

Global Trends / Local Opportunities



@suzi_sosa

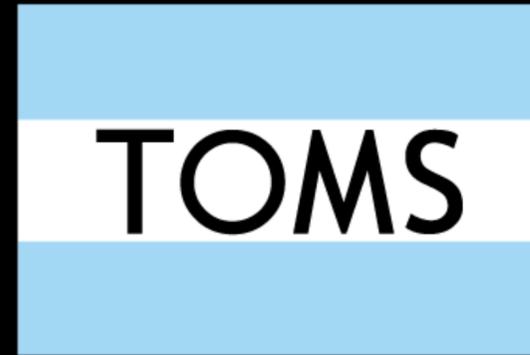
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Four Global Trends



Four Global Trends

1. We are entering the Third Wave of social enterprise.



FIRST WAVE
1977 - 1985

SECOND WAVE
2005 - 2010

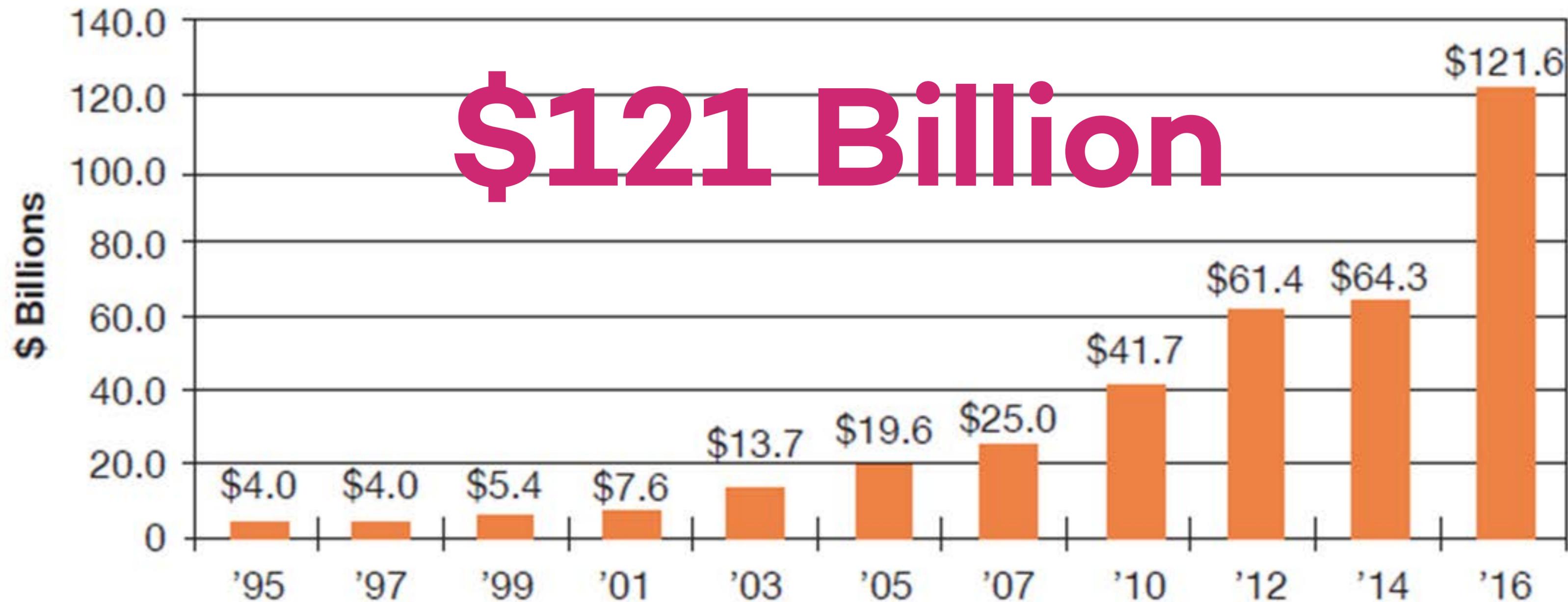
THIRD WAVE
2017+



Four Global Trends

1. We are entering the Third Wave of social enterprise
2. There is an unprecedented amount of capital available for social impact.

