looking for similarities in the enterprises, but also ensuring that all groups have at least one person with strong spoken English
- Send the completed templates and other information to help GSBI assign mentors
- Practice English presentation skills

On _Thursday, January 8 at 9:00 AM KST, (Wednesday, Jan. 7 at 4:00 PM PST)_ we will hold a 3-hour webinar to give an overview of the immersion program provide an opportunity for students to practice their pitches with senior GSBI staff Andy Lieberman, Cassandra Staff, and Steve White. The feedback provided by GSBI on these practice pitches will serve as the baseline evaluation for the Boost Workshop.

In-residence Session

The program will begin on _Monday, January 12, 2015_ and conclude on _Friday, January 16, 2015._

This interactive workshop will enable early stage social entrepreneurs to strengthen their business plan as they learn and apply concepts of social enterprise business model development. In 4 – 5 hours of formal instruction each day, a series of 90 – 120 minute sessions will be presented that focuses on components of a business plan as described above. Best practices for social enterprise business plans will be discussed and the facilitators will assist participants in applying best practices to their business ideas.

The facilitators of the Business Plan Feedback Session will evaluate each participant's business plan as part of the session. This evaluation will be done using GSBI's assessment matrix and the assessment will be shared with KAIST and the participants.

A detailed agenda is outlined in the following pages.

Monday, January 12

8:00 AM	**Breakfast**
9:00 AM	**Orientation & Introductions** Learn about Santa Clara University, the Global Social Benefit Institute, and what we will be working on in the GSBI Boost workshop. *Cassandra Staff, Program Director, Global Social Benefit Institute* *Larry Robertson, Ph.D., Associate Dean, Executive Development Center* *Andy Lieberman, Director of New Programs, Global Social Benefit Institute*
10:00 AM	**Introduction to Friday's Business Plan Presentations** The Boost modules all build towards the completion of a business plan outline, which will be presented on Friday. We will review the presentation format, flow, and how you will be evaluated. *Andy Lieberman, Director of New Programs, Global Social Benefit Institute*
11:00 AM	**Boost Module 1: Social Impact Model** • Mission and quick facts • Problem statement • Solution description • Impact and metrics summary *Andy Lieberman, Director of New Programs, Global Social Benefit Institute*
12:00 PM	**Lunch**
1:00 PM	**Boost Module: Social Impact Model (continued)**
2:00 PM	*Andy Lieberman, Director of New Programs, Global Social Benefit Institute*
3:00 PM	**Fireside Chat** Discussion with Dr. Unyoung (Ashley) Kim and Elizabeth Sweeny with the Frugal Innovation Lab about the role of innovation and technology in solving social problems. *Dr. Unyoung (Ashley) Kim, Assistant Professor, Bioengineering Department* *Elizabeth Sweeny, Director, Frugal Innovation Lab Programs and Partnerships*
4:00 PM	**Campus Tour** Explore Santa Clara University's 106-acre campus, rich in history and full of some of Northern California's most beautiful flora.
5:00 PM	**Welcome Reception (Nobili Dining Room)** Enjoy wine and cheese with the Santa Clara University and GSBI community.

Tuesday, January 13

8:00 AM	**Breakfast**	
9:00 AM	**Boost Module 2: Target Market & Value Proposition**	
10:00 AM	• Target market segmentation • Value proposition • Competitive advantage	
11:00 PM	*Steve White*, GSBI Mentor Network Director	
12:00 PM	**Lunch**	**KAIST Faculty and Staff and GSBI Staff Only - Lunch Discussion**
12:30 PM	**Depart Santa Clara University**	
1:00 PM	**Art in Action** (3925 Bohannon Drive, Menlo Park, CA 94025) Art in Action is a discipline-based, Common Core aligned, visual arts curriculum which ignites students' creativity, communication, creative problem solving and critical thinking skills. Since its inception over 30 years ago, nearly 300,000 K-8 students have experienced the benefits and the joy of our comprehensive visual arts program.	
2:00 PM		
3:00 PM	We will experience first-hand the art education curriculum that Art in Action provides to schools around the world.	
4:00 PM	**Depart Art in Action**	
5:00 PM	**Return to Santa Clara University**	

