

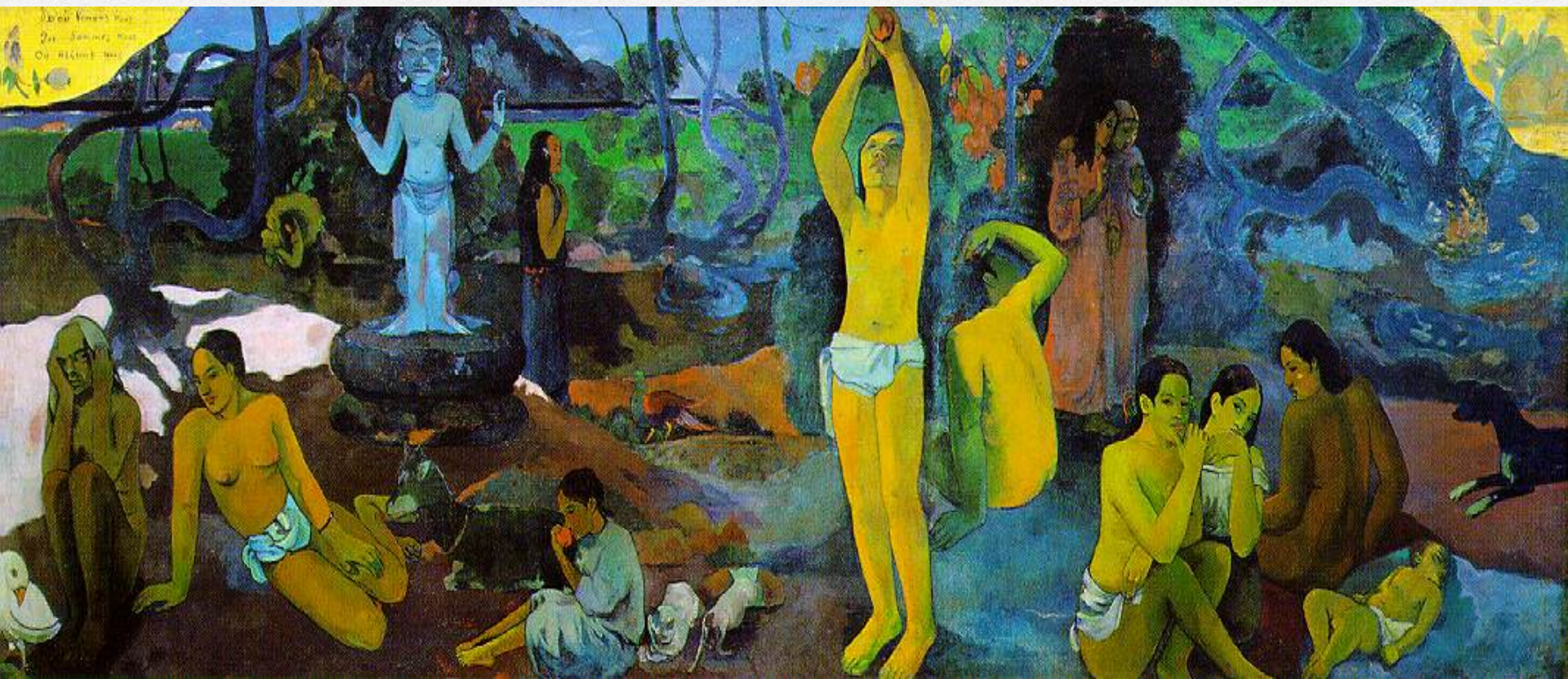
Entrepreneurship and social entrepreneurship

2017, April 6th

ASE, Bucharest



D'où Venons Nous / Que Sommes Nous / Où Allons Nous.



