

Ashoka: Innovators for the Public



ASHOKA INNOVATORS FOR THE PUBLIC

Investing in the World's Leading Social Entrepreneurs



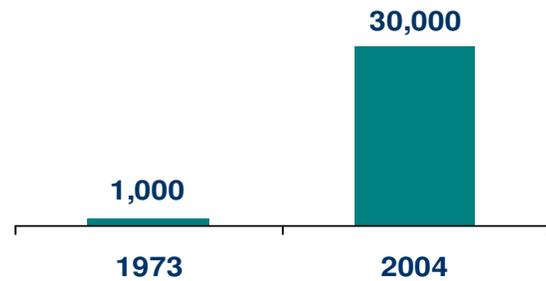
Ashoka is the world's leading association of social entrepreneurs.

Founded in 1980, Ashoka has since supported 2,200 social entrepreneurs in over 60 countries.

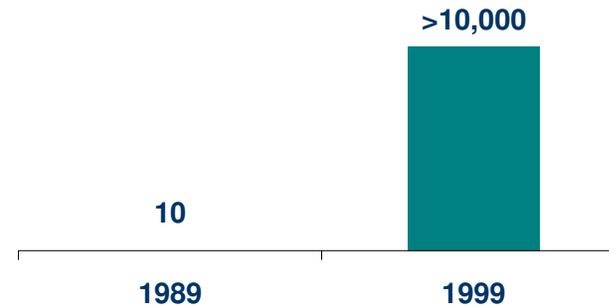
We believe social change comes from innovation developed locally and adapted globally. Nothing is as powerful as a new idea in the hands of a leading social entrepreneur.

Social entrepreneurship is a driving force behind the growth of the citizen sector

