



HOW TO “SOCIAL ENTREPRENEUR SHIP”

GOODNIGHT STORIES FOR REBEL GIRLS

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Good Night Stories for Rebel Girls - 100 tales to dream BIG



A children's book that reinvents fairy tales, inspiring girls with the stories of 100 great women from Elizabeth I to Serena Williams.

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Created by

Timbuktu Labs

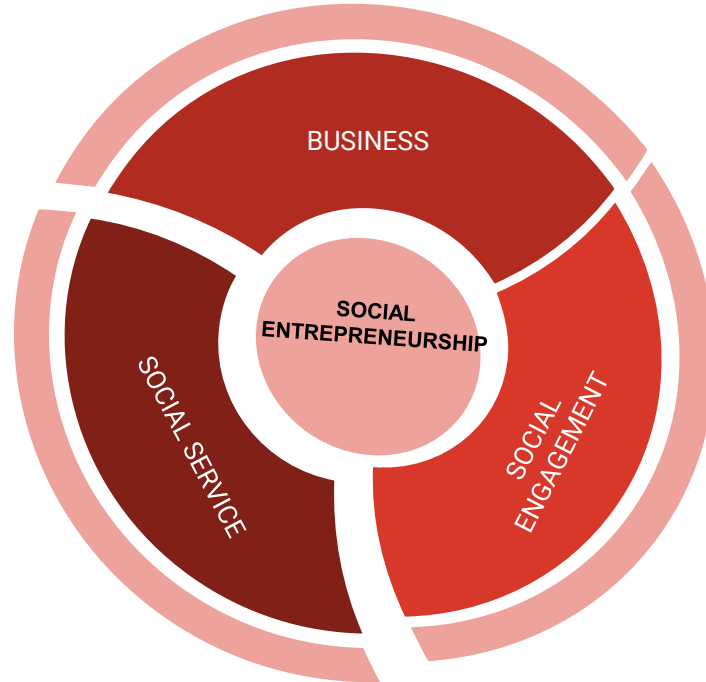
13,454 backers pledged \$675,614 to help bring this project to life.

IMPACT

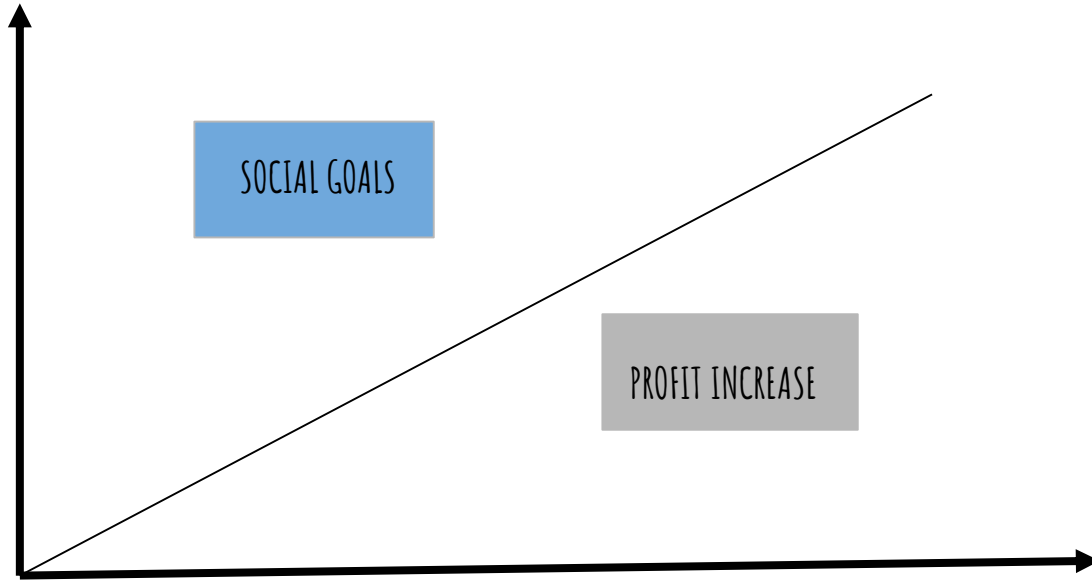
- Success lead to: new version, radio broadcast, I am rebel girl journal
- It became trendy, inspiring similar projects (*Stories for Boys Who Dare to Be Different*, by Ben Brooks)
- Real impact on girls, involved in a contest and a **video**

WHAT IS SOCIAL ENTREPRENEURSHIP?

IT IS POSSIBLE TO MAKE MONEY AND DO SOMETHING GOOD FOR THE COMMUNITY?



SOCIAL ENTERPRISES



STARTING POINTS TO BUILD YOUR SOCIAL BUSINESS

- You have to know exactly where you're going
- Work hard
- Analyse the market
- Analyse your financial situation
- Create a good promotion strategy

GET FUNDED

- Crowdfunding sites: Kickstarter, GoFundMe, Indiegogo...
- EU, International and National grants
- Private foundations
- Organize events to present your project and attract donors

...and if you think it would be hard, Zach Brown raised 55.492 \$ for just a potato salad!

MAKE YOUR CAMPAIGN

- Use social media
- Create events
- Take advantage of networking and word of mouth
- Invest on agencies

WHEN THE PROMOTION IS EVEN MORE SUCCESSFUL THAN WHAT IS PROMOTED

The Fearless Girl case

SOCIAL BUSINESS EXAMPLES

- Barefoot, 1,300, Sun

<https://www.youtube.com/watch?v=5xyueW3pk0Q>

- Adoption, Heidi, cheese

<https://www.youtube.com/watch?v=P1UhuXUcVLg>