Social entrepreneurship is a more defined concept.

The context in which social entrepreneurship lives is a complex, wicked problem.

“The only way to help the poor and alleviate poverty is to raise the real income of the poor.”

“In contrast to the anti-industry, anti-profit, and anti-growth orientation of much early environmentalism, it has become increasingly clear that business must play a central role in achieving the goals of sustainable development strategies.”

“The [social] entrepreneur thinks creatively and develops a new solution that dramatically breaks with the existing one.”

“Design thinking—inherently optimistic, constructive, and experiential—addresses the needs of people who will consume a product or service and the infrastructure that enables it.”

“Grameen Bank’s business model reinvented the rules of the game. First, the value proposition of the bank aims at lifting the poor out of poverty by making small loans sufficient to finance income-generating businesses...Second, the value constellation breaks away from bureaucratic control.”

“[Social entrepreneurs are... recognizing and relentlessly pursuing new opportunities to serve that mission, engaging in a process of continuous innovation, adaptation, and learning, and exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created.”