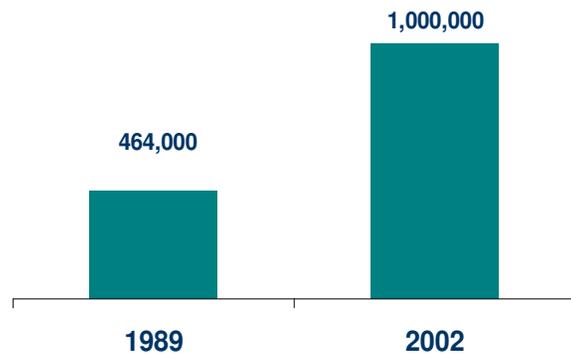
Citizen Groups - Israel



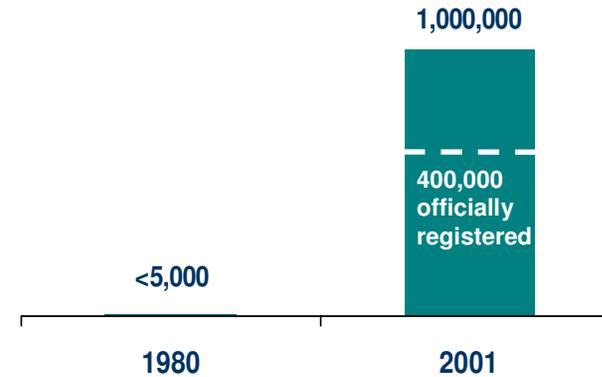
Citizen Groups - Slovakia



Citizen Groups - USA*



Citizen Groups - Brazil



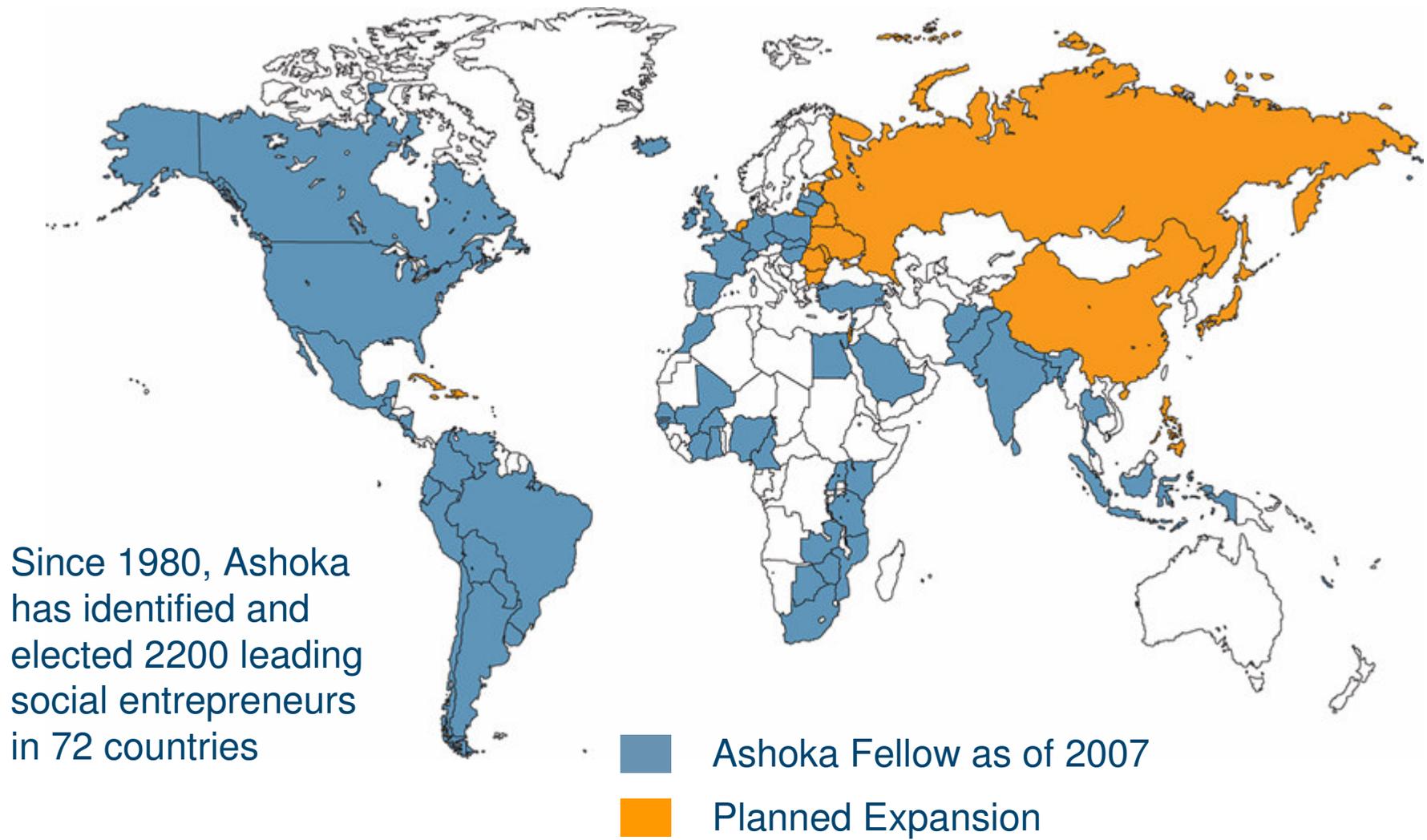
"They grew because the seed was there and the soil was right. You have restless people seeking to deal with problems that were not being successfully coped with by existing institutions."

