

Entrepreneurs Get Social

A **social entrepreneur** is one who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to achieve social change.

Blake Mycoskie of TOMS shoes is a social entrepreneur. After competing on the television show, **The Amazing Race**, Mycoskie was vacationing in Argentina. While sitting in a cafe he overheard a couple of girls speaking English. He struck up a conversation with them and found out that they were in Argentina on a shoe drop. They were handing out shoes to villagers who couldn't afford them. Intrigued by the idea, Mycoskie joined the girls and helped distribute the shoes.

He was so moved by the experience, he set out to help end the transmission of foot disease by providing shoes to the shoeless. In 2006 Mycoskie started TOMS. That year he made and gave away 200 pairs of shoes—and, to date, he has put shoes on over 1,000,000 feet.



What social problem would you like to address?

How would you make money and solve a problem too?

Brainstorm 5 ideas to help solve this problem.

Which one of your ideas could you make into a business venture?

