

BRITTINGHAM SOCIAL  
ENTERPRISE LAB

# Annual Report

2022





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## Dear Students, Supporters, and Friends,

This was a year filled with reflection, deep conversations, and planning for the future growth of the Brittingham Social Enterprise Lab (BSEL). Our 2022 Annual Report is the first annual report for our center, and it builds on our [2008-2021 Impact Report](#). We share this report in the spirit of celebration for all that our team, students, and partners have accomplished.

Our academic programs received significant recognition this year! In fact, our Master of Science in Social Entrepreneurship (MSSE) program was ranked in the *top 5 social innovation programs in the United States*.

The field of social entrepreneurship continues to attract talent, money, and attention. As it evolves, BSEL is committed to evolving with it. It is clear that addressing social problems is no longer the sole responsibility of government and civil society. Our world's complex social problems require businesses to invest and innovate for both impact and returns. Today's business leaders, entrepreneurs, and investors are taking steps to embed social purpose into their corporate operations. But more must be done.

We remain dedicated to educating students for successful careers across the field, while centering our work in equity and justice so that we can challenge power dynamics, disrupt systems of oppression, and meet the societal needs of our communities, our country, and our world. This includes examining equity and justice work to be done at USC, internally, as well.

And our students are leading the way into this brighter future! While many of our students have gone on to lead award-winning social enterprises, still others are using their education to innovate within companies and push for greater social impact. For example, MSSE alumna Brit Moore Gilmore, who recently was named to Forbes 30 Under 30, has become a recognized expert on ESG impact investing and has been tapped as President of Giving Keys, a social enterprise that employs people who are transitioning out of homelessness. Meanwhile, current BSEL Undergraduate Social Impact Scholar Russell Agustin is helping Taco Bell build community engagement. In reflecting on his role as an intrapreneur, Agustin said, "I want to start fires from within companies and change how they do things." (Read on for the full story!)

Our students are our hope for the future, and we are deeply grateful for the commitment and fearlessness of our entire student community as well as the many friends and supporters who have made our work possible this year.