Paul Gauguin
(n. 1848 –m.1903)

- Entrepreneurship
- Social Entrepreneurship
- Education for All, case study



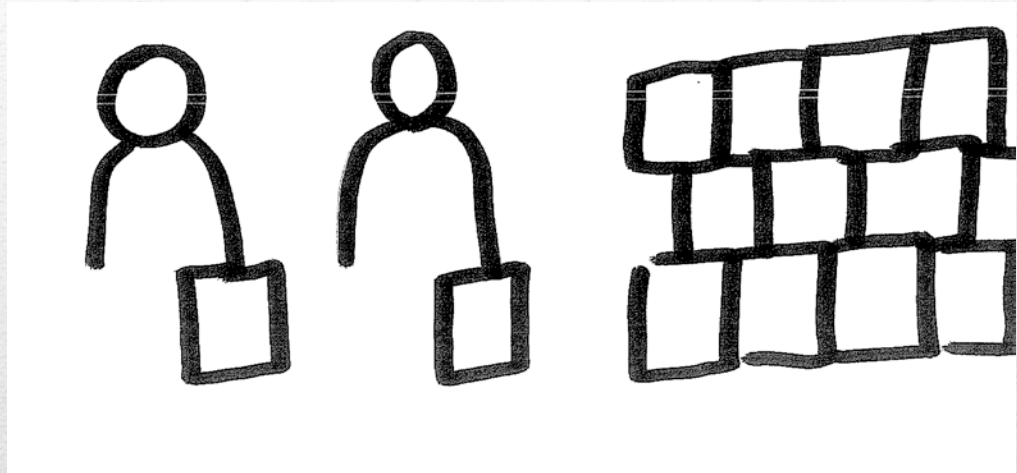
20 min & questions pls

- Idea
- 4Cs (committed, capable, confident, curious)
- Team (adaptability, execution etc)
- Funding
- Business Model
- Timing



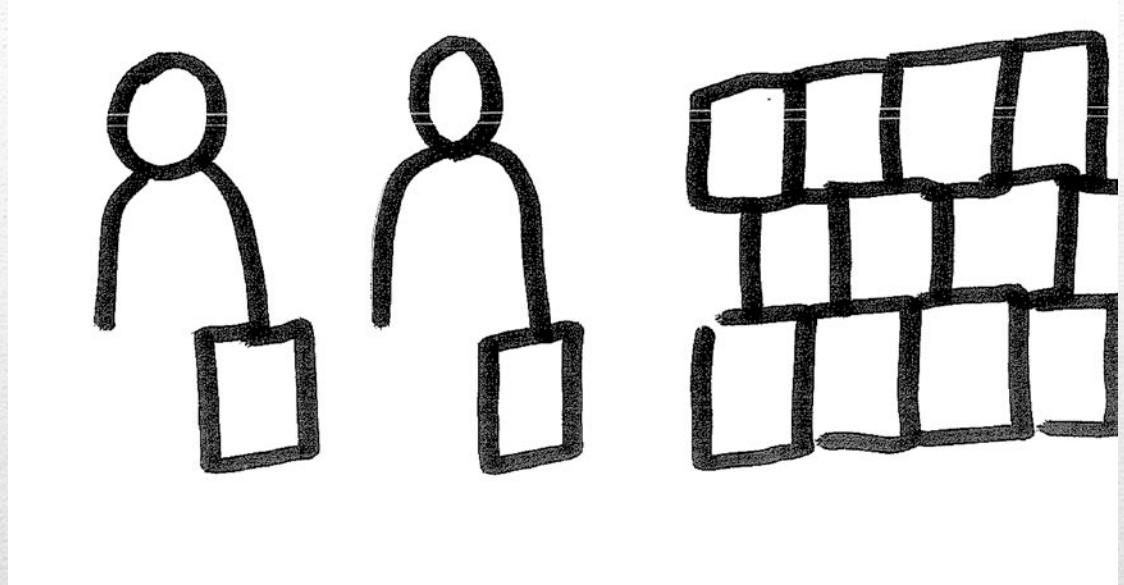
1 key difference

- Passion
- Good
- Work
- Focus
- Push
- Serve
- Ideas
- Persist



8 key success factors

- Passion
- Good
- Work
- Focus
- Push
- Serve
- Ideas
- Persist
- **Empathy**
- **Strong ethics and morality**
- **Genuinity**



