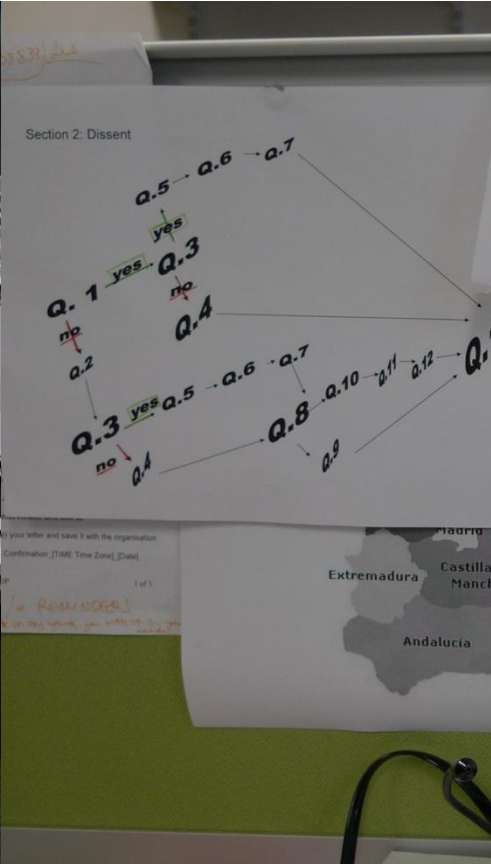
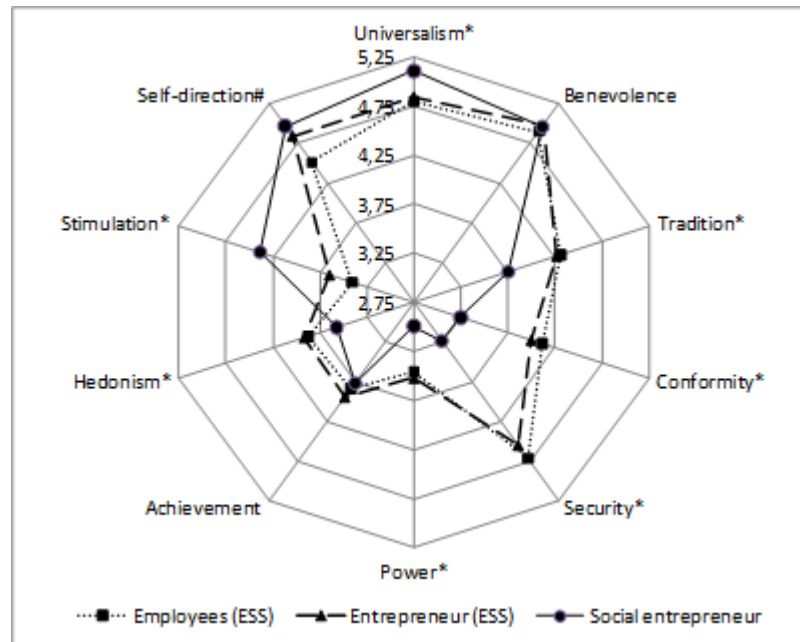


SELUSI



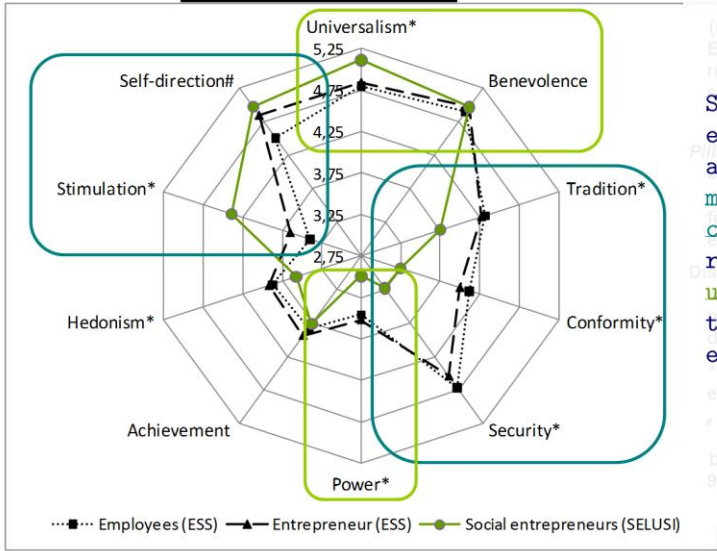


The figure below contrasts the value profile of the social entrepreneurs that took part in an action-oriented experiment, with the value profile of comparable samples of, respectively commercial ventures and employees (drawn from the European Social Survey).



