

## Summary

This research describes a new category of entrepreneurs- which are not primarily focused in making financial profit for shareholders, but realizing societal benefits, in an entrepreneurial way, to achieve social return on investment. They aim to solve intractable (“wicked”) problems in society, which the government and the market cannot address in a sufficient way. With their approach and motivation in the future they will be able to play an increasingly important role in modern society.

In the social sciences, science is not the root, but is considered as the flower of the field. A book about the phenomenon of social venturing entrepreneurship (henceforth: SVE) should begin with a description of the practice - and then a theoretical reflection on the new way of entrepreneurship that SVE contains, to answer questions about the economic and social embedding of SVE in current thinking about the state, market and civil society.

SVE can be described as "a new way of entrepreneurship, aimed at establishing connections between networks of civil society, market and government to intractable societal problems through the use of institutional ordering principles of society in situations where conventional government intervention and market forces are not sufficient. The entrepreneur does not focus on realizing profit in the sense of maximizing shareholder value but pursues primarily other than financial performance aims, namely: humanity, independence, self-reliance and sustainability.

The weekly magazine *The Economist* in early 2006 gave a comprehensive overview of the new business or giving. As a result of the increase in wealth and prosperity of the last decades, philanthropy has grown enormously. But these "new philanthropists" find no satisfaction in just giving away money. The money they invest in good causes should be used efficiently and effectively, and ultimately create a situation that offers a lasting solution to the societal problem. They want to be closely involved in the projects they support, in co-thinking, leadership, performance measurement, devise and implement new innovations. This new form of businesslike philanthropy (venture philanthropy) is not driven by the short-term interests of voters or shareholders, and is "one of the best hopes for solving problems such as the spread of AIDS, poverty and climate change," according to *The Economist* (2006).

In this scientific study, the essence of SVE is defined and general characteristics described what happens to a society when the SVE as an entrepreneurial concept will land in it. The research is primarily based on a series of interviews with SVE-principals. Using an extensive literature study, the categories are defined, which make it possible to get a more clear picture of this new group of entrepreneurs.

SVE is not a theory, nor the lofty hobby of a few people. It requires further research, but it is perfectly conceivable that SVE as a concept and proven model, can play an important role as part of the global commitment to a way of life, business and investing in which meaning and sustainability are achieved through an enterprising approach in achieving good causes.

There is a demand in society for a new “leadership and direction layer”, a *‘nobilitas naturalis’* (Röpke), a natural ‘aristocracy’ in the public space, that can provide expert guidance in an entrepreneurial way as new intermediaries in the (network)society, to invest in solutions for societal issues. In that respect the SVE-principals form a new ‘aristocratic’ group. According to Tocqueville it was a distinctive feature to the old aristocracy that the *‘sting of need’* was absent. The representatives of this upper-class were (in general) wealthy and did not need to worry about the daily live concerns. They could deal with various forms of action in society, instead of labor and work. These various forms of actions concerned the engagement in public affairs and responsibilities for the management, taking care of and providing guidance to the public welfare.

SVE-principals have also reached the state of material needs negligence, due to their successful entrepreneurship somewhere (mostly) half their life phase. This enables them to act and be deployed in public missions in which they use all experiences gained in the marketplace and in contacts with the government.

Ultimately, the deepest motivation lies in a particular worldview of mankind. The dignity of man is central in the SVE-thinking. That dignity is, according to the English philosopher C. S. Lewis (1898-1963), in the "desire of every man to live his own life, to name his home as his castle, to enjoy the fruits of his own work, to educate his children as his conscience dictates, and save for his descendants after his death". The profoundly matter in SVE is respect for the human need for autonomy, the humble and justifiable pride to live in civilized comfort. All activities of SVE principals are ultimately aimed at the elevation of every person to that level of independence.