



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

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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From reader reviews:

Bertha Buentello:

Spent a free time to be fun activity to perform! A lot of people spent their down time with their family, or their friends. Usually they accomplishing activity like watching television, gonna beach, or picnic in the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Could possibly be reading a book may be option to fill your cost-free time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the book untitled The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise can be very good book to read. May be it might be best activity to you.

Herbert White:

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Mae Bushee:

Reading a book being new life style in this year; every people loves to read a book. When you go through a book you can get a large amount of benefit. When you read publications, you can improve your knowledge, due to the fact book has a lot of information on it. The information that you will get depend on what kinds of book that you have read. If you need to get information about your review, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, such us novel, comics, in addition to soon. The The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise provide you with new experience in studying a book.

Tommy Bowles:

On this era which is the greater man or woman or who has ability in doing something more are more important than other. Do you want to become considered one of it? It is just simple approach to have that. What you have to do is just spending your time very little but quite enough to have a look at some books. On the list of books in the top listing in your reading list is The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise. This book and that is qualified as The Hungry Hills can get you closer in becoming precious person. By looking right up and review this publication you can get many advantages.

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