

Social Entrepreneurship in Healthcare



Farida Danmeri, Founder & CEO,
Learning Connected, London, UK

Overview

Part 1

- Introduction
- Social entrepreneurship
- Social entrepreneurship in healthcare - case studies

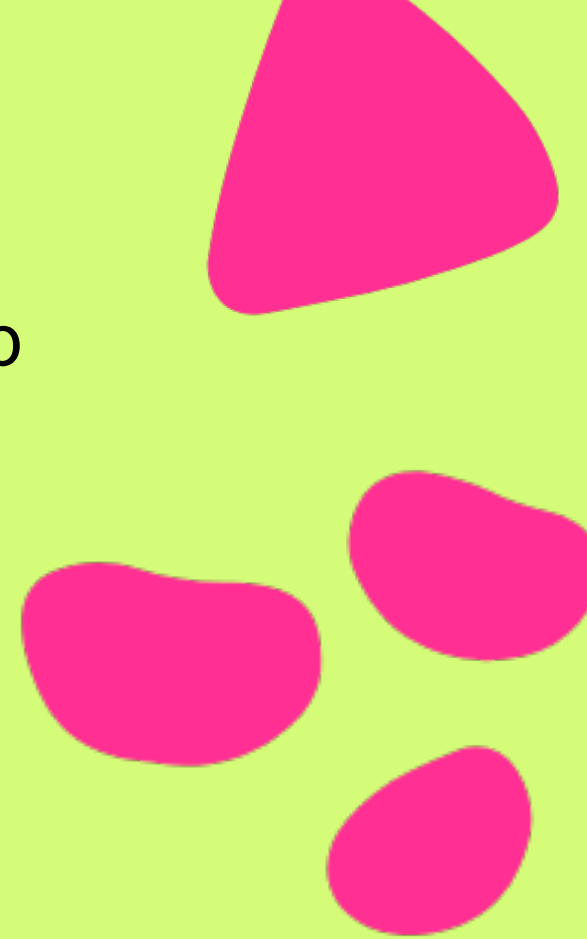
Part 2

- Theory of change
- Business model canvas



Introduction: Learning Connected

- Empowers students and graduates to take ownership of their future and shape the world for the better.
- Provides remote global micro-internships opportunities for social impact around the world.



Social entrepreneurship



A social entrepreneur explores business opportunities that have a positive impact on their local → global community.

They develop solutions that address social challenges.

Sustainable Development Goals



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



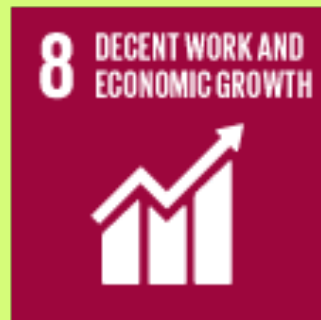
5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

