



The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise

By Ian C. MacMillan, James D. Thompson

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Available for the First Time: The Complete *Social Entrepreneur's Playbook*

Covers all three phases of the start-up to scale-up process, developed with reader feedback from “one of the more unusual ebook...experiments of the year” (*ThinReads*)

Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs.

MacMillan and Thompson used their own systematic framework to publish *The Social Entrepreneur's Playbook*. To test the market, they offered the first phase in their start-up method (step 1) as a free ebook. Readers were invited to join The Social Entrepreneur's Advisory Group, and nearly 300 aspiring and active social entrepreneurs shared feedback that helped shape the complete edition of the book, which covers all three steps in the start-up to scale-up process.

Based on this crowd-sourced feedback from readers of the free ebook and drawing on the authors' more than 26 years' combined experience developing and studying social enterprises in the field across Africa and in the United States, this new edition provides guidance for each phase:

Phase One: Pressure Test Your Start-Up Idea. Based on the free ebook, this expanded section now includes advice on setting revenue and social impact goals, how to navigate the sociopolitical landscape, and how to develop a strong concept statement. In addition, MacMillan and Thompson provide advice on how to identify and test a proposed revenue-generating solution and define and segment your target population.

Phase Two: Plan Your Social Enterprise. All new to this edition, this critical phase shows you how to frame and scope the venture, determine what it will take to actually deliver a sustainable enterprise, identify the key assumptions that have been made, and design checkpoints to test those assumptions before making major investments.

Phase Three: Launch and Scale Your Social Enterprise. Available for the first time in this edition, you will learn how to effectively launch your enterprise, manage upside potential and downside risk, and strategically scale up.

Filled with accessible frameworks and tools, as well as inspiring stories of social entrepreneurs, *The Social Entrepreneur's Playbook* is a must-read for any aspiring or active social entrepreneur, as well as philanthropists, foundations, and nonprofits interested in doing more good with fewer resources.

Includes access to downloadable planning documents, including user-friendly spreadsheets

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Editorial Review

Review

“Social entrepreneurship represents an innovative and effective mechanism for addressing many problems around the world. *The Social Entrepreneur's Playbook* is an important contribution to help aspiring entrepreneurs take the first step.”

—**David Bornstein, author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas* and coauthor of *Social Entrepreneurship: What Everyone Needs to Know***

“*The Social Entrepreneur's Playbook* provides invaluable insights into how best to foster truly sustainable enterprises that are economically viable and that significantly improve quality of life for individuals and communities.”

—**Kenneth C. Frazier, Chairman of the Board, President, and CEO, Merck & Co., Inc.**

“The processes recommended in *The Social Entrepreneur's Playbook* show that due diligence matters, and can be carried out, for organizations that attend to those in need. That way, resources can be focused, and well-meaning but vainglorious resource expenditures avoided. What's more: MacMillan and Thompson clearly walk their talk; rather than simply publishing a book, they are pressure-testing their own first draft and asking readers to help write the final manuscript.”

—**Mark O. Winkelman, Senior Director, Goldman Sachs Group, Inc.**

“*The Social Entrepreneur's Playbook* shows us how to understand, evaluate, and pragmatically fund investments designed for significant social impact. It is essential reading for those who care about deploying philanthropic and impact investing resources for the greatest good.”

—**Ronald D. Cordes, Board Member, Impact Assets; Co-Chairman, Genworth Financial, Inc.**

“I have long felt that we can do better by using our altruistic resources to build self-sufficiency instead of dependency. *The Social Entrepreneur's Playbook* shows that it can be done and how to do it.”

—**Robert B. Goergen, Chairman and CEO, Blyth, Inc.**

“MacMillan and Thompson have delivered a powerful set of tools for anyone interested in creating scalable, positive social impact while conserving resources through disciplined entrepreneurship. *The Social Entrepreneur's Playbook* provides a unique and compelling framework for funders, investors, and others who would like to increase the reach, efficacy, and investment transparency of their contributions.”

—**Arthur D. Collins Jr., retired Chairman & CEO of Medtronic, Inc., and Senior Advisor to Oak Hill Capital Partners**

About the Author

Ian (Mac) C. MacMillan is the academic director of the Sol C. Snider Entrepreneurial Center and Dhirubhai Ambani professor of entrepreneurial management at the Wharton School, University of Pennsylvania. He has also been a director of companies in the travel, import/export and pharmaceutical businesses in the United States, South Africa, Canada, Hong Kong, and Japan. He has also consulted to numerous companies, including Microsoft, DuPont, General Electric, IBM, and Citibank. He is coauthor of the bestselling books *Corporate Venturing*, *The Entrepreneurial Mindset*, *Market Busters*, *Unlocking Opportunities for Growth*,

and *Discovery Driven Growth*.

James D. Thompson, PhD, is co-founder and director of the Wharton Social Entrepreneurship Program. His current research is focused on social entrepreneurship, future market growth, and investment under conditions of high uncertainty. He has extensive experience in Africa and works around the world with organizations intent on growth in value. Jim has been published in the *Harvard Business Review*, *Journal of Management*, *Long Range Planning*, *Management Science*, *Organization Science*, and the *Research-Technology Management Journal*.

Users Review

From reader reviews:

Vivian Bennett:

Book is to be different for each grade. Book for children until finally adult are different content. As you may know that book is very important usually. The book *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise* ended up being making you to know about other knowledge and of course you can take more information. It is very advantages for you. The reserve *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise* is not only giving you much more new information but also to become your friend when you truly feel bored. You can spend your personal spend time to read your guide. Try to make relationship using the book *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise*. You never sense lose out for everything should you read some books.

Martina White:

The actual book *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise* has a lot info on it. So when you read this book you can get a lot of advantage. The book was authored by the very famous author. This articles author makes some research before write this book. This kind of book very easy to read you may get the point easily after reading this book.

Paul Jackson:

The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise can be one of your nice books that are good idea. We all recommend that straight away because this book has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The article writer giving his/her effort to put every word into enjoyment arrangement in writing *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise* yet doesn't forget the main stage, giving the reader the hottest in addition to based confirm resource data that maybe you can be one among it. This great information may drawn you into brand new stage of crucial imagining.

Sue Randall:

Is it you who having spare time after that spend it whole day by simply watching television programs or just lying on the bed? Do you need something new? This *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise* can be the response, oh how comes? It's a book you know. You are and so out of date, spending your free time by reading in this new era is common not a geek activity. So what these books have than the others?

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