– Peter Goldmark, former president of Rockefeller

* IRS registered 501(c)(3) only

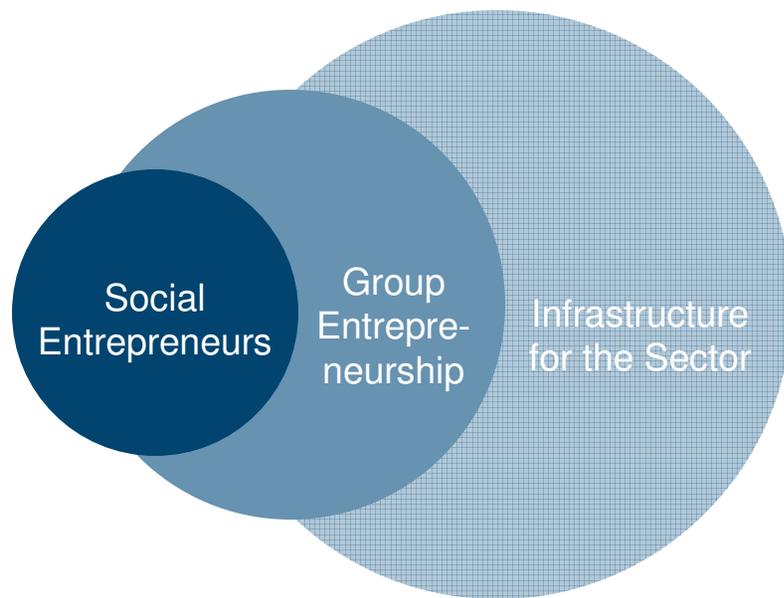
Sources: Urban Institute, Ministry of Economics (Brazil), Walhi (Indonesia)

Ashoka's Global Reach

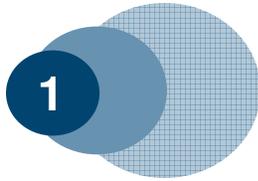


Since 1980, Ashoka has identified and elected 2200 leading social entrepreneurs in 72 countries

Ashoka's Integrated Approach



- Ashoka invests in social entrepreneurs, supporting them financially and professionally throughout their careers
- Ashoka convenes groups of social entrepreneurs to identify problems and opportunities, and collaborate to change entire fields
- Ashoka builds the infrastructure for the citizen sector that changemakers need in order to succeed



Supporting Social Entrepreneurs

Venture seeks out and elects social entrepreneurs to be Ashoka Fellows and provides financial stipends and global visibility

Fellowship facilitates networking exchanges, collaboration funding, and personal and professional support for Fellows

Strategic Partnerships provides pro bono training and consulting to Fellows from strategic partners such as Hill & Knowlton and McKinsey & Co.



What is a Social Entrepreneur?

- Has the same qualities as a business entrepreneur: vision, creativity, pragmatism, innovation and determination
- Creates a radically new solution to a social problem with the potential to change the entire field



Selection Criteria:

- A New Idea
- Creativity
- Entrepreneurial Quality
- Social Impact
- Ethical Fiber



Fellow Search and Selection

The Venture program and the social entrepreneurs we support are the core of Ashoka. We have developed a rigorous method for finding and selecting our Ashoka Fellows, who innovate in all areas of social need.

Ashoka Fellows are chosen through a 5-stage selection and due diligence process involving experts in the candidate's field, international leaders in social entrepreneurship, and Ashoka's entrepreneurial staff and global board of directors.

Ashoka Fellows benefit from:

- A 3-year living stipend that allows them to work full time on their idea
 - Professional support from Ashoka staff and partners around the world
 - Access to a global network of peers in over 60 countries
- 



Fellowship: A Network of Social Entrepreneurs

Fellowship is Ashoka's global community of social entrepreneurs working together to accelerate their individual and collective impact.

Investing in Sustainability: Ashoka helps social entrepreneurs build sustainable and replicable innovations. Through Ashoka's package of personal and professional support, Ashoka Fellows are better positioned to operate on a regional and global platform.

Group Entrepreneurship: Ashoka seeds and cultivates collaboration from a local to global scale. Ashoka connects Ashoka Fellows, business entrepreneurs, policy-makers, and partners across sectors and regions to amplify their social impact.