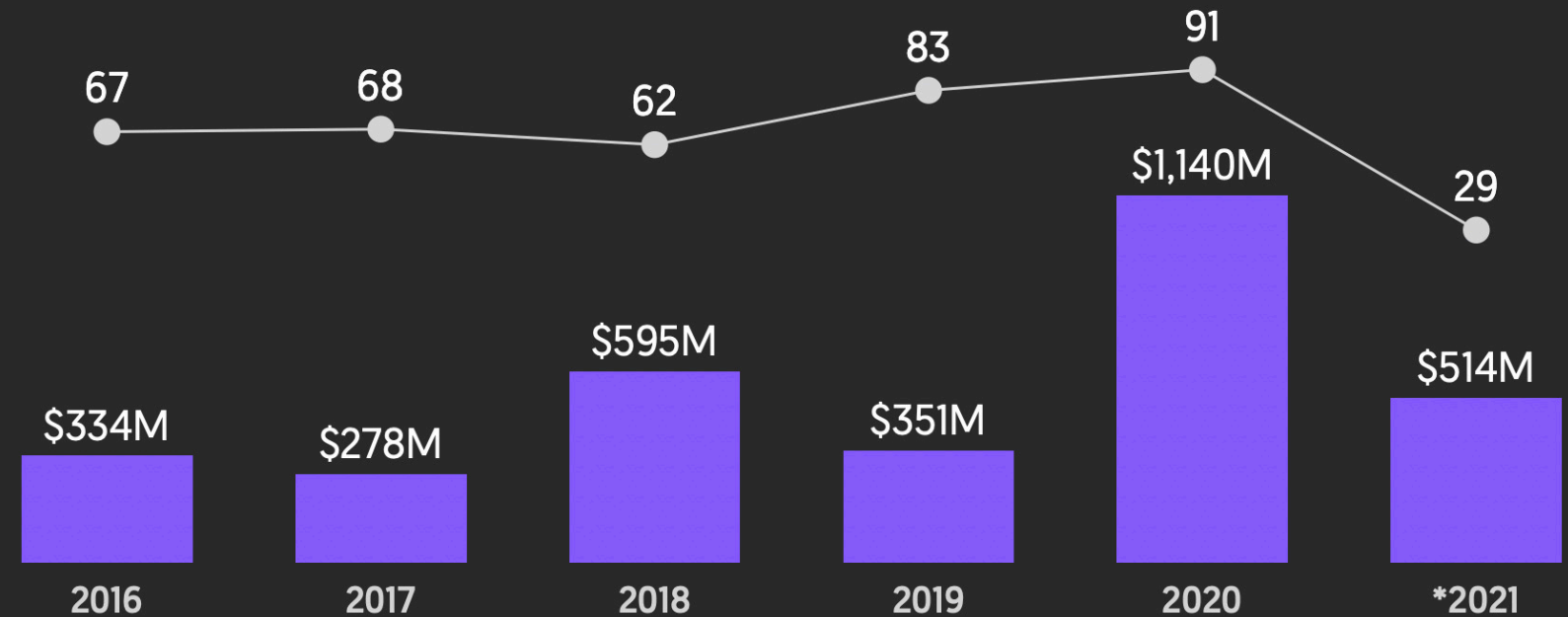
Title

Funding to US Startups focused on Eldercare, Elderly Populations and Home Health Care

