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**TO SCALE OR NOT TO SCALE: SOCIAL ENTREPRENEURSHIP EXPERTS  
TO DISCUSS CHALLENGES OF GROWTH STRATEGY**

**(SAN FRANCISCO, CA)** For entrepreneurs who have successfully started companies with a social mission, the inevitable question becomes: How big should I get? Is it always the right thing to expand to multiple cities or quadruple in size? Because these social entrepreneurs often deliver unique and necessary social services and products, the implications of their decisions to scale—or not—are legion.

Social Fusion, a division of the Women's Technology Cluster incubator, will explore this burning question of scaling **Friday, August 20<sup>th</sup> between 11:30 a.m. and 1:15p.m.** Whether, when and why an enterprise should scale its model across sectors and geographies is a fundamental challenge, the successful resolution of which can make or break an enterprise. Led by a mix of venture executives who both succeeded and failed in scaling their enterprises, this session will provide veteran and early stage entrepreneurs with invaluable lessons from practice.

Panelists include luminaries from the field of social entrepreneurship, such as Martin Fisher, executive director of ApproTEC, an organization that develops and markets new appropriate technologies in Africa, as well as Will Rosenzweig, a Haas Business School lecturer and former CEO of the Republic of Tea.

Social Fusion is an incubator that helps develop social entrepreneurs. Social entrepreneurship is the use of business acumen and market-driven business models to achieve social change. The dynamic entrepreneurs in its portfolio are to the realm of accomplishing social change what Google founders Larry Page and Sergey Brin are to the world of technology. These are people with new ideas and business models—they just choose to apply those insights to helping inner city kids get into college, or helping farmers in Cambodia raise themselves out of poverty, instead of making cool millions in an IPO. Social Fusion is a core reason behind the emergence of the Bay Area as a hub for social entrepreneurship.

**EVENT INFORMATION**

**Location**

World Affairs Council  
312 Sutter Street  
San Francisco, CA

**Time: 11:30 a.m. and 1:15p.m.**

**SPEAKERS**

**Martin Fisher, Co-Founder/Executive Director, ApproTEC**

After finishing Ph.D. work at Stanford, Martin used a Fulbright scholarship to further his vision that self-motivated private entrepreneurs managing small-scale enterprises could be the most effective agents for developing emergent economies.

In 1991 he co-founded ApproTEC to develop and market new appropriate technologies in Africa. Manufactured by local companies, these low-cost technologies help establish new, profitable small

businesses in remote areas of developing countries. They create new jobs, new wealth and allow the poor to climb out of their poverty. Their results speak for themselves: 28,000 new businesses already started, 900 new businesses each month, \$33 million a year in new profits and wages for the new businesses. This new income accounts for over 0.5% of Kenya's GDP.

For their work at ApproTEC, Martin and Nick Moon have been selected by the Schwab Foundation as top Social Entrepreneurs of the Year for 2003. In 2001 Martin returned to the U.S. where he is President and Executive Director of ApproTEC-USA, a new 501(c)3 organization, based in San Francisco that is raising major funds for ApproTEC's expansion in Africa and beyond, and establishing productive collaborations with U.S. industries and universities. Martin was featured in Time Europe's "2003 European Hero" Award issue, and contributed to the building of the micro-irrigation pump, featured in Newsweek's "Ten technologies that will change your world".

#### **Paul Rice, President and CEO, TransFair USA**

TransFair USA is the only Fair Trade certification organization in the U.S. today. Under Paul's leadership, TransFair has established Fair Trade as the fastest growing niche in the \$18.5 billion US coffee industry by partnering with 300 companies and generating over \$34 million in additional income for family farmers over the last five years. Fair Trade tea, chocolate and bananas recently hit supermarket shelves as well. Paul came to Fair Trade by way of the mountains of Nicaragua, where he worked for 11 years as a rural development specialist. While in Nicaragua, Paul founded and led a highly successful organic coffee export cooperative called PRODECOOP, introducing him to the transformational power of Fair Trade. His first-hand experience over the last 20 years in the development of cooperative coffee export ventures around the world is unparalleled in the U.S. coffee industry.

In 2000 he received the prestigious international Ashoka Fellowship ([www.ashoka.org](http://www.ashoka.org)) for his pioneering work as a social entrepreneur in the Fair Trade movement, and was honored by the Schwab Foundation for Social Entrepreneurship as one of the world's top 40 social entrepreneurs in 2002.

#### **Mike Hannigan, Founder and CEO of Give Something Back**

Mike Hannigan co-founded, with Sean Marx, the Oakland based company Give Something Back, INC. in 1991. Since that time Give Something Back has grown to be the largest independently owned office supply company in California. Give Something Back's mission is to be the best value choice for its business customers' office products needs. GSB donates the profits from its business operations to local non-profit community groups, and recently passing the \$3 Million dollar mark in donations.

Mike Hannigan has developed a business model, borrowed from the very successful Newman's Own food company that directly connects the success of the business, as measured by profits, to the prosperity and well being of the community, as measured by the donations to the non-profit groups working to improve the quality of life in our communities. In recent years Give Something Back has been on the INC magazine fastest growing private companies numerous times. Additionally, Give Something Back was named the "2002 Corporate Grantmaker of the Year" by the Association of Fundraising Executives, the first non-Fortune 500 company to win this award. It has been included every year in the SF Business Times list of the Top 50 Corporate Philanthropists in the Bay Area.

#### **Will Rosenzweig [Moderator]**

William Rosenzweig is an accomplished entrepreneur, director of Idea Garden, Lecturer at Haas School of Business on social venture entrepreneurship and former CEO of Republic of Tea. Will is Managing Director of Great Spirit Ventures, the strategic investment activity of the A.M. Todd Group. He has been involved in founding, financing, leading and advising numerous socially-progressive companies including The Republic of Tea, Odwalla, Ben & Jerry's, Just Desserts, Hanna Anderssen, Jamba Juice, Putumayo World Music, Leapfrog Toys, Venture Strategy Group, Whole Foods Markets and Stonyfield Farms. He has been the director/organizer of the Ecotech and Build Brand Value Conferences. Will was named a Teaching Fellow at the Haas School by former Dean Laura D'Andrea Tyson and has been a faculty advisor to the National Social Venture Business Plan Competition since its inception. He has been a program leader at the Social Venture Institute and has been involved Social Venture Network for over a decade. Will serves on the national board of Net Impact. He is co-author of the best-selling book "The Republic of Tea - How an Idea Becomes a Business."