Thank you and fight on,



Christina Fialho  
on behalf of the  
Brittingham Social  
Enterprise Lab team

*Christina Fialho*



Jill Kickul  
on behalf of the  
Brittingham Social  
Enterprise Lab team

*Jill Kickul*



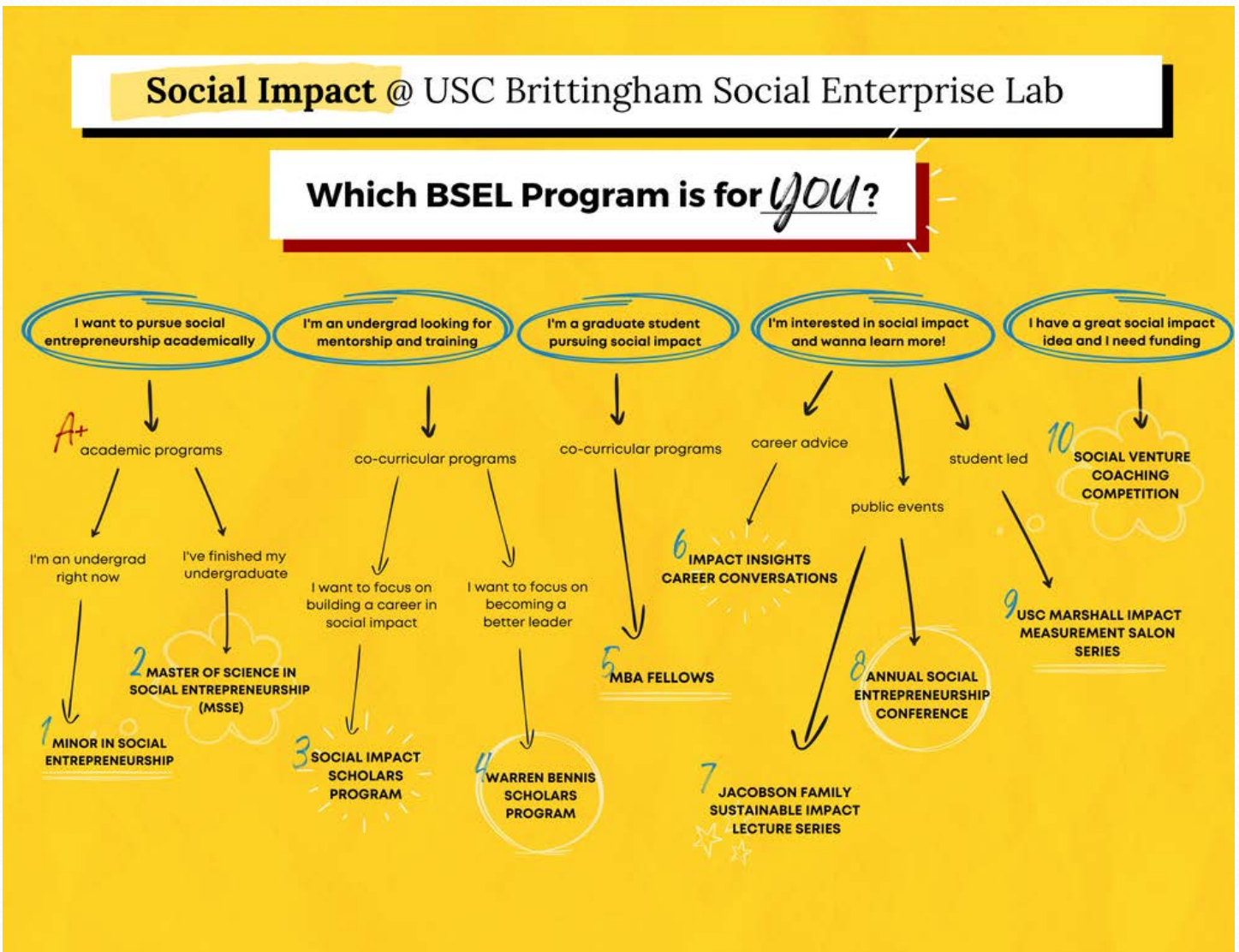
## Programs Overview

We are a Center of Excellence at the USC Marshall School of Business building an ecosystem of students and professionals equipped with the business skills and resources to advance market-based approaches to pressing societal issues. Through education, community building, research, professional development, and narrative change, the Lab is a nucleus for social impact at Marshall, USC, and beyond.



"There has been no other professional or academic fellowship/network or group that has so fundamentally prepared me for my current position / career and place in life. Thank you all for providing these opportunities for MBA students at USC and for all you did for me."

- Baylis Beard (MBA '19)





# Programs Overview

## 1. MINOR IN SOCIAL ENTREPRENEURSHIP

Open to all majors, the social entrepreneurship minor provides a foundation in the context and practice of social entrepreneurship, as well as an understanding of its relationship to government and public policy. Students also learn management skills specific to starting and maintaining a social enterprise.

## 3. SOCIAL IMPACT SCHOLARS PROGRAM

This year-long mentoring and skills-building experience is designed for juniors and seniors committed to pursuing social impact careers. BSEL scholars receive mentorship from a leading social impact professional, access to BSEL student and professional network, invitations to exclusive networking opportunities and more.

## 4. WARREN BENNIS SCHOLARS PROGRAM

The Warren Bennis Scholars Program is a university-wide initiative offered by the USC Office of the Provost in partnership with BSEL. Each year, 20 students across academic disciplines are selected at the end of their sophomore year to participate in the two year leadership program. Bennis Scholars receive intensive leadership training through an honors colloquium (1 unit course each semester for 4 semesters) and a variety of activities designed to develop lifelong commitment to community service. The application cycle begins in January.



Highlights from the Bennis Scholar's Retreat

## 2. MASTER OF SCIENCE IN SOCIAL ENTREPRENEURSHIP (MSSE)

The Master of Science in Social Entrepreneurship is a business degree with a social conscience. The MSSE program gives students the opportunity to learn business and entrepreneurship skills within a framework of combining both financial and social missions. It is the first program of its kind at a U.S. business school.



## 5. MBA FELLOWS

MBA Fellows is a year-long opportunity for a small group of MBA students who want to pursue social impact careers to receive monthly cohort meetings, personalized mentoring, and targeted career guidance. We are excited to share that we are in the process of developing a co-curricular interdisciplinary program for graduate students based off of our flagship MBA Fellows Program (stay tuned!).