*Data as of June 3rd 2021

■ Total \$ Invested

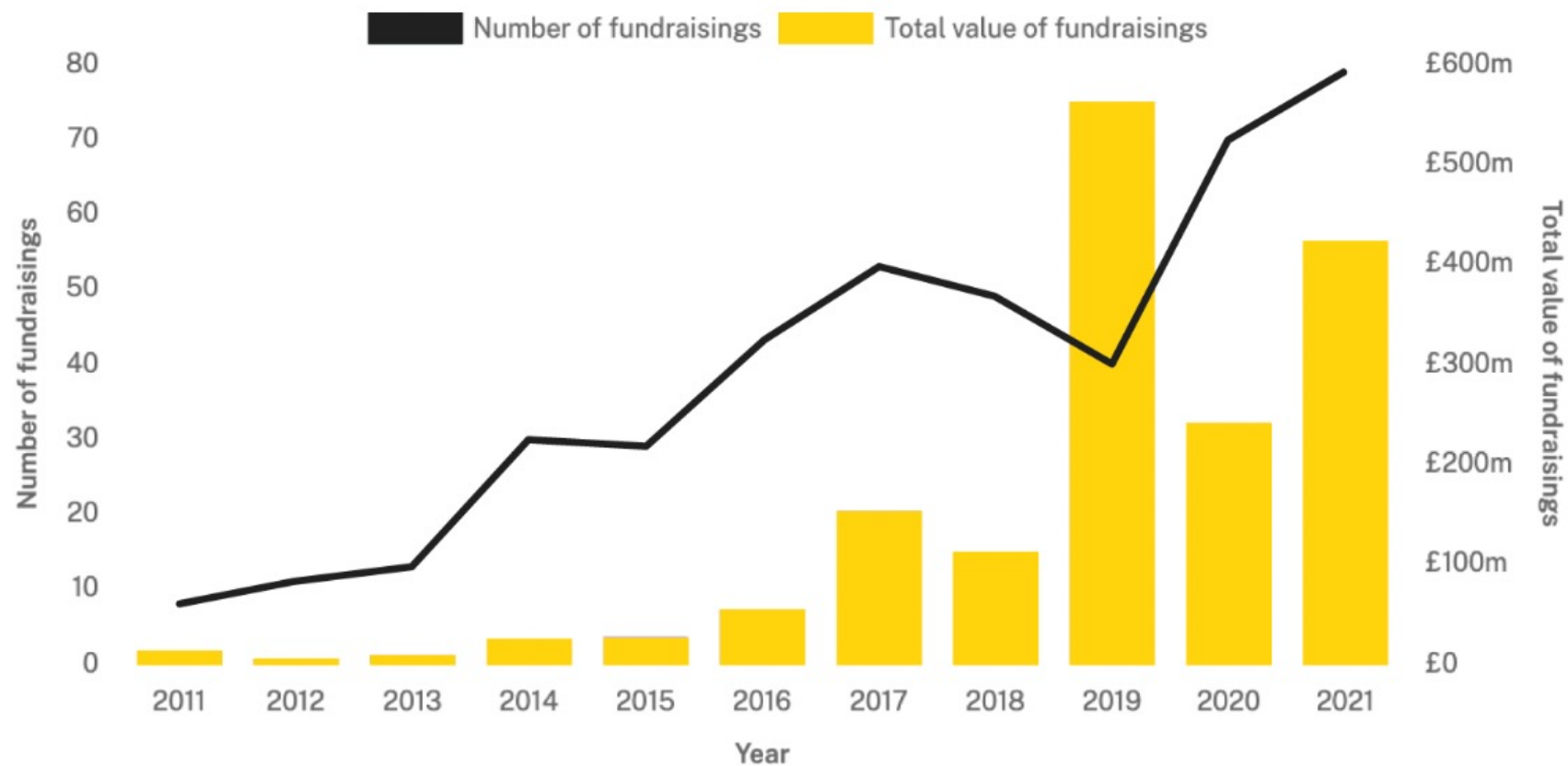
● Number of Deals



crunchbase news

<https://news.crunchbase.com/startups/eldercare-senior-home-care-startups-funding/>

Announced equity investments into UK healthtech companies



Data underlying this chart is comprehensive for announced and unannounced equity fundraisings from 1st January 2011 to present. Based on 438 fundraisings.

 **Beauhurst**

Case Studies



Berlin-based Patronus picks up €27 million to support seniors in their daily lives



By **Patricia Allen** October 5, 2022



Elderly care startup **Patronus** has just scooped up the biggest Series A raise for the sector, bagging €27 million. The Berlin-based team is aiming to support seniors go about their daily lives independently, relieving the burden on carers and relatives.

CAVALRY with PATRONUS



<https://www.youtube.com/watch?v=yE6-8x0kp04>





MediSafe

🍏 4.7 | 🤖 4.6

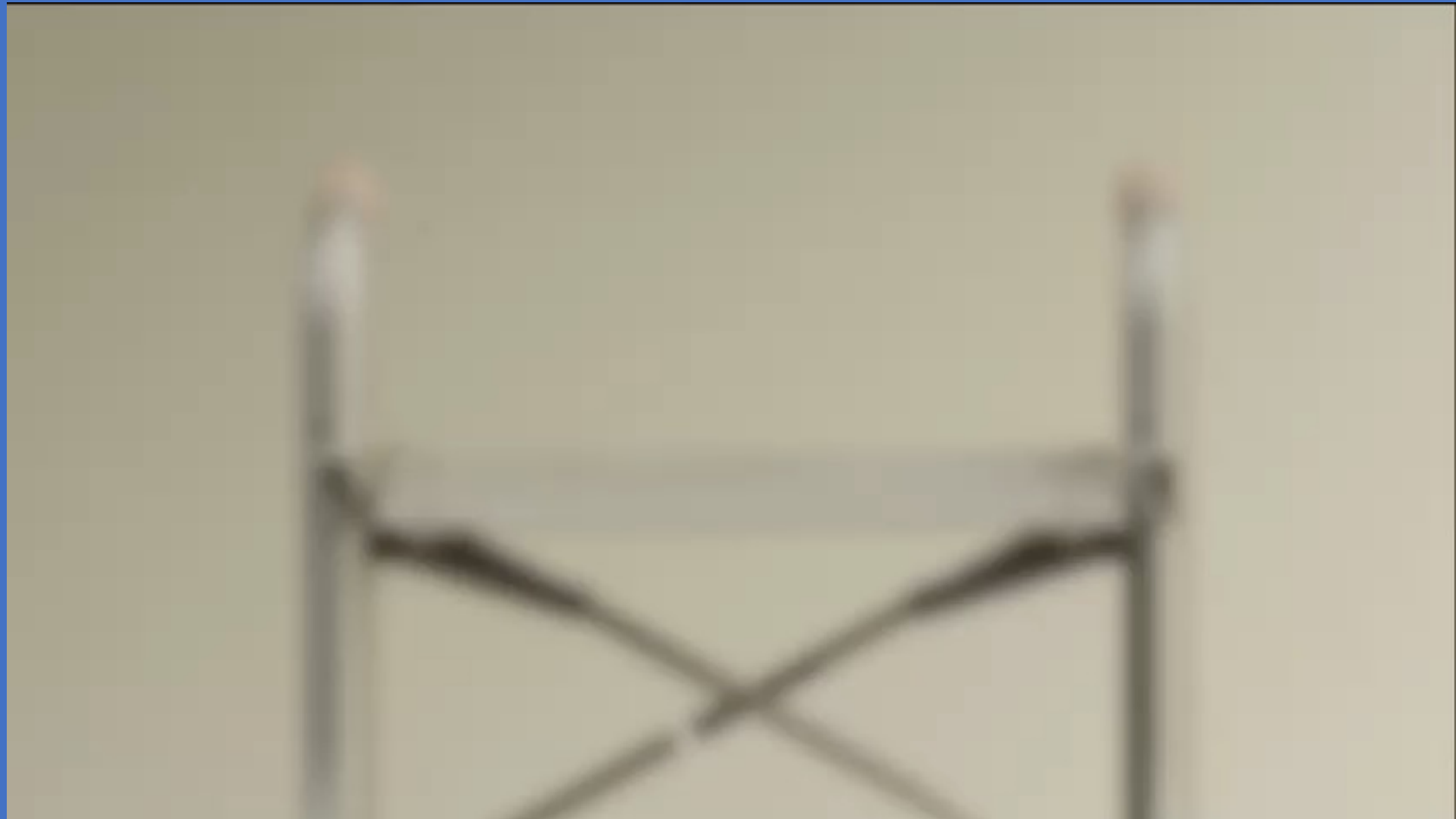
The first on the list is the pill reminder app by Medisafe. It is one of the best apps for older adults to help them keep track of the number of pills taken, left, and due in the various hours of the day. Medisafe is used by millions to keep track of blood pressure, glucose, and other health parameters. It is one of the wholesome health apps for seniors that lets them share health parameters and their results with doctors easily.

