GOING MAINSTREAM

How can social entrepreneurship break through?
WE ARE UNLTD.

WE WANT TO SEE A WORLD WHERE MORE PEOPLE ACT TO MAKE IT BETTER.

PEOPLE LIKE...
Dale's grandmother had Alzheimer's disease. When visiting her in her care home, Dale realised she rarely went outside. Dale decided to give up his job to learn the skills he needed to help people spend more time outdoors.

With help from UnLtd, he founded Growing Support, which works in care homes to give older people the opportunity to spend time outdoors to improve their wellbeing, while using their fine motor skills, vital for keeping independence.
Amir and his friends grew up in Camden and saw a lot of their friends turning to crime. They started running bike-repair classes for young people living on nearby estates using bikes donated by police. They helped to fix the bikes and then sold them on. Now they’ve opened Your BIKE in Poplar, where they train young people to become qualified bike mechanics, while selling upcycled bikes.

Amir Miah & friends
Mona Shah

Mona has a teenage son with autism and a background working in mental health. On a family holiday to Scotland, Mona had an idea for the ideal way of combining her two passions: chocolate and making a positive impact for people with autism.

She established Harry Specters – named by her son - not only to provide delicious, handmade chocolates, but also to provide employment experience for people on the autism spectrum. Mona gives people on the autism spectrum a safe and supportive environment and freedom to use their strengths, while her customers enjoy delicious premium chocolates.
MORE PEOPLE THAN EVER ARE STEPPING UP TO TACKLE THE WORLD’S PROBLEMS.

THE NUMBER OF NEW ENTERPRISES STARTING UP IS ROCKETING.\(^1\)

From

484,224

in 2012

To

581,173

in 2014

OF THESE, AN INCREASING NUMBER HAVE AMBITIONS TO BE SOCIAL.\(^1\)

Around

60% of new startups say they are influenced by social and environmental causes.

Nearly

1 in 4 of those who want to start a business say they want to create a social enterprise.

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\(^1\) Start Up Britain, January 2015
\(^2\) RBS Enterprise Tracker, Q4 2014
UNLTD'S JOB IS TO REACH OUT AND UNLEASH THE ENERGIES OF THESE ENTERPRISING PEOPLE WHO DO GOOD.

WE CALL THESE PEOPLE SOCIAL ENTREPRENEURS.
Having understood what works, we began to scale up our approach to support more social entrepreneurs.

With the number of social entrepreneurs rising rapidly, UnLtd recognised the need for a wider network of supporters to help them start up and thrive. Between 2010 and 2015 we broadened our role, sharing our practical knowledge and experience with over 170 partners so they could support this new generation of entrepreneurs.

UnLtd was among the first to back individuals with an idea to create social change, putting money directly into people’s bank accounts.

We’ve directly supported over 9,000 social entrepreneurs to start well and thrive, and a further 4,000 through partners.

We believe that, to achieve its potential, social entrepreneurship needs to go mainstream...
SOCIAL ENTREPRENEURS MAKE A DIFFERENCE TO SOCIETY IN MANY DIFFERENT WAYS.

IN 2014/15 UNLTD AWARD WINNERS TOLD US THAT THEY HELPED...

819,654 PEOPLE

They provided...
4,954 volunteering opportunities & 13,022 training opportunities

Collectively employed...
805 people
Imagine
A WORLD WHERE EVERY SOCIAL ENTREPRENEUR COULD REACH THEIR POTENTIAL
Creating sustainable social change is proving difficult. There are many social ventures designed for deep, local impact, but find it difficult to sustain their business model. There are those who wish to grow beyond their current size yet struggle to achieve that growth. The persistent issue of finding and keeping buyers remains.

Social entrepreneurs say...

96% Social entrepreneurs have huge potential to do good

94% Social entrepreneurs need to be taken seriously as businesses.

87% Social entrepreneurship needs to be better understood.

*UnLtd Research Opinion Poll November 2015 Base: 443 social entrepreneurs
Social entrepreneurs are ambitious to tackle the big problems in society. The last fifteen years have seen a growth in social finance, support and changes in legislation. This has put the UK ahead of many other countries. However, it is not enough.

**IT’S TIME FOR SOCIAL ENTREPRENEURSHIP TO GO MAINSTREAM**

By 2020, social entrepreneurs tell us they want to be “valued by society and a powerful force for social change”
THIS MEANS BREAKING DOWN THE BARRIERS FACED BY SOCIAL ENTREPRENEURS.

CURRENT CHALLENGES FACED BY SOCIAL ENTREPRENEURS:

- 71% Finding sustainable revenue streams
- 71% Making a living from a social venture
- 60% Getting access to the right kind of finance
- 59% Finding routes in to sell to the public sector
- 52% Getting access to the right talent and skills

*UnLtd Research Opinion Poll November 2015 Base: 389 social entrepreneurs*
Going mainstream is a big goal. We’re adopting a strategy that allows us to pivot quickly where needed.