\$121 Billion

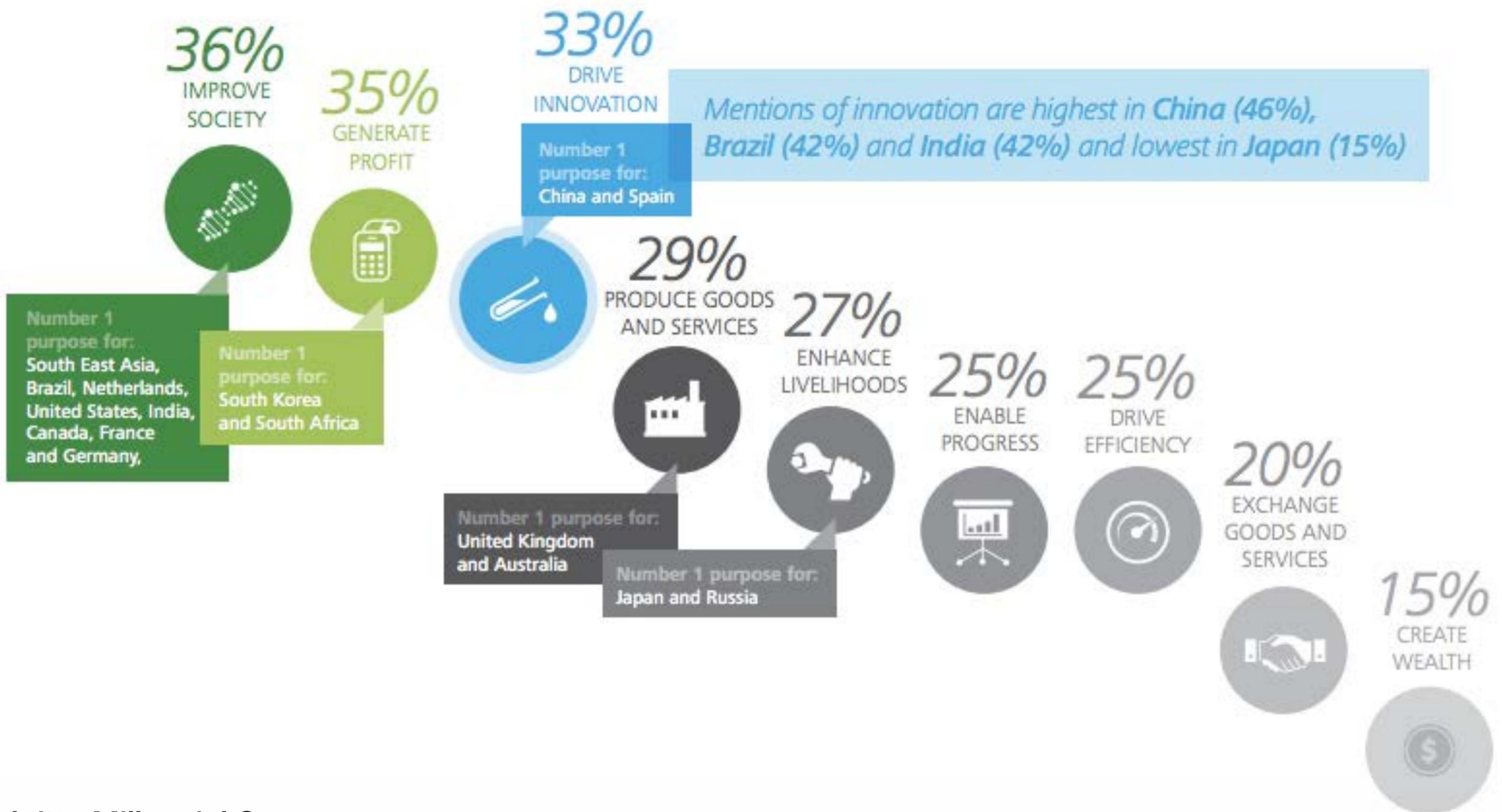


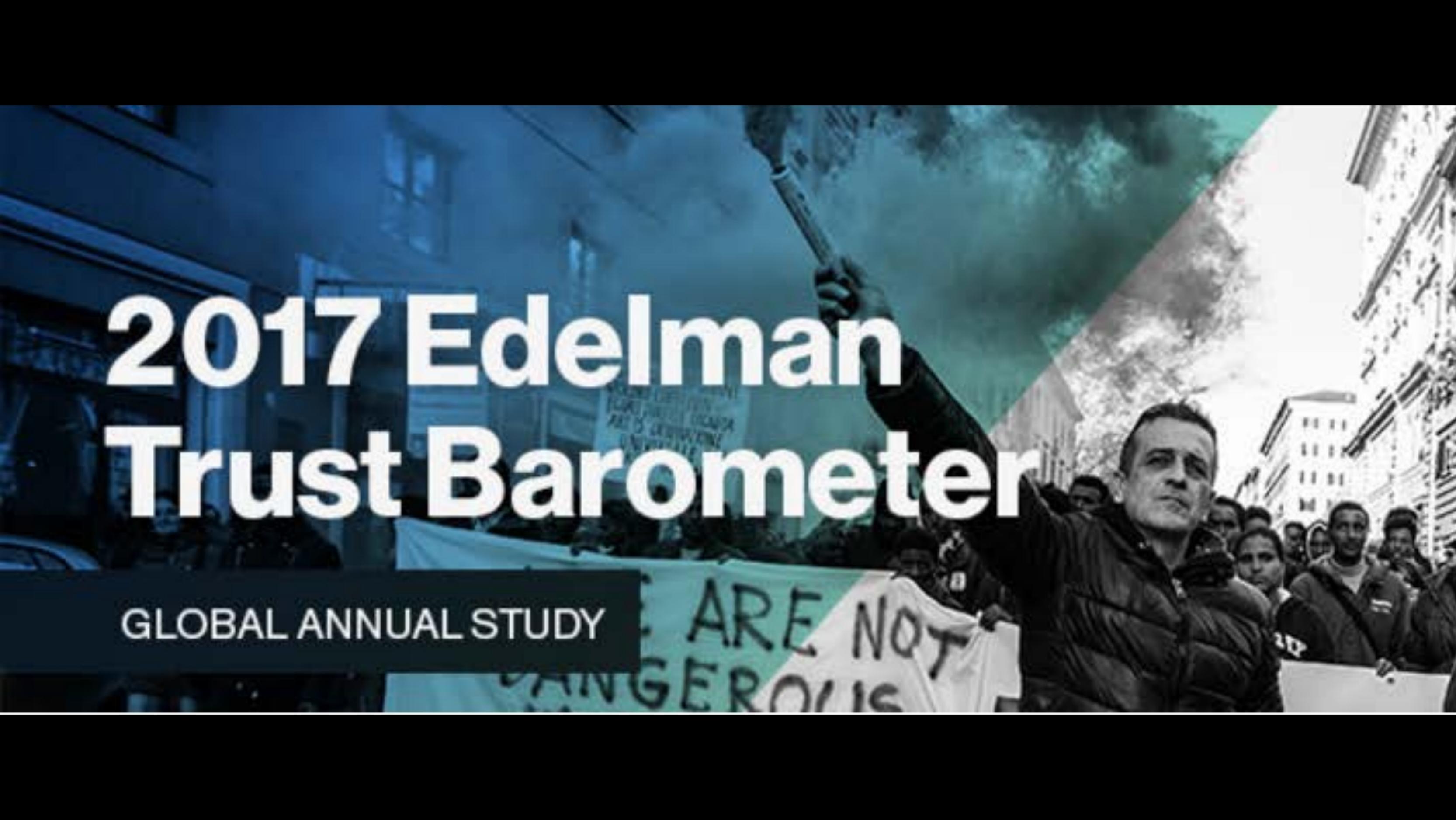
SOURCE: Calvert Foundation, CDFI Fund, CDVCA, National Community Investment Fund, National Federation of Community Development Credit Unions, Opportunity Finance Network and US SIF Foundation.

Four Global Trends

1. We are entering the Third Wave of social enterprise
2. There is an unprecedented amount of capital available for social impact.
3. Millennials are demanding change.

The purpose of business is to...