The pill reminder for seniors provides its users with the appropriate tools, support, and information to take care of their medications the way they're supposed to. Besides, it also acts as a perfect companion for those who need a mobile organizer for vitamins, blood pressure meds, glucose level tracking, period tracking, and other health concerns.



Notable features of Medisafe

- Intuitive visual interface
- Easy-to-use and manage medication reminders
- Track blood pressure, weight, etc
- Customizable reminder sound
- A dedicated medication reminder list to see “what’s due today?”
- Refill reminders for medications
- Medication progress reports that can be shared with doctors or nurse
- Users may sync reminders with their smartwatch



Theory of Change

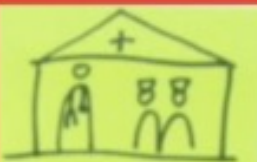
Helps you to develop your social enterprise idea through defining your goals and how you will achieve them.

By sharing the underlying assumptions in each step, you can identify potential business risks.

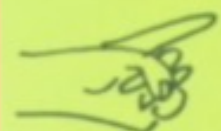




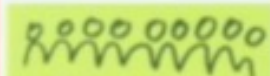
What is the problem you are trying to solve?



UNDERSTAFED HEALTH CENTRES



HIV STIGMA



700 CHILDREN INFECTED DAILY

KEY ASSUMPTIONS

Who is your key audience?

KEY ASSUMPTIONS

What is your entry point to reaching your key audience?

KEY ASSUMPTIONS

What steps are needed to bring about change?

KEY ASSUMPTIONS

What is the measurable effect of your work?

measurable effect?

measurable effect?

KEY ASSUMPTIONS

What are the wider benefits of your work?

wider benefits?

wider benefits?

KEY ASSUMPTIONS

What is the long-term change you see as your goal?

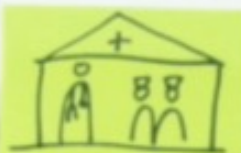
IMPROVE HEALTH OF HIV+ WOMEN & THEIR FAMILY

REDUCE HIV STIGMA

ELIMINATE PAEDIATRIC AIDS BY 2015

STAKEHOLDERS

What is the problem you are trying to solve?



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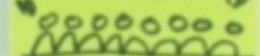
What is the long-term change you see as your goal?

IMPROVE HEALTH OF HIV+ WOMEN & THEIR FAMILY



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KEY ASSUMPTIONS

ONLY IF:
PROBLEMS ARE STILL RELEVANT + NO CURE

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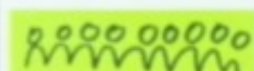
STAKEHOLDERS

MENTOR MOTHERS + HIV POSITIVE MOTHERS + M. CENTRES

What is the problem you are trying to solve?


UNDERSTAFED
HEALTH
CENTRES


HIV
STIGMA


700
CHILDREN
INFECTED
DAILY

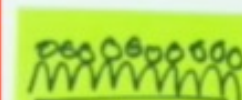
KEY ASSUMPTIONS

ONLY IF:
PROBLEMS
ARE STILL
RELEVANT
+
NO CURE

Who is your key audience?


EMPOWERED
HIV +
MOTHERS


HIV +
MOTHERS


CHILDREN
OF
HIV +
MOTHERS

KEY ASSUMPTIONS

ONLY IF:
MOTHERS
NEED WORK
+
MOTHERS
CARE ABOUT IT

What is your entry point to reaching your key audience?

What steps are needed to bring about change?

What is the measurable effect of your work?


What are the wider benefits of your work?

What is the long-term change you see as your goal?

IMPROVE
HEALTH
OF HIV +
WOMEN +
THEIR FAMILY

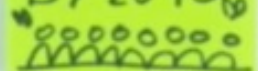
measurable effect?

wider benefits?


