

**51 QUESTIONS ON SOCIAL
ENTREPRENEURSHIP: SOCIAL IMPACT
THROUGH BUSINESS, AN ACTIONABLE
Q&A BY NEETAL PAREKH**



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About the Author

Neetal Parekh is a lawyer by education and a social innovator and storyteller at heart. She is the founder and CEO of Innov8social.com, which builds tools to help individuals and companies reach their impact potential. Neetal specializes in social enterprise business models and legal structures, startup methodologies, social media strategy, writing, and public speaking. She is the host of the *Innov8social Podcast*, featuring interviews with thinkers and doers in the social impact space. Neetal loves sharing ideas and knowledge through mentorship, coaching, public speaking and blogging. She serves as an advisor and mentor to social enterprise startups and has been selected as a 2016 Starting Bloc Fellow.

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51 Questions on Social Entrepreneurship is an actionable Q&A, written as story, that takes you from wherever you are and introduces you to game-changing concepts around social entrepreneurship and social innovation.

If you have ever been curious about, or even overwhelmed by, the options, terms, possibilities, and potential in creating and scaling social ventures, this book was designed especially for YOU!

Written by attorney, blogger, podcast host, impact storyteller, and founder of Innov8social.com—Neetal Parekh, the book draws upon her dynamic experience in the space. It incorporates her perspective of following the development of new legal structures for social enterprise, her experiences participating in and founding early stage Silicon Valley startups with impact motivations, and her interviews with over eighty international social impact thinkers and doers.

The questions and answers are anchored by three characters who meet at a workshop for aspiring social entrepreneurs. You will meet Sara, a generation Z entrepreneur whose life was impacted by the Great Recession and has chosen an alternative higher education path. She is joined by Jay, a law student born in South Asia and who participated in AmeriCorps before embarking on his legal education. To round out the team is Tino, a senior and serial entrepreneur, with decades of startup and business experience but who is now looking to turn his talents, skills, and focus on a venture that is anchored in social impact.

How will their social impact idea fare? Join their journey of exploration, and in the process, learn essential learnings about how social entrepreneurship is defined, how social enterprises use business models to further their impact, how social entrepreneurs measure impact, how enterprises can decide on a legal structure, how social entrepreneurs raise funds, how social enterprise is emerging and evolving globally. Additionally, there are questions about surviving (and even thriving) from the grit of trying to launch business that create both impact and profit.

It is an incredibly exciting time for social enterprise. Get in the know, so you can #goanddo!

* Innov8social and 51 Questions follow a 1-1-1 model where 1% of proceeds, 1% of books and product, and 1% of time is dedicated to funding, educating, and empowering social entrepreneurs and social innovators.

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1 of 1 people found the following review helpful.

My New Go-To Manual for all Things Social Entrepreneurship

By Nerdlicious

Okay, so I tend to be pretty picky about these kinds of books (nonfiction, business, how-to); there's just so much "noise" in this space that it can be difficult to find high quality material, but this book is officially my go-to reference for when people ask me questions about social entrepreneurship. The author outlines the various aspects of organizing a social enterprise (what it is, legal/incorporation issues, fundraising, measuring impact, intrapreneurship) as well as the more personal-oriented aspects of social entrepreneurship (taking the entrepreneurship leap, building a career in this space, consumer habits, etc.). It covers all the major areas and gives plenty of real-world examples.

It's also written from the perspective of three rising entrepreneurs, so it's a bit more interesting than just reading your usual dry, how-to manual—and it's well-organized, so if there are only a few topics that the reader is interested in, it's easy to skim through the table of contents and find the location in the book of those topics only. Lastly, the author also makes it relevant to all sorts of people (business owners/founders, students, professors, people interesting in creating social enterprises within existing organizations) and all sorts of business (nonprofit, for profit, small, large, etc.), which makes it relatable/accessible regardless of whether you're a die-hard social entrepreneur, just getting your feet wet in this work, or merely exploring.

1 of 1 people found the following review helpful.

Great Introduction to the Social Impact Scene

By mit

As the reader quickly finds out, social entrepreneurship is a vast topic. I really can appreciate how the author is able to keep it from being “drinking from a firehose” and presenting the material in a self-contained manageable volume. What makes this possible is a great format in following three very interesting characters looking to start a social enterprise. The book, which starts out as a story, extends beyond that by dropping in tons of knowledge with qualified sources, and ends up a very credible reference. You can tell a lot of research went into it especially in the areas of legal structure, fundraising, and the global scene for social impact. I think this is a great introduction and provides the framework for anyone wanting to enter the space.

Overall, I thoroughly enjoyed the book as a curious reader who hopes one day to enter the social impact scene. Additionally, as a relatively newer topic in entrepreneurship, there doesn't seem to be much material available to help guide, making this book all the more necessary and valued. This would be a great addition to Business school curriculum.

1 of 1 people found the following review helpful.

Everything you need to know in a practical, easy-to-follow format

By Kay Kohl

This is a FANTASTIC guide to the world of social entrepreneurship. When I first read the example Parekh structures the book around (getting healthy, affordable food to low-income people living in "food deserts"), I thought: 'In the absence of a billionaire investor bankrolling the project, how would you even go about doing that?!' Now I know! She provides a step-by-step narrative--complete with trial and error--showing one real-world way that it could be done. That's my favorite thing about this book: It offers practical, down-to-earth

advice you can really use. If you're thinking about social entrepreneurship, do yourself a favor and read this book and keep it as a reference. It's jam-packed with everything you need to know--and it's incredibly inspiring, as well!

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