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Innovation: Eine lohnende Investition für zukunftsfähige Wohlfahrtsverbände?

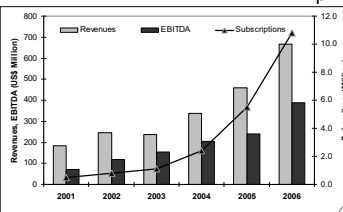
Christian Seelos
Stanford U, KU Leuven, Oxford U

Unternehmensforum Caritas Bayern 2016

Alle Literaturstellen können hier heruntergeladen werden:
<http://www.christianseelos.com/research.html>

Business Model Innovation – Companies and Social Enterprises (SEs)

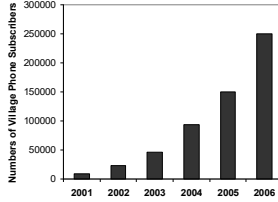
How to configure profit and not-for-profit resources into an overall business model able to achieve private strategic objectives?

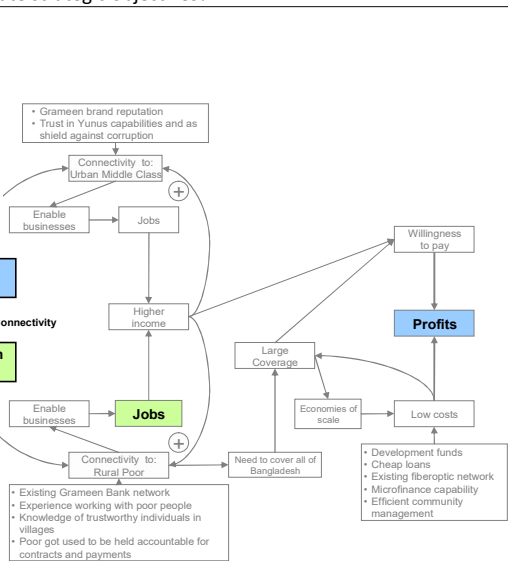


Profits

Strategic Goals

Rural Jobs





- Grameen brand reputation
- Trust in Yunus capabilities and as shield against corruption
- Existing Grameen Bank network
- Experience working with poor people
- Knowledge of trustworthy individuals in villages
- Poor got used to be held accountable for contracts and payments
- Development funds
- Cheap loans
- Existing fiberoptic network
- Microfinance capability
- Efficient community management

Details: Seelos (2007) Profitable market Creation in the Context of Deep Poverty: A strategic View. Academy of Management Perspectives (f2007)