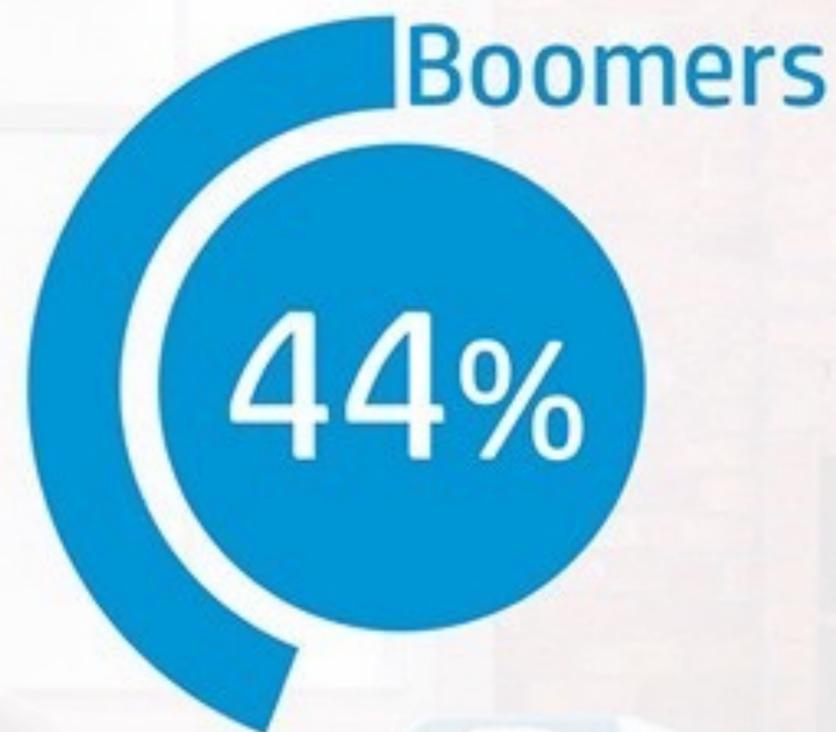




2017 Edelman Trust Barometer

GLOBAL ANNUAL STUDY

Willingness to Work for On-demand Employment Opportunities



Source: Addison Group 2016 Workplace Survey Results, Edelman Intelligence



Four Global Trends

1. We are entering the Third Wave of social enterprise
2. There is an unprecedented amount of capital available for social impact.
3. Millennials are demanding change.
4. Technology is transforming the future.

7 Disruptive Technologies

1. Artificial Intelligence
2. Virtual + Augmented Reality
3. Robotics
4. Nanotechnology
5. Cybersecurity
6. 3D Printing
7. Human + Machine Interface



Local Opportunities



**“Adelaide chosen as one of eight
‘social capitals’ around the world.”**

- *The New York Times*



Adelaide

Austin

Mumbai

Munich

Nairobi

Portland

Seattle

Stockholm



A photograph of a dirt path in a forest. The path starts in the foreground and splits into two paths that lead into the distance. The trees are tall and thin, with green leaves. The ground is covered in dirt and some fallen leaves.

**“By choosing our path we choose
our destination.”**

- *Thomas S. Monson*

The Many Brands of Adelaide

1. Smart City
2. Gig City
3. Beta City
4. Festival City
5. Social Capital
6. Smart - Green - Livable - Creative
7. What else?



What will your next move be?

Strengths:

1. Passion & Pride
2. Ambition
3. Openness
4. History of Innovation
5. Size
6. Community
7. Livability
8. Universities
9. Ex Pats
10. Creative Community
11. Growing Entrepreneurial Ecosystem
12. Festivals
13. Public Sector Innovators
14. Gig City / Tech Investments...

Weaknesses:

1. Lack of self confidence.
2. Over-reliance on public sector & manufacturing.
3. Too few entrepreneurs.
4. Flight of the young.
5. Few role models & case studies of success.
6. Limited start-up/innovation capital.
7. Lack of alignment around the main goal.

Opportunities:

1. Align together.
2. Build upon what's working now & existing assets.
3. Set a global ambition.
4. Make a few big bets.
5. Leverage the brands of others.
6. Shoot for the future.

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Thank you!

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