11 key success factors

- Value proposition

Resources

Profit

Processes

Business model testing

Testing the parameters
of success

Entrepreneurship

- AS= the ESH's uppermost

The problem

ONG#nonprofit

The challenge

Personal values &
economics of
opportunities

The solution to change
the current actors and
technology

Social entrepreneurship



- **Children from underdeveloped areas access to education is at high risk**
- **Less than 15% of children from UDA graduate the high school**
- **Teachers income in the UDA is less than 300eur/month**
- **Average inhabitants income within UDA is less 100 euro/family**
- **Social utility/integration ratio less than 15%**

<https://www.youtube.com/watch?v=0MC4YwQkiCI>



Opportunity



Edu4All is a private non-profit initiative that aims at accelerating the access to information in the underprivileged rural areas through the diversification and enhancement of children's education quality.

Edu4All sustains, promotes, facilitates and operates programmes, projects and efforts that aim at personally developing the children's actual needs.



Mission



We aim at offering children aged 5 to 14, with no access to resources, an educational platform which is complementary to the national curriculum, but at the same time, adapted to the societal needs and changes, in order to increase the chances and the degree of social integration of these children.

Vision/ Value proposition



- +100 rural communities in underdeveloped areas that will benefit from our programmes within 6 years.
- Raising the general mark with at least 0,5 points after only a year of using the tablets.
- Increasing the users' IQ with at least 8%, after one year of using the tablets.
- Increasing the high school success rate to +90% within 5years.

Objectives



- We intend to offer each child from the rural underprivileged areas a personalised tablet with an educational content. We will also carefully monitor whether they use it for their own personal development.
- The apps and content of these tablets are made from a collaborative, fun, entertaining perspective that encourages children at discovering various subjects. They will interactively engage with their own education, in learning, sharing and creating together. They will also be connected with each other and they will thus be able to aspire to a better future.



How?/Business Model



Neuro-cognitive
development

Paracurricular:
interactive learning
(math, history, English
etc)

E-books/audiobooks

Gaming/Programming

Critical thinking and social
responsibility

Practical skills

Music & fine artse

The tablets' content is personalised in 7 fields, according to the children's age and interests and is complementary to the national curriculum. We facilitate the involvement of children, parents, teachers and of the business environment. We monitor the interest, priorities, affinities and needs of children

Changing the actors and technology



BUSINESS ENVIRONMENT – ‘Adopt a village’

After identifying a rural area and its needs, establishing the Edu4All ambassadors for that area and distributing the tablets, we introduce the project to a company to which we facilitate the ‘adoption’ of that particular community. Our partner company can choose for one of the following partnership options:

“Reality Check”

The company’s employees can volunteer one day per month in the ‘adopted’ village (while having precise objectives); Raising the involvement of children through motivation and role-models

“Parents In”

The company’s employees can donate each month 50 lei out of their salary for a specific child from that village.

“Technology”

For the purchase of the tablets, or any other supplementary costs, or for replacing the damaged ones.

“The Best Wins”

Increasing the children’s engagement through motivating the ones that make a sustained effort in using the tablets by awarding them (a smarter tablet, laptop, camps, workshops etc.)

We facilitate the involvement of children, parents, teachers and of the business environment. We monitor the interest, priorities, affinities and needs of children.

How?



- Interactive, attractive apps, connectivity
- Visibility
- Adapting the games to the children's interests
- Interrelating
- Competitions and prizes

- Smarter children
- Better results in school
- Lower degree of absenteeism
- Less school abandonment
- The grades influence the apps' content

- Children's access to information and better chances to a good life

- Respectability
- Promoters of change
- Connecting with reality
- Involvement in a critical programme for changing Romania

Benefits

- Programming notions
- English language
- Learning to type
- Adapting to a digital world
- Better chances for social integration

- Raising the influence within the local community
- Dedicated trainings for the development of digital reflexes

- Meal vouchers for every child within the programme (according to their school attendance and using the tablet)

- Accountability and belonging to the Edu4All programme through the offered packages: 'Parents In'; 'Reality check'; 'Technology'; 'The best wins'

Impact





Manuela Plăpcianu – Founder

A member in the board or CEO of various top financial institutions (CitiBank, HVB UniCredit Țiriac, Bancpost etc.) for over 15 years. Constructing, professionalising, democratising and enhancing the accessibility of the Romanian art market; creating and developing the Artmark group. Experience in green fields, mergers, restructuring, change management. Experimented entrepreneur in domesticating the most impossible projects.