REDUCE
HIV STIGMA

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ELIMINATE
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KEY ASSUMPTIONS

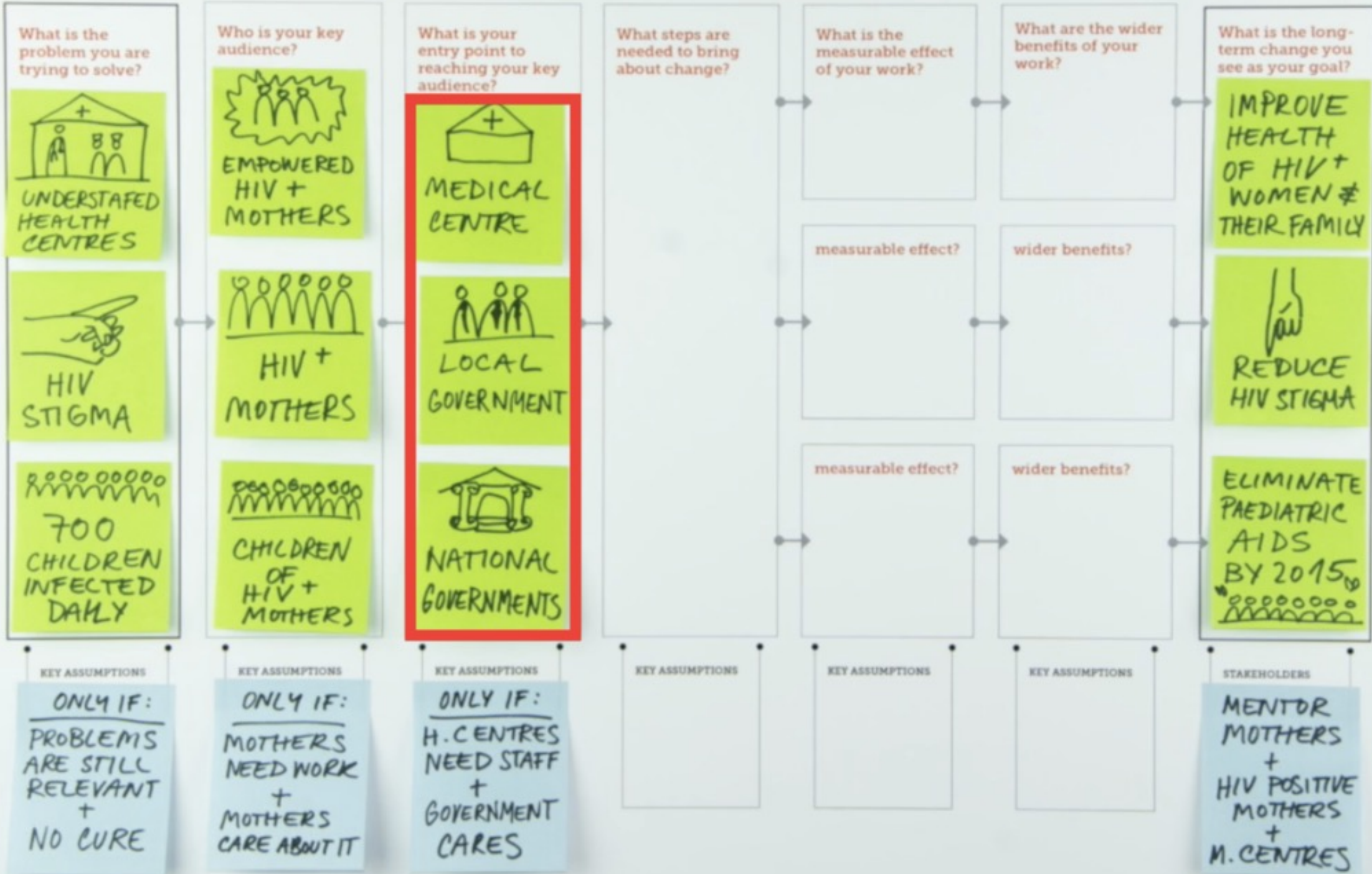
