

Global Trends / Local Opportunities



@suzi_sosa

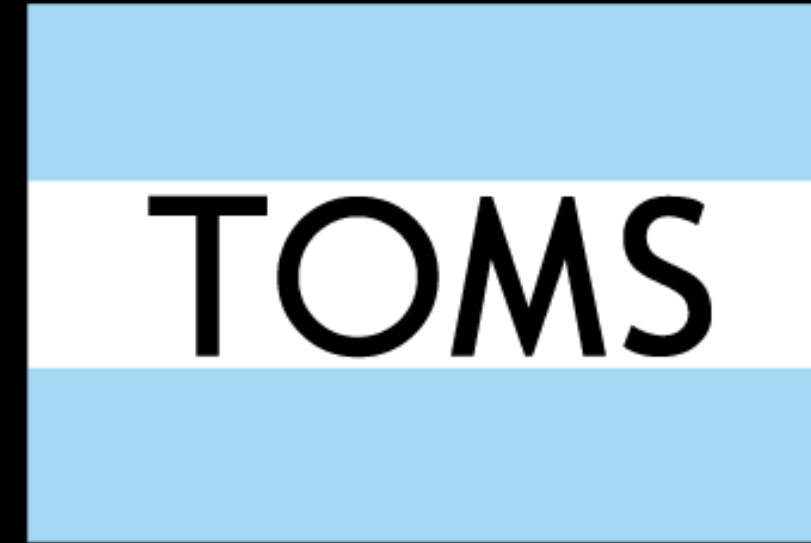
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Four Global Trends

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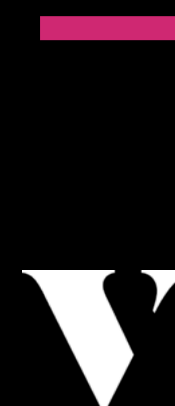
1. We are entering the Third Wave of social enterprise.



