



**SOCIAL  
ENTREPRENEURSHIP**

**MSB 4182**

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# **MODULE IV**

## **RESOURCE MOBILIZATION FOR SOCIAL VENTURE**



# CONTENT

1 RESOURCES AT INITIAL STAGE

2 SOCIAL NETWORK

3 TEAM

4 NEED AND DETERMINATION

5 RESOURCE OF KNOWLEDGE

6 KNOWLEDGE , SKILLS ABILITIES

# PROPOSITION

3

After identifying opportunities, social entrepreneurs mobilise resources in the process of social value creation.

# RESOURCE MOBILISATION

1

ATTRACTING HUMAN  
RESOURCES

2

RECRUITING AND RETAINING  
HUMAN RESOURCES

3

MOBILIZING FINANCIAL  
RESOURCES

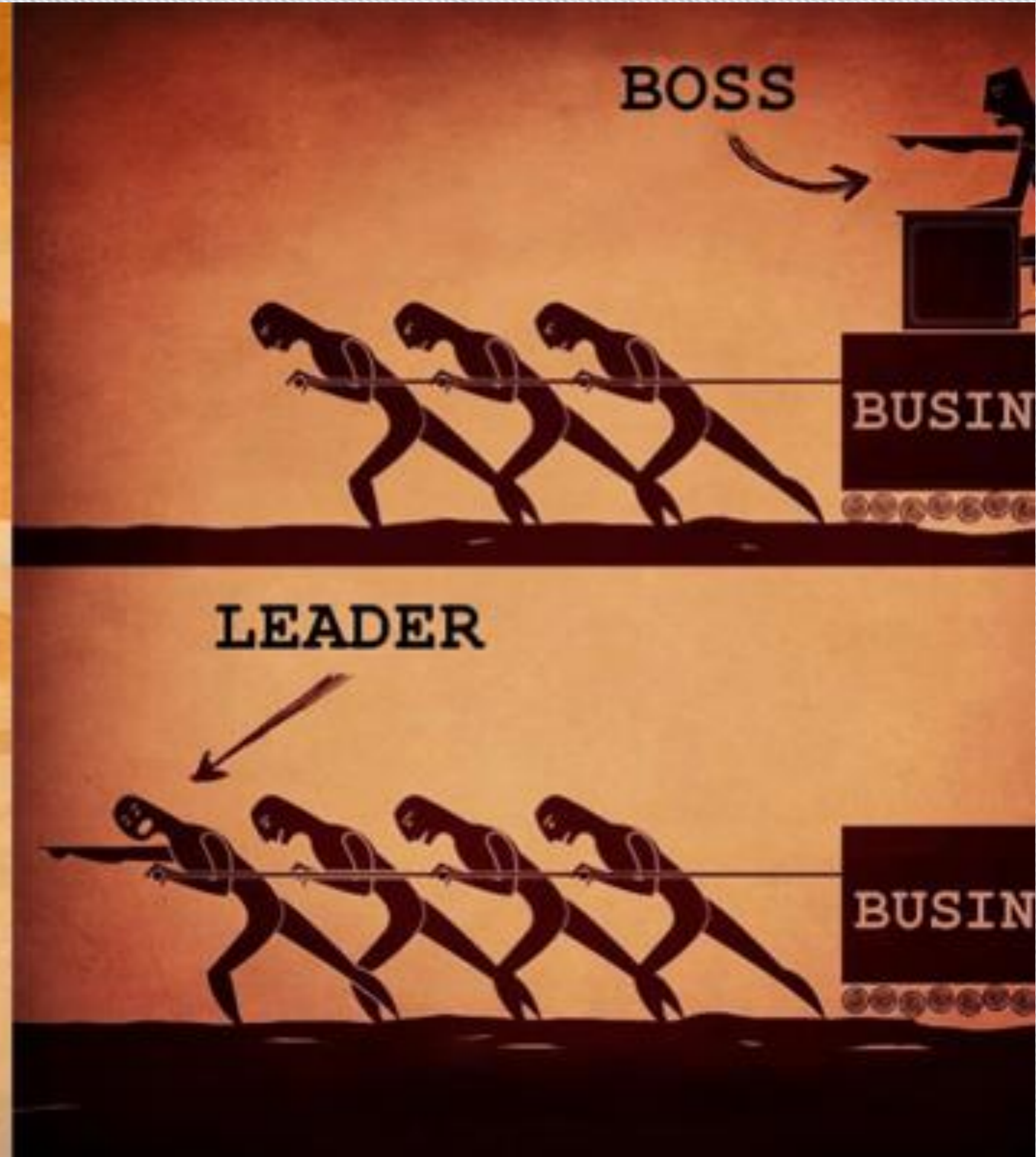
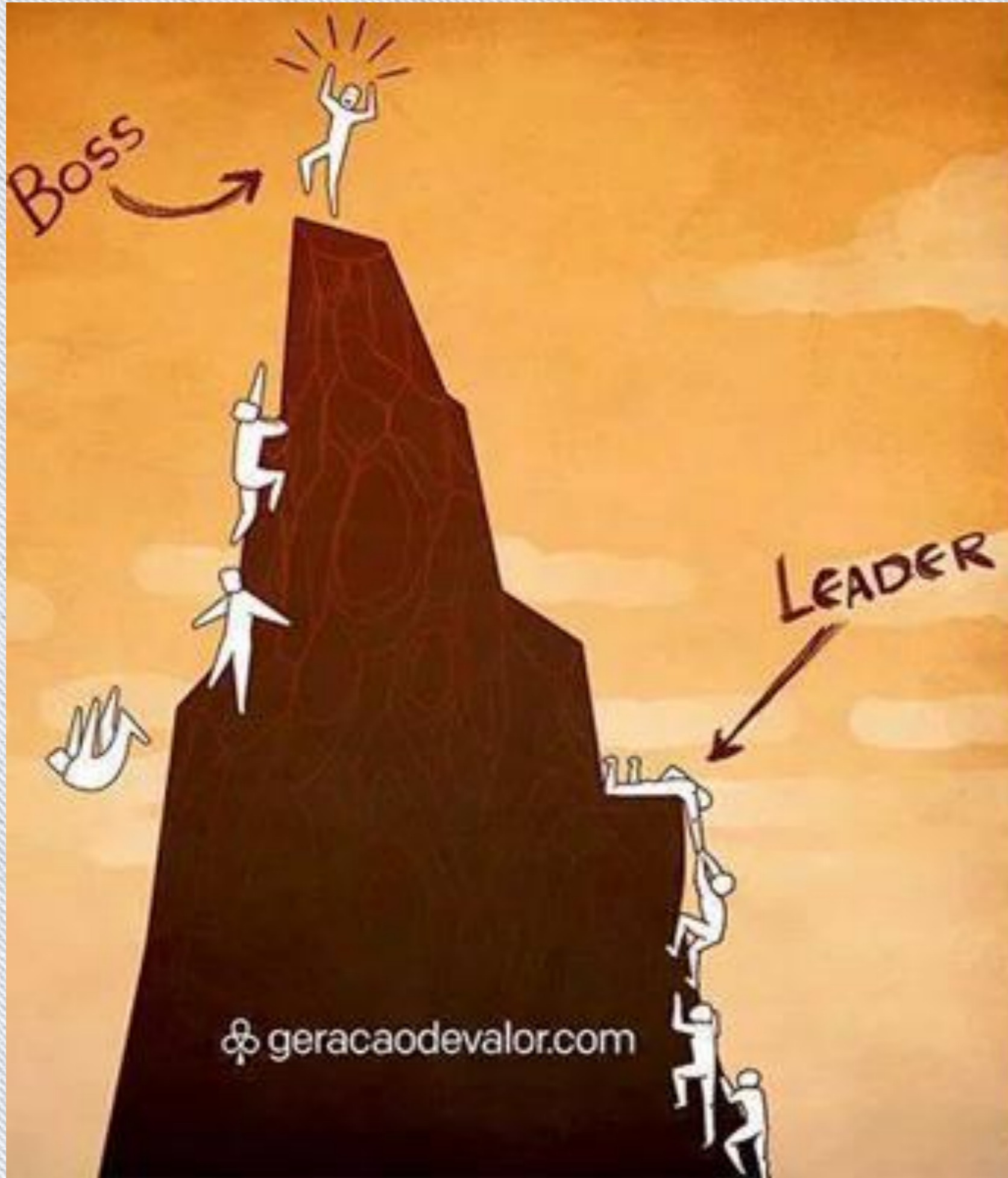
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EXPLORE RESOURCE MOBILISATION