Wednesday, January 14

8:00 AM	**Breakfast**
9:00 AM **10:00 AM** **11:00 PM**	**Boost Module 3: Marketing, Sales, & Partnerships** • Marketing strategy • Sales and distribution strategy • Key partnerships *Steve White, GSBI Mentor Network Director*
11:30 AM	**Lunch** **KAIST Faculty and Staff and GSBI Mentors Only - Lunch Discussion**
12:30 PM **2:00 PM** **3:00 PM**	**Boost Module 4: Financial Model** • Value chain • Unit economics *Andy Lieberman, Director of New Programs, Global Social Benefit Institute*
4:00 PM	**Free time**
5:00 PM **6:00 PM**	**CEO Roundtable Dinner (Nobili Dining Room)** Small group discussions over dinner, facilitated by GSBI team members and invited mentors, will provide students with practical ideas on how to solve challenges that the participants face.

Santa Clara University

Thursday, January 15

8:00 AM	**Breakfast**

9:00 AM
 	
10:00 AM
	Boost Module 5: Growth Strategy
	  • Growth plan
	  • Capital requirements
	
	Steve White, GSBI Mentor Network Director

11:00 PM	**Final Presentation Preparation Time** Work on Friday's final presentation with mentor support
12:00 PM	**Working Lunch**
1:30 PM	**Depart Santa Clara University**
2:30 PM **3:30 PM**	**Visit to The Stride Center** (1212 Broadway, 4th Floor, Oakland, CA) The Stride Center is a non-profit social venture working to empower economic self-sufficiency for individuals and communities in the San Francisco Bay Area. They are harnessing the power of technology and the digital economy to help men, women and families on the road to self-sufficiency and independence.
4:30 PM	**Depart The Stride Center**
5:30 PM	**Return to Santa Clara University**

Friday, January 16

8:00 AM	**Breakfast**
9:00 AM 10:00 AM 11:00 PM	**Business Plan Feedback and Evaluation Sessions** In this final working session, the participants will be divided into working groups and each will present the refined business model that has been developed during the week. The other participants and invited panelists provide in-depth, constructive feedback on each plan. The outcome of this session will enable participants to evaluate the strengths of their plans and identify areas for further refinement upon return to Korea. Each student will have approximately 15 minutes to present followed by 15 minutes of feedback by panelists. Panelists will also provide written evaluations of the presentation and business. A note-taker will be designated to each room to capture the feedback provided. Students will be evaluated on their ability to: • Demonstrate their understanding of the context of the problem being solved and the other organizations addressing the same or similar issues • Provide the audience with a practical understanding of how the solution works, the impact it has, and the current stage of the enterprise • Show that they have a viable and scalable financial model • Close with an "investment ask" that is consistent with the rest of the presentation Room 108 Group A: Bravono Co., Addonation, Bibimbap Backpackers, Midam Scholarship, 000GAN Panelists: Andy Lieberman, John O'Keefe, Mike White Room 125 Group B: de.view, Storycookers, ICON:NECT, BLB research lab. Panelists: Steve White, Barbara Krause, Bret Waters Room 201 Group C: WIMPLE, JeongYeon SEO, little unification, Elim care education Panelists: Michael Wray, Jose Flahaux, Sriram Sundararajan Room 301 Group D: Creatrip, Ripple, Social Innovation Fund, Skyseed, Jichanggong Panelists: Tracy Weatherby, Alex Limbris, Mark Weiner
12:00 PM	**Lunch**

Friday, January 16 (continued)

1:00 PM	**Additional Resources and Best Practices** We will share various online tools, documents, programs, and platforms you can access to help grow your businesses and continue your work. **Andy Lieberman**, *Director of New Programs, Global Social Benefit Institute*
2:00 PM	**Program Wrap-up** • Group debrief on feedback panels • General observations • Program feedback **Cassandra Staff**, *Program Director, Global Social Benefit Institute*
3:00 PM	**Free time**
4:00 PM	
5:00 PM	**Graduation Dinner (Adobe Lodge)** The group will close out the week with an evening to toast to the accomplishments of the students and to reflect on the work that's been done. Students will have an opportunity to present their 2-minute executive summary/quick pitch to receive fake investment dollars from the audience. Whoever receives the most funding will become the graduation dinner 명예 의 손님 (guest of honor).

Santa Clara University