FIRST WAVE
1977 - 1985

SECOND WAVE
2005 - 2010

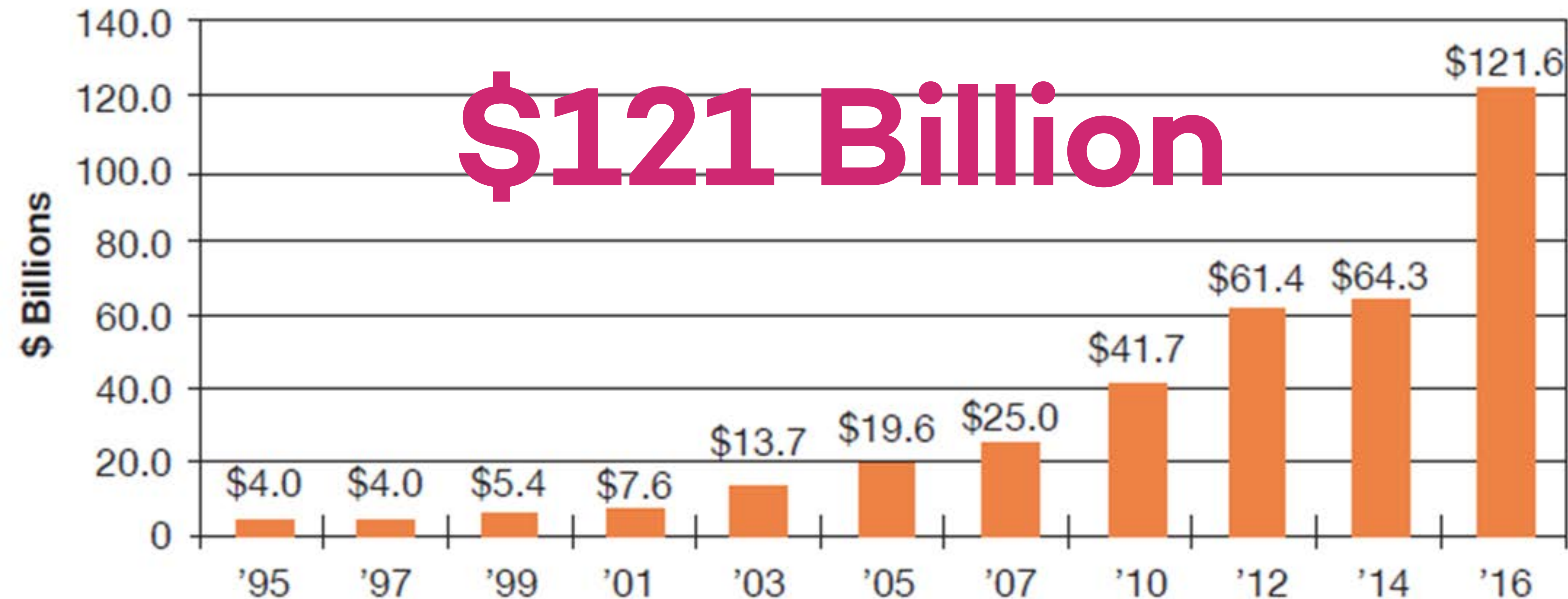
THIRD WAVE
2017+



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

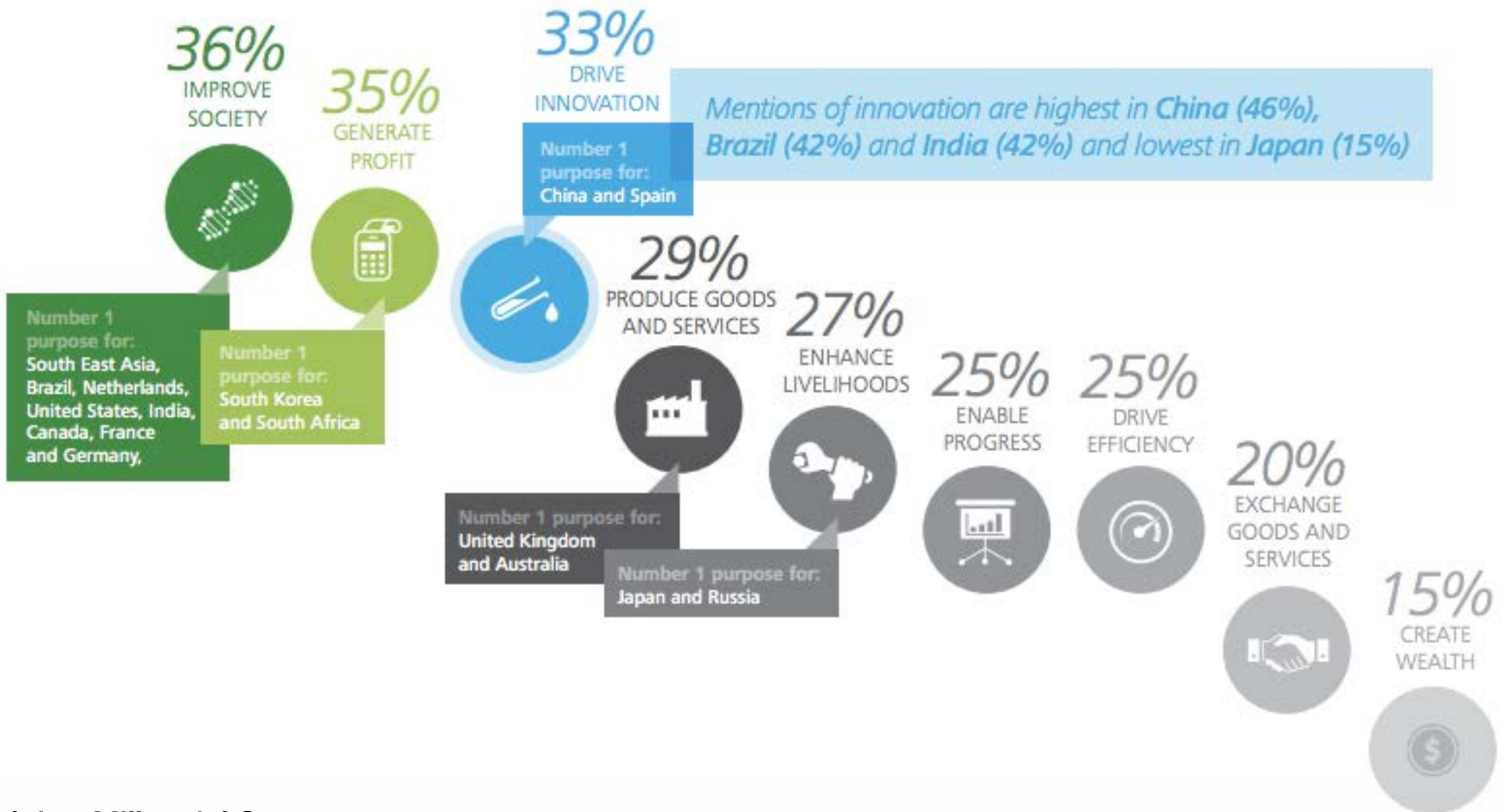


SOURCE: Calvert Foundation, CDFI Fund, CDVCA, National Community Investment Fund, National Federation of Community Development Credit Unions, Opportunity Finance Network and US SIF Foundation.