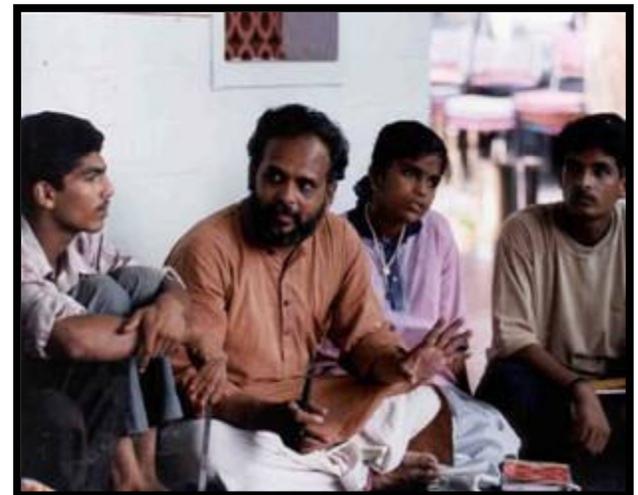
“The engaged global community of social entrepreneurs that Ashoka has fostered helps each one of them to have more impact than would have been possible individually.”

-- Pierre Omidyar, founder of eBay



Fellowship Services: Personal Support

- **Fellow Security** – Offers prevention strategies and emergency support to Fellows facing threats
- **Fellow Exchange** – Enables one-on-one peer exchanges around solving critical challenges
- **Access Dinners** – Introduces Fellows to top leaders in their field or country, facilitating powerful connections
- **Awards Nominations** – Showcase Fellow's work to global networks of support and recognition
- **Young Ashoka** – Engages Fellows' families and children in social entrepreneurship
- **Language Incentive Fund** – Supports Fellows to learn an additional language, allowing them to communicate across diverse regions and cultures



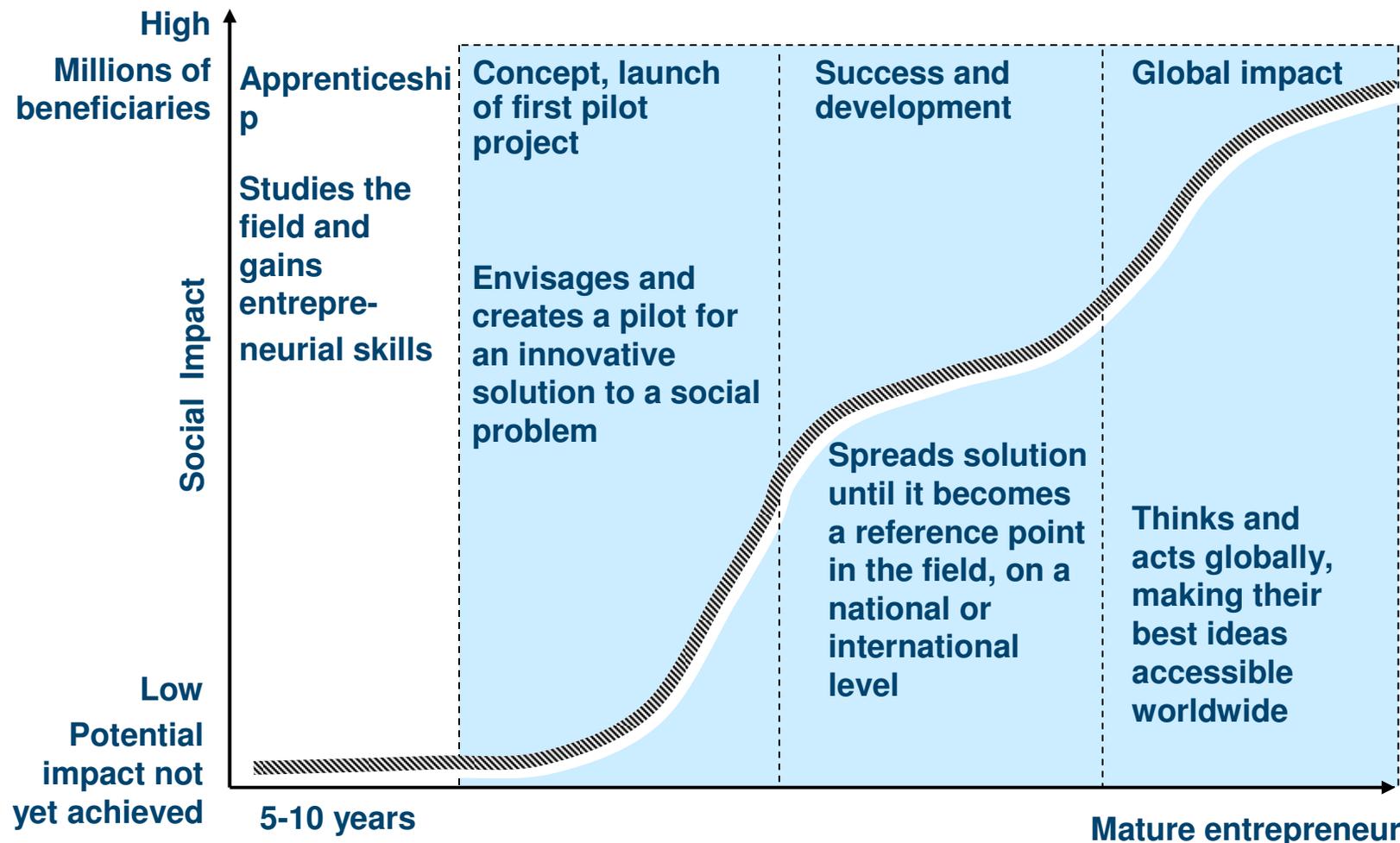
Fellowship Services: Organizational Support