KEY ASSUMPTIONS

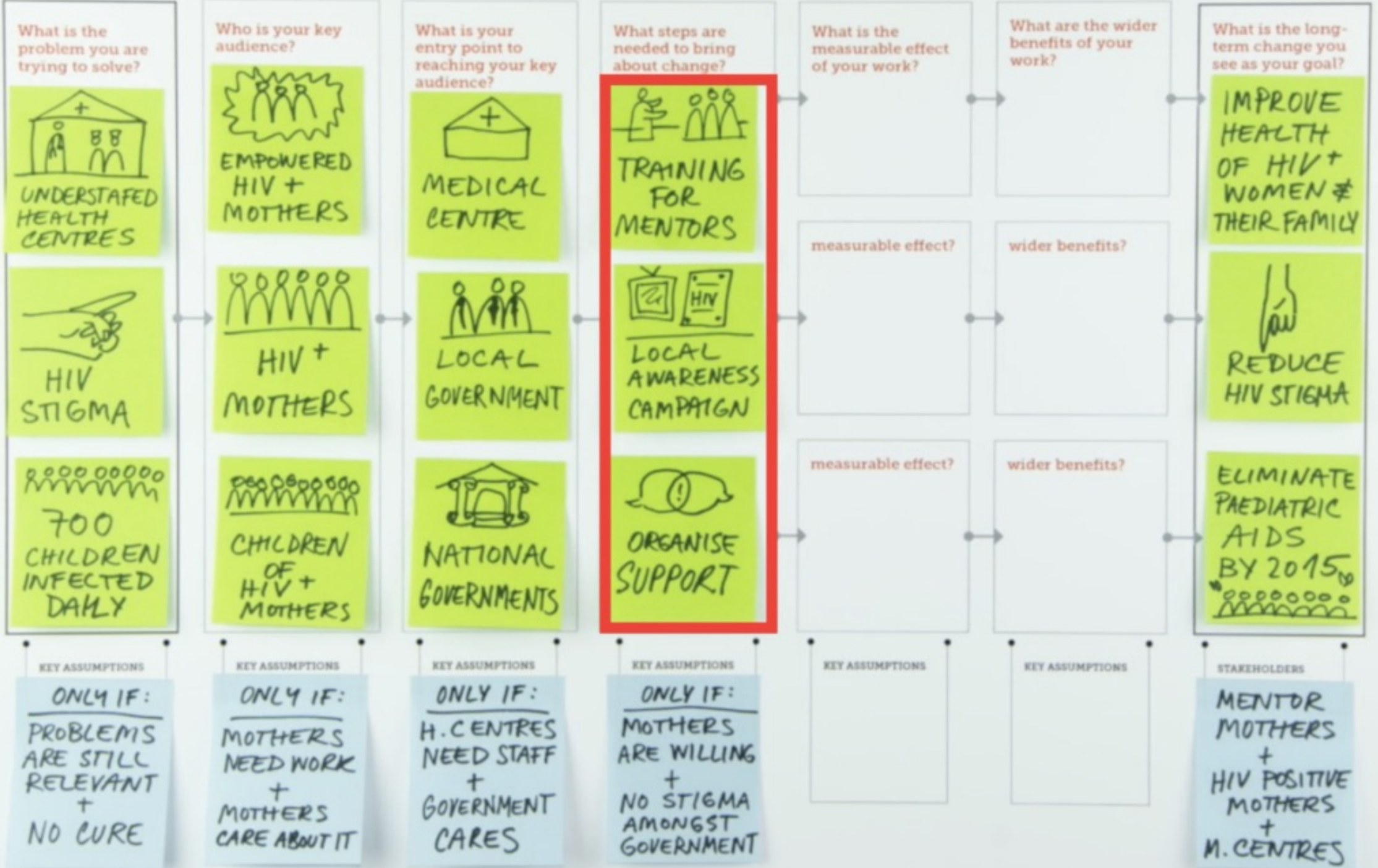
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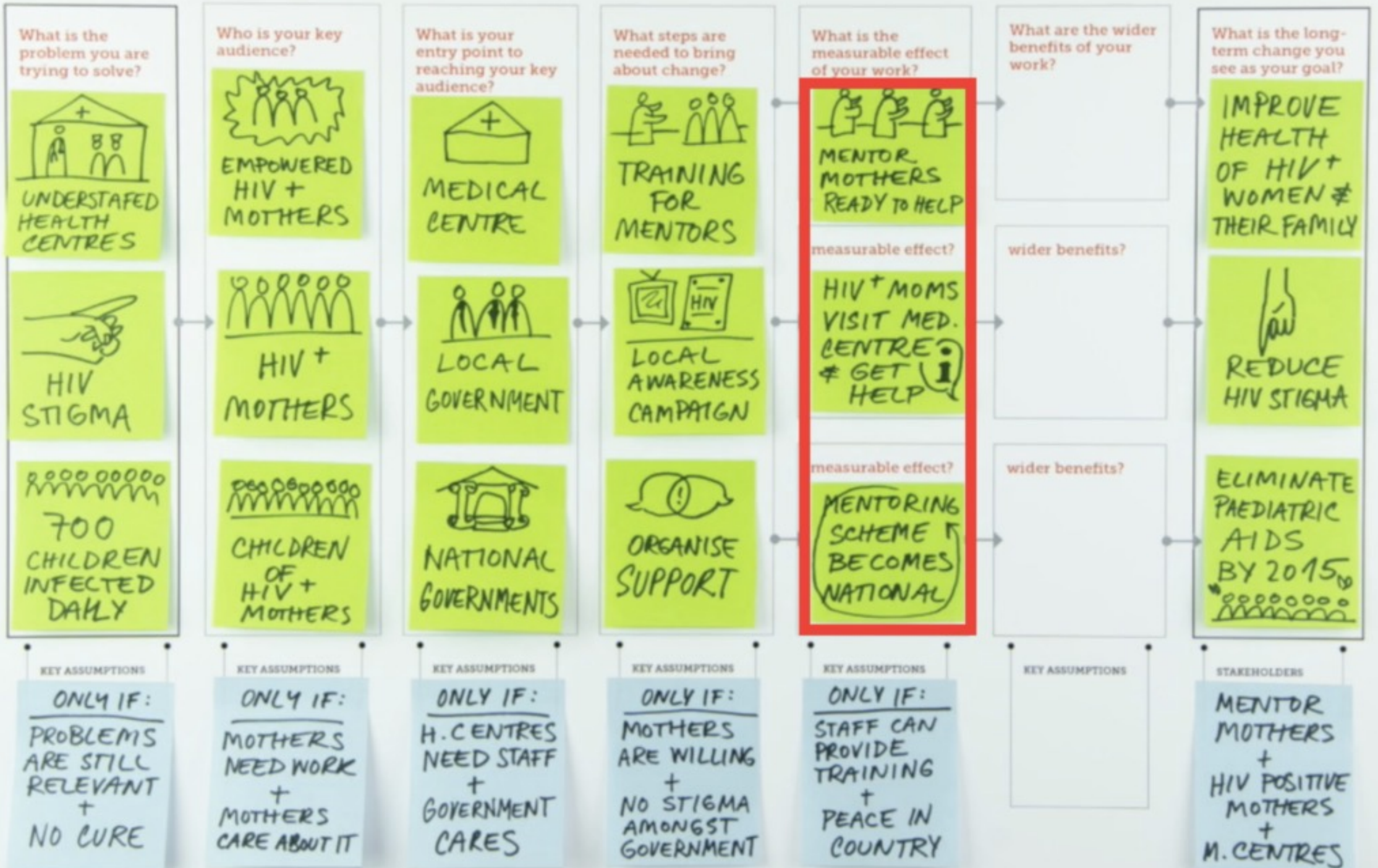
KEY ASSUMPTIONS