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...

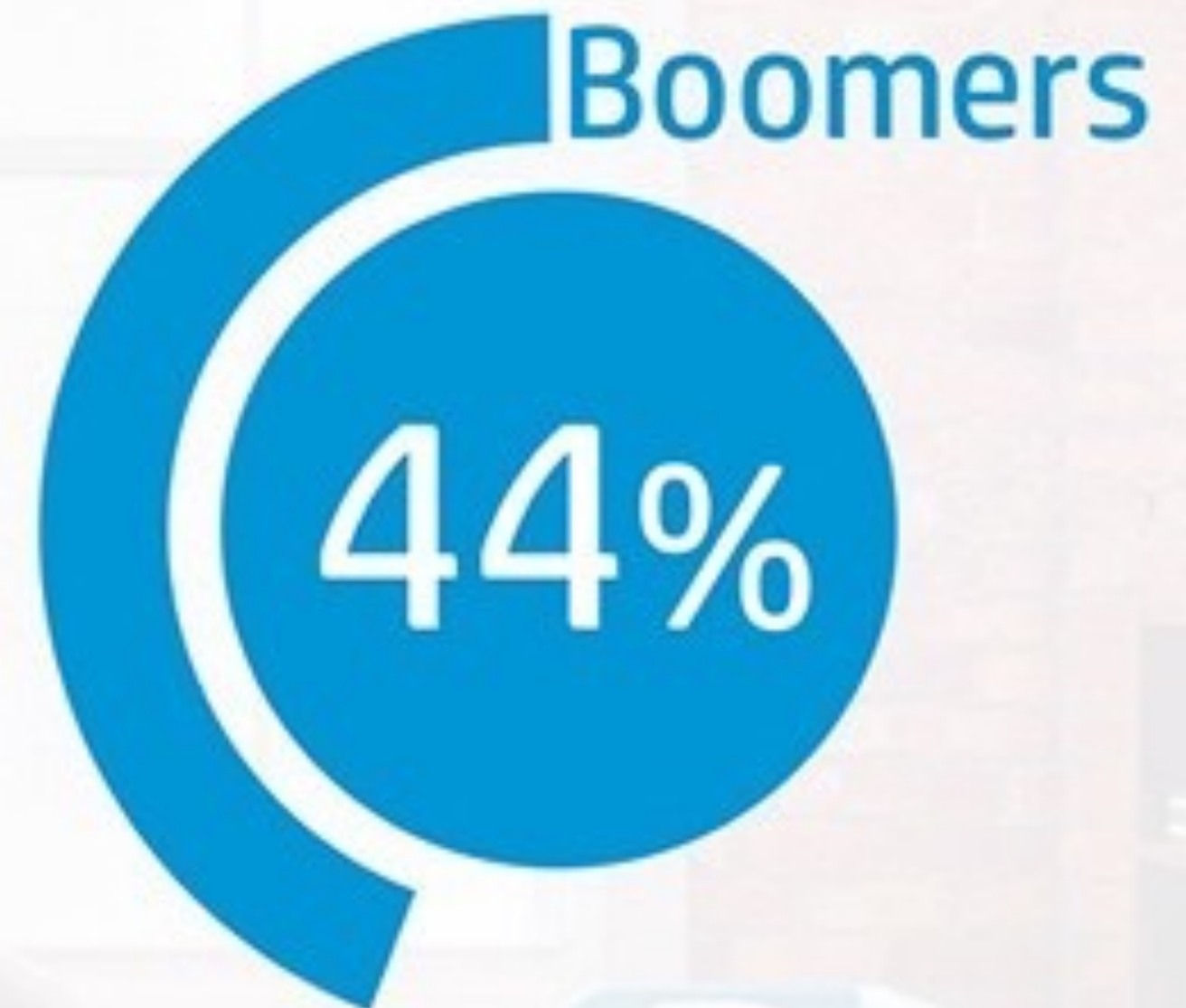


A black and white photograph of a protest. In the foreground, a man in a dark jacket is shouting with his mouth open and his right arm raised, holding a stick. Behind him, a crowd of people is visible. A large banner is held across the crowd with the words "ARE NOT" and "DANGEROUS" visible. In the background, there are city buildings and a large plume of white smoke or steam rising into the air. The image has a teal and blue color overlay.

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

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**“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 from the bottom center and splits into two paths that curve away from each other towards the left and right sides of the frame. The forest is filled with tall, thin trees and green foliage. The ground is covered with dry leaves and grass.

**“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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