



What is a **SOCIAL ENTREPRENEUR?**

A person who uses a business model to solve social problems

“Social entrepreneurs are not just content to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

~ Bill Drayton
Founder and Chair
& Chief Executive
Officer Ashoka

Social entrepreneurs come in all shapes and sizes with different lived experiences, and what they have in common are:

- They're motivated by social goals rather than increasing their personal wealth
- They innovate by finding a new product, new service, or new approach to a social, cultural or environmental problem - such as:
 - reducing poverty
 - providing employment to those who face barriers
 - improving health
 - reducing violence
 - improving education
 - reducing pollution
- They measure their success in terms of the impact they have on society

Their mission could be as ambitious as pulling millions of people out of poverty or as modest as feeding people in their neighbourhood.

For more information, visit wetech-alliance.com