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Social Entrepreneurship: Creating a Business that Couldn't Have Existed Before



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by [@agiovine](#) & [@tinapaparone](#)

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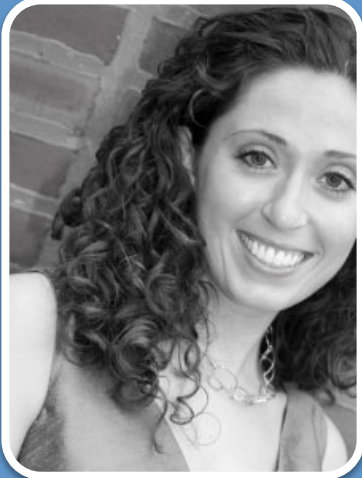
New business opportunities

Who is the social entrepreneur?

Social + Value = Success

Discussion

About Us



Angela Giovine, *@agiovine*

- MBA, Fordham University
- Co-founder, Happenings Media LLC & Bucks Happening LLC
- Founder, Lime Events LLC
- Senior Finance Analyst, Johnson & Johnson
- Senior Consultant, IT, KPMG



Tina Paparone, *@tinapaparone*

- Marketing MBA, Fordham University
- Co-founder, Happenings Media LLC & Bucks Happening LLC
- Experience ranging from Operations Analyst for \$15B Hedge Fund to Market Research for CBS

About Us: Building Biz on Social



Fall 2009



Jan 2011



BrevardHappening.comTM
everything that's **happening**
in brevard county florida



NassauHappening.comTM
everything **happening** in nassau county, long island



WestchesterHappening.comTM
everything that's **happening** in westchester ny



MontcoHappening.comTM
everything **happening** in montgomery county, pa



BronxHappening.comTM
everything happening in the bronx



SojoHappening.comTM
everything **happening** in camden county, nj

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New Business Opportunities

Opportunity

Social Media



Accessibility of free tools



Invention & increased
accessibility of the Internet



Technological infrastructure

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The Social Entrepreneur: Explorer vs. Settler

Explorer



Are you creating
a new social
platform or
product based
on social?

Settler



Are you building
upon an existing
platform in an
innovative way?

The Social Entrepreneur: Low Barrier of Entry



easy to enter ≠
easy to succeed

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Innovative and Cool

No way/difficult to monetize

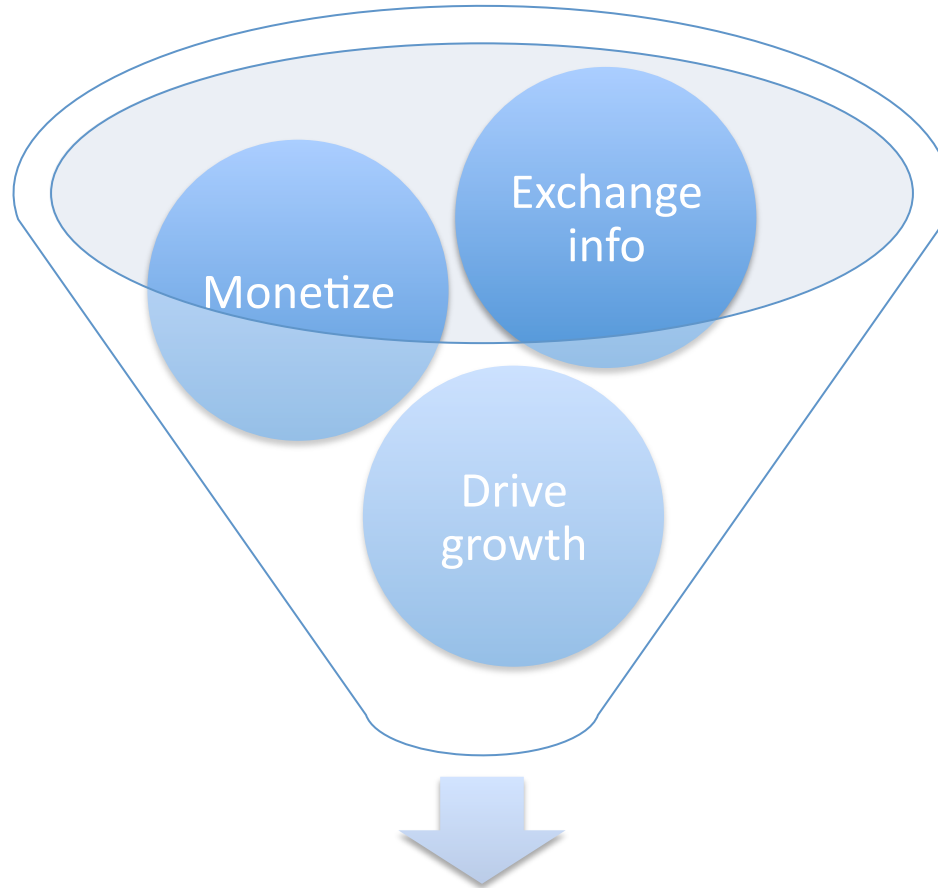
Makes a lot of \$\$\$

Traditional

Social + Value = Success



Social + Value = Success



successful social biz



iTunes

Innovative and Cool

No way/difficult to monetize

Makes a lot of \$\$\$

Traditional

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline, set against a light blue rectangular background.

Innovative and Cool

The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font, set against a dark blue rectangular background.

No way/difficult to monetize

Makes a lot of \$\$\$


Traditional


Social + Value = Success




Key Take-a-ways

- 
- Social media = the passage on information.

- 
- The Internet is the great equalizer
 - Quality is King

- 
- Both online and IRL (“in real life”), confidence, positivity & composure will propel you through roller coaster of entrepreneurship.

- 
- Just being on social media does not make you a business. What is your value proposition?

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