Adrian Chira- CEO

Adrian Chira has a significant experience in managing teams and organisations, but also in entrepreneurship. With over 10 years of bank management (Retail Sales Director, Retail Products Director, Marketing Director, Alternative channels and retail controlling for Unicredit Tiriac Bank, HVB Bank, Bancpost and Carpatica), responsible for two bank mergers (HVB Bank with Tiriac Bank and HVB Tiriac with Unicredit) culminated with over 8 years of entrepreneurship in advertising, catering, training and services.

Resources



Sorin Godeanu – IT&Operations

Complex entrepreneurial experiences on the capital market: the great privatisation ('cuponiada'), the national system of compensating residual debts, establishing and managing Regisco (the biggest register of shareholders). Coordinating some unique projects within the banking market, 10 years in the cards, operations and bank IT fields. Two bank mergers (HVB, UniCredit Țiriac), restructuring (BancPost, BCR), green fields and mergers of director boards.



Iuliana Alexa – Volunteering and Digital Media

Iuliana Alexa is the redactor in chief of Psychologies magazine since 2007 and works in the media sector for over 15 years. For a brief period of time, at the beginning of her career, she was also an English teacher. Now, she teaches digital media studies at the Mediafem school and she gets herself involved in various non-profit causes.



Paul Dinescu –Treasury and Partnerships

He has 20 years of experience in the banking sector and 8 years in entrepreneurship. He was the Treasury Director and Corporate Vice-President, coordinating the ABN AMRO Bank branches and the Working Capital division.

Resources

When?

- **Phase 1 - PILOT – ZATRENI village (VALCEA County)**
 - Start 21st of June, 2015/ End, September 2016
 - 262 children from 14 sate villages - Butanu, Ciortești, Dealu Glămeia, Dealu Văleni, Făurești, Mănicea, Mecea, Oltețu, Sășcioara, Stanomiru, Valea Văleni, Văleni, Zătreni si Zătrenii de Sus.
 - 1 school, 2 kindergartens
 - Estimated cost - 80k Euro
 - Continuous monitoring (dedicated software), integrated communication platform, analysis, calibration;

Phase 2

Sept 2015/Dec 2016

10 communities

Process

standardization,
Calibrating software,
Integrating other
positive experiences

Phase 3

Jan 2017/May 2018

40 communities

Preparing the

framework, the
distribution resources
and the scalability for
all the counties of the
country.

Phase 4

Jun 2018/Dec 2021

Developing some Edu4All
competencies at a
territorial level and
replicating &
implementing them in all
counties of the country.
200communities and +
100. 000 children



- Access a large no of children (+60 0000 in 6years)
- Standardization & reliability
- Certified content
- Playful & interactive
- Dynamic and flexible content All stakeholders win
- Transparent criteria for selecting the villages
- Team expertise, motivation, complementarity

SWOT



- Dependent to internet access
- Tablets damage's



SWOT



Digital exposure
English proficiency
Curiosity, interrogation skills
Mind setting to 4Cs (communication, collaboration, critical thinking, ,
creativity)
Better earlier
Civil Society & Business Community involvement
Direct raport between school results and tablet usage
Applications are age and personality tailored
Partnerships with other relevant NGOs

SWOT



- Education/Poverty vicious circle (meal tickets)
- Scholar abandon
- Tablets stalling
- Teachers sensitivity & reluctance
- Execution
- Corporates involvement continuity
- Teachers involvement

SWOT



- Opportunity & Like & Committed & Capable & Confident & Curious
- Entrepreneurship = Social Entrepreneurship
- Business model
- We are what we do
- The best way not to work a single day is to love what you are doing

Conclusions



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