WHY TAKE A SPECIAL INTEREST IN SOCIAL ENTERPRISES?

DISTINCT VALUE PROFILE

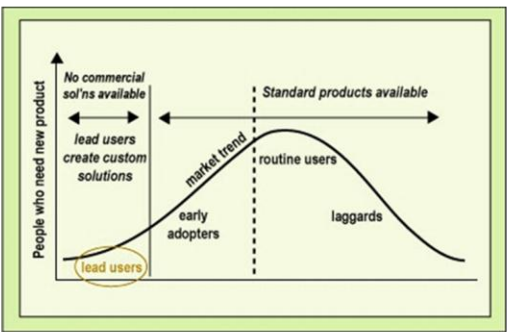


n entrepreneurs = 3619
 (European Social Survey, ESS, 21 countries, results replicate for B and UK)

Social entrepreneurs appear to be **much less conformist** and **radically more universalist** than mainstream entrepreneurs

* SE vs. employees only
 based on non-overlapping 95% CI's

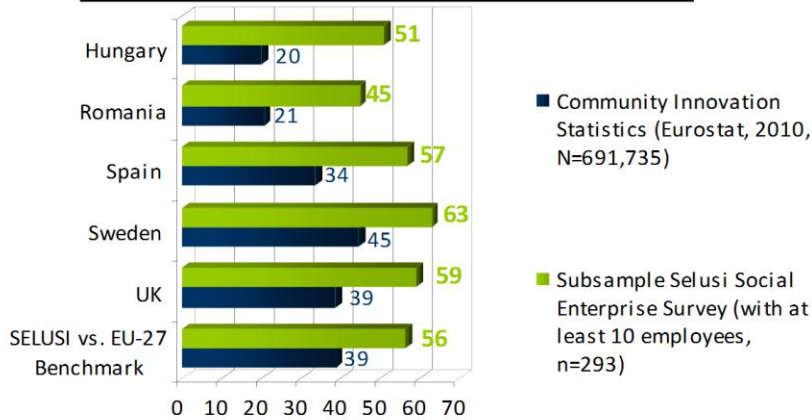
IDENTIFY AND RESPOND TO CONSUMER NEEDS



MUCH BEFORE THE BULK OF THE MARKETPLACE DOES

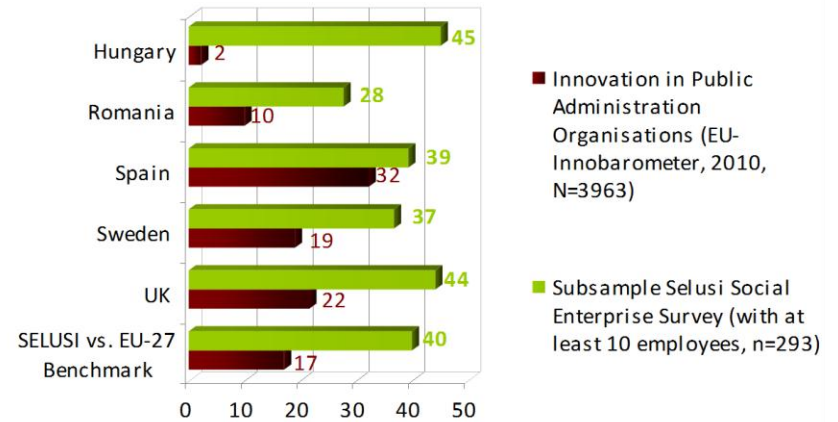


SOCIAL ENTERPRISES ARE MORE RADICAL INNOVATORS



THAN TRADITIONAL, COMMERCIAL ENTERPRISES

SOCIAL ENTERPRISES ARE MORE RADICAL SERVICE INNOVATORS



THAN PUBLIC ADMINISTRATION ORGANISATIONS

