Crowd Bootstrap's Theory of Change

Purpose

Mission

Ignite self-sustaining social entrepreneurship in emerging economies.

Idea

Curate funding and business expertise then empower impact consultants to accelerate the journey of social entrepreneurs.

Outcome

More social entrepreneurs solving high-impact problems in emerging economies.

Behavior and Interventions

Behavior Map

1. Curate content that is valued by social entrepreneurs.
2. Social entrepreneurs sign-up to access curated content.
3. Impact consultants sign-up to help social entrepreneurs.
4. Impact consultants accelerate the journey of social entrepreneurs.
5. Social entrepreneurs compensate impact consultants.

Interventions

1. Incentivize the Crowd to curate business knowledge.
2. Leverage value-added content to attract social entrepreneurs.
3. Social startups convince impact consultants to invest their time.
4. Match impact consultants with social entrepreneurs.
5. Incentivize social entrepreneurs to share benefits.

Motivation

Contributors

Use Tokens to motivate Contributors to create value-added content.

Entrepreneurs

Motivate entrepreneurs by offering Tokens for shares.

Impact Consultants

Entrepreneurs motivate impact consultants by offering Tokens for work.

Scalability

1. Scale by adding new Funds, each with a focus directed by a Sponsor.
2. Fund Managers operate autonomously within guidelines.
3. Deals between Entrepreneurs & Consultants are mutually beneficial.

Roll Out

1. POC – Monetize natural resources to fund renewable sources of wealth.
2. Validation – Recycle profits into projects that have measurable social benefits.
3. Replicate – Add similar Funds in other regions then in other countries.

The current pilot is limited to authorized jurisdictions only

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Crowd Bootstrap®
DEMOCRATIZE ENTREPRENEURSHIP®

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Sponsor

Crowd Bootstrap®
DEMOCRATIZE ENTREPRENEURSHIP®

Startup Company

Crowd of Experts

Invest "Tokens"

Pay with "Tokens"

Receive Startup Shares

Receive Business Services

"Own Tokens"

Single Investor in Each Startup

"Own a stake in a Crowd Bootstrap Fund"

Diversify time Investment into multiple startups

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