- **Consulting Services** – In partnership with leading consulting firms (such as McKinsey & Co.) Ashoka facilitates Fellows' access to organizational consultants for queries on management, marketing, accounting, technology, business planning, and organizational and financial sustainability
- **Advocates for Social Entrepreneurs (ASE)** – Provides access to a global network of pro bono legal support
- **Internet Incentive Fund** – Facilitates access to the internet and develops technology infrastructure for Fellows
- **Ashoka Support Network (ASN)** – Pairs Ashoka Fellows with business entrepreneur mentors
- **Induction/Orientation and Graduation** – Ceremonies to mark the beginning and end of the stipend period and accompanying workshops to prepare Fellows for their personal and organizational post-stipend financial sustainability

Ashoka intervenes at the launch phase of a social entrepreneur

The Life Cycle of a Social Entrepreneur

□ Involvement of Ashoka



Facilitating Group Entrepreneurship

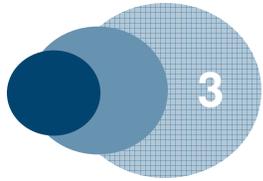
Youth Venture inspires and invests in teams of young people to start and lead their own social ventures

Changemakers.net is a transparent online community that “open-sources” innovative solutions to global social problems using collaborative competitions

Full Economic Citizenship facilitates joint ventures between businesses and social entrepreneurs to improve the participation of small producers and underserved consumers in the market economy

The Law for All Initiative aims to ensure that historically marginalized populations will have equal access to social, political, and legal resources





Building Infrastructure for the Citizen Sector

Social Financial Services improves access to capital in the citizen sector through innovative social financial products

Global Academy facilitates global system change with the world's most accomplished social entrepreneurs

Citizen Base Initiative helps citizen sector organizations to see the importance of building a broad citizen base of support for their work

Ashoka Support Network (ASN) builds ties between business and social entrepreneurs to transfer knowledge and leverage impact from one to the other for mutual benefit