STAKEHOLDERS

MENTOR
MOTHERS
+
HIV POSITIVE
MOTHERS
+
M. CENTRES



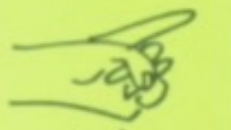




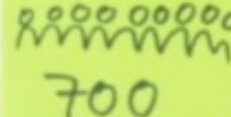
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UNDERSTAFED HEALTH CENTRES



HIV STIGMA

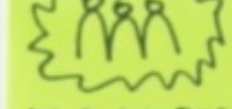


700 CHILDREN INFECTED DAILY

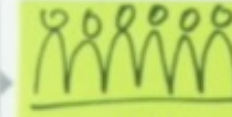
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 +
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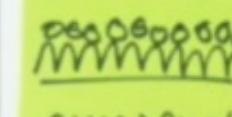
Who is your key audience?



EMPOWERED HIV+ MOTHERS



HIV+ MOTHERS

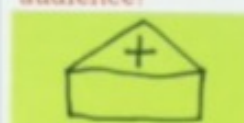


700 CHILDREN OF HIV+ MOTHERS

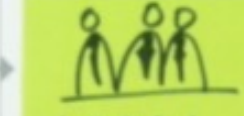
KEY ASSUMPTIONS

ONLY IF:
 MOTHERS NEED WORK
 +
 MOTHERS CARE ABOUT IT

What is your entry point to reaching your key audience?



MEDICAL CENTRE



LOCAL GOVERNMENT

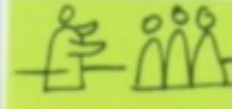


NATIONAL GOVERNMENTS

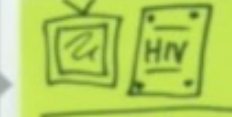
KEY ASSUMPTIONS

ONLY IF:
 H.C CENTRES NEED STAFF
 +
 GOVERNMENT CARES

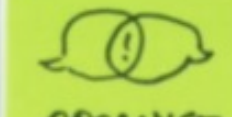
What steps are needed to bring about change?