Our new strategy takes a test-and-learn approach, spotting the most difficult issues social entrepreneurs face and trialling new solutions that change the landscape in which they operate.

We work best when collaborating with other change-makers, with diverse partnerships and networks of social entrepreneurs.

We’re starting by exploring three strategic hunches to help social entrepreneurs go mainstream. Read on to find out what they are and why they’re key.
REALISING POTENTIAL

Using experience, learning and innovation to give social entrepreneurs the very best chance

Hunch #1

To help social entrepreneurship break into the mainstream, we need to spot and develop those people who have the most potential to deliver social change. When we spot talent, we’ll put all our efforts into helping them to start well and using a network of supporters to give them the best possible opportunity to progress.

This means we must work harder than ever. We will explore new ways to identify those people solving problems most relevant to society today.

We want to open up new opportunities to encourage more people to step forward, and to put a support system around them to help them realise their potential.

THE BIG QUESTIONS WE’RE ASKING

How do we stimulate social entrepreneurs to tackle the most pressing problems in society, such as the housing shortage or our ageing society?

How do we challenge ourselves and others to continuously raise the quality of support for social entrepreneurs?

How do we better spot talent from all parts of society?

WHAT WILL SUCCESS LOOK LIKE?

Better quality – from spotting people with the most talent, to giving social entrepreneurs the best support.

Deeper learning – We need to learn as we go, adopt and adapt what's working and make tough decisions when they aren’t.

Greater influence – for and on behalf of social entrepreneurs.

ULTIMATELY LEADING TO...

Increased social leadership – UnLtd has always been people first, social venture second. We want to give even more social entrepreneurs the confidence so they can act for social benefit.
Access to the right people is fundamental to a social entrepreneur’s success. We recognise the value of social entrepreneurs connecting and sharing with each other as well as supporters, experts and funders. We want to help them to develop and strengthen their networks. We want to attract more funders, customers, investors, specialists and champions.

We want to innovate on new ways to help social entrepreneurs get the help they need, from bringing in completely new supporters into the space, to integrating support into the education and skills system.

Together we want to find new and better support for social entrepreneurs: where they need it, when they need it.

**What will success look like?**

**The big questions we’re asking** ultimately leading to...

- More support – existing support becomes accessible, sustainable and embedded in mainstream society
- Greater recognition – social entrepreneurs are increasingly known and understood
- More funding – into the ecosystem of support
- Increased access – more social entrepreneurs supported, new and better supporters, a greater feeling of being part of a social entrepreneur community
MAXIMISING SOCIAL IMPACT
Helping social entrepreneurs to create serious social benefit – deep in communities, broad across society.

Hunch #3

Whether they are working deep within a community, or broadly across society, social entrepreneurs are facing significant barriers to achieving the big social impact to which they so passionately aspire.

For some social entrepreneurs, finding staff and volunteers is an issue. Could there be new ways to introduce social entrepreneurs to talented people who want to have more purposeful careers? Other social entrepreneurs fail to win big contracts because they can’t deliver at scale or aren’t trusted to do so. How can we bring social entrepreneurs together with larger institutions, and other third parties, to start a dialogue and create a solution?

UnLtd is committed to working with others, to explore how we can help social entrepreneurs to maximise their social impact and gain the recognition they deserve.

WHAT WILL SUCCESS LOOK LIKE?

THE BIG QUESTIONS WE’RE ASKING

WHAT WILL SUCCESS LOOK LIKE?

More social innovation – better solutions provided by and for social entrepreneurs.

Stronger social ventures – healthier social ventures with sustainable business models.

Greater recognition – social entrepreneurs valued for what they achieve.

ULTIMATELY LEADING TO...

Increased social impact – deeper, broader impact that inspires others.
**OUR APPROACH**

We believe social entrepreneurs have solutions to the big challenges that face communities.

We spot talent and support people who can make a big difference.

We are not afraid to challenge and try new approaches. We always learn from our experiences.

We achieve most when we collaborate with other change makers.

**OUR STRATEGY**

Going Mainstream

**HOW?**

By breaking down the barriers faced by social entrepreneurs

**REALISING POTENTIAL**

Using experience learning and innovation to give social entrepreneurs the very best chance.

**CONNECTING TO GREAT SUPPORT**

Finding new ways to help large numbers of social entrepreneurs start well and thrive.

**MAXIMISING IMPACT**

Helping social entrepreneurs to achieve serious social benefit.
We can’t do it alone. We know we can’t tackle this challenge alone. There are many people out there who can help us break down the barriers, taking social entrepreneurs into the mainstream.

If you’re one of them – we’d love to hear from you.