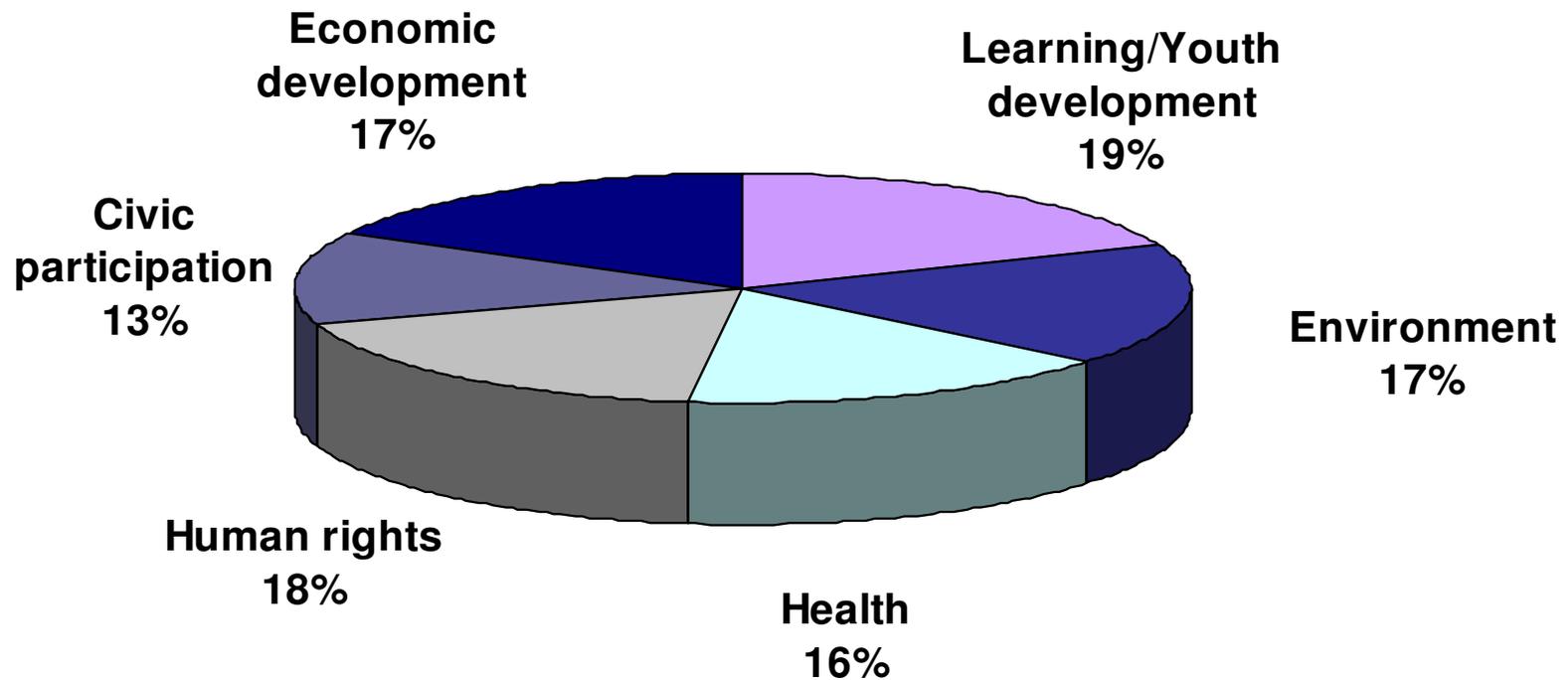
Consistent Impact and Significant Social Change

Within 5 years of election as an Ashoka Fellow:



- **Persistence**
94% remain engaged in consolidating and spreading their innovations
- **Idea Spread**
93% have proven their ideas to be so effective that they have been replicated by independent groups
- **National Policy Impact**
56% have achieved changes in national government policies or legislation
- **Leadership**
54% are considered leaders in their fields

Ashoka Fellows' work spans all areas of human need





Ashoka in Israel

- **Venture** – election of 9 leading social entrepreneurs as Fellows or Senior Fellows over the first 3 years
- **Youth Venture** – launch of YV in Israel, following a careful mapping exercise which is already underway
- **Business-Social Bridge** – work with the local businesses and other partners and building an ASN-Israel base of support
- **Group Entrepreneurship** – connect Ashoka's global community to the Israeli business and social innovations, and vice versa
- **Partnerships** – with the JDC, NIF, IVN, and almost any organization, business or person who is willing to partner with us...

Nir Tsuk, ntsuk@ashoka.org