TRAINING FOR MENTORS



LOCAL AWARENESS CAMPAIGN

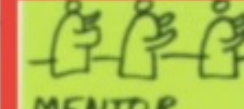


ORGANISE SUPPORT

KEY ASSUMPTIONS

ONLY IF:
 MOTHERS ARE WILLING
 +
 NO STIGMA AMONGST GOVERNMENT

What is the measurable effect of your work?



MENTOR MOTHERS READY TO HELP

measurable effect?

HIV+ MOMS VISIT MED. CENTRE & GET HELP

measurable effect?

MENTORING SCHEME BECOMES NATIONAL

KEY ASSUMPTIONS

ONLY IF:
 STAFF CAN PROVIDE TRAINING
 +
 PEACE IN COUNTRY

What are the wider benefits of your work?

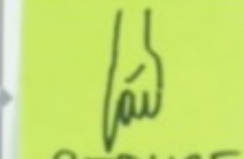
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KEY ASSUMPTIONS

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Reflection

1. What is the problem you are trying to solve?
2. What is the long-term change you see as your goal?
3. Who is your key audience?



<https://padlet.com/farida45/ni66l3vct5uxfah0>

Research



Business Model Canvas

Business Model

A web platform where users can rent out their space to host travelers to:

 **airbnb**

10.6 Million
Trips W/ AirBnB
Market Share

\$70 / Night

MacBook Pro

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

CATEGORIES:
Production, Problem Solving, Platform/Network

Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

TYPES OF RESOURCES:
Physical, Intellectual (brand patents, copyrights, data), Human, Financial

Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CHARACTERISTICS:
Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

Customer Segments

For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

Sustainable Development Goals
Related to which SDG(s)?
How does the solution contribute to the SDGs?

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising
FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent
DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

Customer Segments



- **Mass Market** – entire population
- **Niche Market** – (small only) segment of a larger market defined through specific needs
- **Segmented** – (small-large) groups, similar needs and problems (psychographic, geographic, behavioural)
- **Diversified** – 2 unrelated customer segments, different value proposition, different needs and problems
- **Multi-sided Platform** –interdependent customer segments

Revenue Streams











- **DYNAMIC PRICING** – adapting prices of products based on pre-defined rules respecting profit margin.
- **Yield Management** – products sold at different prices to 2 different customers based on variables e.g. online hotel booking.
- **Real-time-Market** – defined by supply and demand e.g. how stocks go up or down.



AIRBNB BUSINESS MODEL

NOW GO INNOVATE  GARYFOX.CO

<p>KEY PARTNERS </p> <ul style="list-style-type: none"> • Hosts • Hotels • Experience providers • Corporate travel partners • Travel managers • Investors/ Venture Capitalists • Lobbyists • Photographers • Maps • Cloud hosting - AWS 	<p>KEY ACTIVITIES </p> <ul style="list-style-type: none"> • Platform and technology development • Sales and marketing • Maintaining trust and brand reputation • Customer service/ experiences • Partner management 	<p>VALUE PROPOSITIONS </p> <p>HOSTS</p> <ul style="list-style-type: none"> • Income generation • Ease of listing • Calendar, booking system • Access to photographers <p>GUESTS</p> <ul style="list-style-type: none"> • Low cost accommodation • Variety of choices/ locations • Variety of prices/budgets • Unique options <p>HOTELS</p> <ul style="list-style-type: none"> • Access to guests • Booking system <p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Income from guests • Platform/system 	<p>CUSTOMER RELATIONSHIPS </p> <ul style="list-style-type: none"> • Self-service • Own the relationship • Trust through verification • Tailored • Manage bad behaviour and risks <p>CHANNELS </p> <ul style="list-style-type: none"> • Digital ad campaigns • Social media • Word of mouth • PR - media coverage • App store 	<p>CUSTOMER SEGMENTS </p> <p>GUESTS</p> <ul style="list-style-type: none"> • business travel guests • leisure travel guests <p>HOSTS</p> <ul style="list-style-type: none"> • Room unit/condo/house • House owners * Country/city/suburban/ city <p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Specialists * Tour companies <p>PHOTOGRAPHERS</p> <ul style="list-style-type: none"> • Freelance photographers <p>HOTELS</p> <ul style="list-style-type: none"> • Independent hotels • Hotel groups
<p>COST STRUCTURE </p> <ul style="list-style-type: none"> • Cost of acquisition • Weighted average cost of capital • R&D platform • Payment processing • Payroll/contractors • Infrastructure • Legal/insurance • Lobbying/PR • Customer support 		<p>REVENUE STREAMS </p> <ul style="list-style-type: none"> • Service fee per transaction • Hosts commission charge • Hotel commission charge • Experience commission charge 		



Complete your own business model canvas



Closing Thoughts

- Begin with a healthcare challenge
- Create a long-term vision
- Research your target market
- Test if your business idea is viable



Contact

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