# THE FIRST MONEY



# LEADER VS BOSS



# TEAM AND COLLECTIVE EFFORT





SOCIAL NETWORK



# PROPOSITION

## 4

Social entrepreneurs mobilise resources to solve social problems and create social values

RESOURCE — HUMAN  
CAPITAL

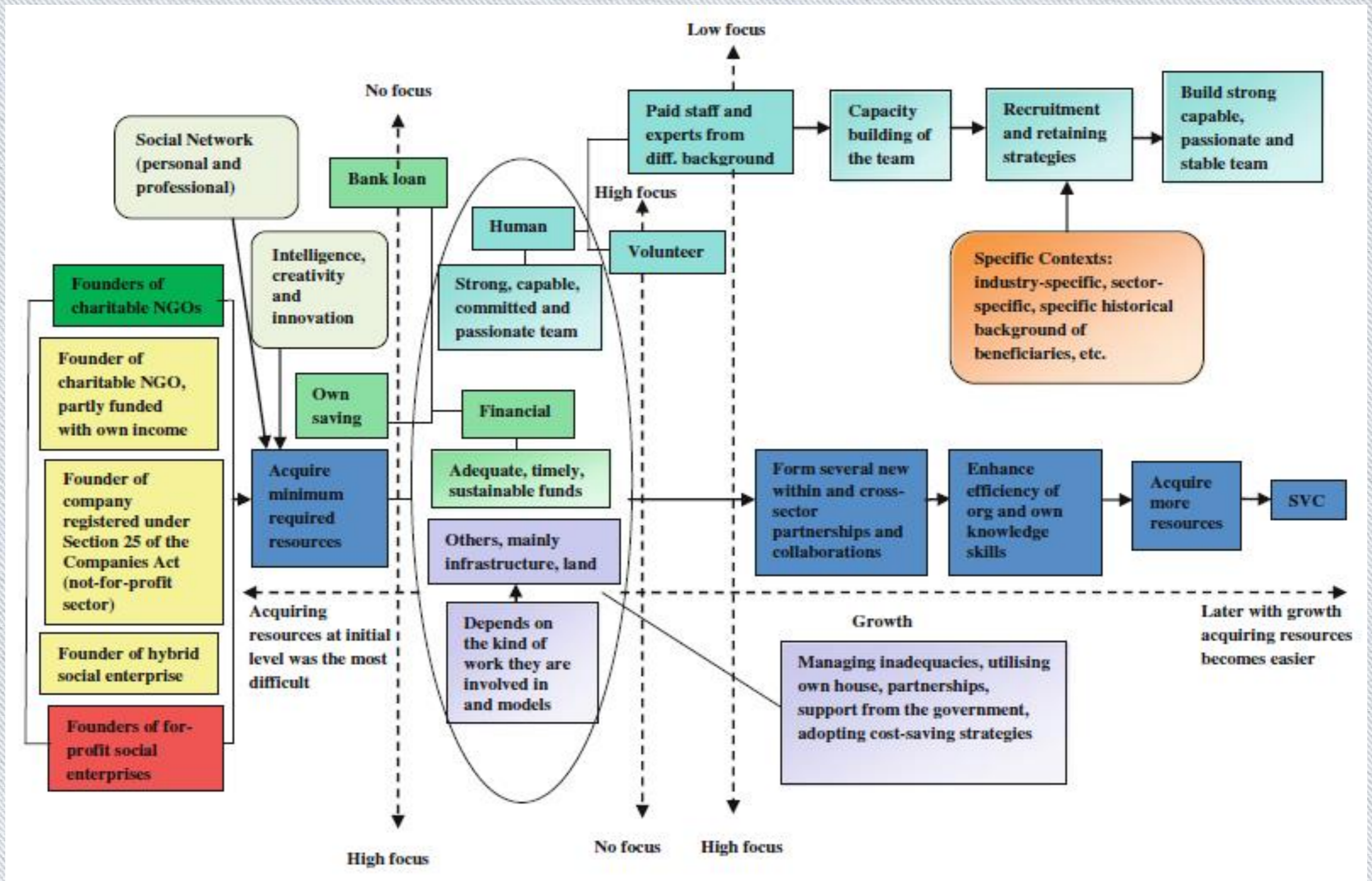


# PROPOSITION

5

‘Capabilities’ in terms of personal and professional network as well as knowledge, skills and abilities influence resource mobilisation in the process of social value creation.

# Resource mobilisation in the process of social value creation



# ANGEL INVESTOR VS VENTURE CAPITALIST

14



## ANGEL INVESTOR

Angel investors invest in small startups or entrepreneurs  
To become an angel investor, one must have a minimum net worth of \$1 million annual income of \$200,000.



## VENTURE CAPITALIST

They can earn a massive return on their investments if the start ups are a successful

# THE KEY DIFFERENCES

	Angel Investor Profile	Venture Capitalist Profile
You (Entrepreneur)	Friend	Foe
Value Add	Mentor, Partner	Corporate Networks
Advice Based On	Experience	Share Holder Profit
Invests for	Passion & Profit	Ego & Profit
Growth Potential	High Growth	Very High Growth
Amount to Invest	\$25K - \$2MM	\$2MM +
Source of Cash	Personal	Institutional
Expected ROI	3-10x Investment	5-10x Investment
Stage of Business	Idea, Proven Concept, Prototype	Proven Concept, Prototype, Expansion
Average # of Deals	1-3 per Year	15-20 per Fund
Replacing You	Less Likely	Highly Likely
How to Find	Other Entrepreneurs	Website, Secretary

**THANK YOU FOR LISTENING!**

**ANY QUESTIONS?**