# Programs Overview

## 6. IMPACT INSIGHTS CAREER CONVERSATIONS

BSEL also worked to support graduate students with Marshall Net Impact to launch the Impact Insights Career Conversations, which are small-group, intimate discussions on social impact careers.

## 8. ANNUAL SOCIAL ENTREPRENEURSHIP CONFERENCE

The Annual Social Entrepreneurship Conference brings together scholars, researchers, students and practitioners from around the world to discuss emerging concepts and explore topics in social entrepreneurship, social enterprise, social innovation, sustainability and impact. The conference, the largest academic gathering of its kind in terms of research paper submissions, is dedicated to the ongoing development of theory and research on social entrepreneurship and its impact on global communities.

## 10. SOCIAL VENTURE COACHING COMPETITION

BSEL in partnership with the Rose Hills Foundation offers the annual Social Venture Coaching Competition (SVCC). Established to find sustainable business solutions to the most pressing social needs in Los Angeles, SVCC offers the opportunity for USC-affiliated teams to receive six weeks of business development coaching and \$100,000+ in capital.



*"We see the lab as a leader in social impact and social innovation education. Engaging with MSSE students and alumni, our BSEL Undergraduate Impact Scholars and Warren Bennis Scholars and students we've met in class and coaching sessions has been incredible. Stories about their work creating social enterprises, setting fires in existing companies and collaborating with community leaders have inspired us and our peers at USC and I hope to share more news from our students and team next year!"*

- Avni Shah

BSEL Communications & Editorial Strategist

## 7. JACOBSON FAMILY SUSTAINABLE IMPACT LECTURE SERIES

Throughout the academic year, the Brittingham Social Enterprise Lab hosts a series of free one-hour panel discussions featuring social impact leaders. Speakers share their experiences working as intrapreneurs and entrepreneurs, with a closing Q&A session with the audience. In past lectures, we delved into topics such as homelessness, food insecurity, sustainability and more.

## 9. USC MARSHALL IMPACT MEASUREMENT SALON SERIES

BSEL co-sponsored the USC Marshall Impact Measurement Salon Series, which was formed by 15 of our graduate students interested in learning how diverse organizations and companies across industries think about, measure, and prioritize social impact, from the experts themselves. Shout out to Luisa Brasil, Julia Bowman, Julia Middleton, and Sally Rowland for their leadership.





# Programs by the Numbers

STUDENTS

1,500

IMPACTED

## STUDENTS IMPACTED BY BSEL ANNUALLY

Special shout out to our Social Entrepreneur in Residence Dela Wilson who conducted 158 hours of student advising!

SOCIAL

107

ENTERPRISES

## SOCIAL ENTERPRISES FOUNDED

Our academic and co-curricular programs have supported 107 students who have founded social enterprises, such as MSSE alumna Erica Der Mesropian who this year founded Empowered By Stretch, an athletic psychology training program that empowers athletes to overcome mental barriers and reach maximum potential.

STUDENTS

69

IN MINOR

## MINORS IN SOCIAL ENTREPRENEURSHIP

Since 2011, 69 undergraduate students have graduated with our minor in social entrepreneurship. This year, we doubled the number of students on average in the minor with 20 new students currently enrolled!

APPLICANT

+48%

INCREASE

## MASTER OF SCIENCE IN SOCIAL ENTREPRENEURSHIP (MSSE)

Since Fall 2014, 387 students have graduated from our Master of Science in Social Entrepreneurship program. This year, we admitted an additional 35 people into Cohort 9. And recruitment for the 2023 academic year is already underway with at 48% increase in applications.





## Program Spotlights

### SOCIAL IMPACT SCHOLARS

For nearly 15 years, BSEL has invested in extraordinary students, creating a lifelong community of 13,000 social entrepreneurs and socially-minded leaders from over 25 countries. We know this work can be difficult and lonely, especially for undergraduate college students who are aiming high and dreaming big. This is why we are extra proud of BSEL's newly-revamped Social Impact Scholars Program, which provides opportunities for reflection, connection, and mentorship for 12 undergraduate students from diverse majors across USC who are committed to pursuing careers in social impact.

The 2022 Social Impact Scholars are:

- Alexandra Zarchy '24 | *Public Relations & part of the MSSE progressive degree*
- Amelie Schlager '23 | *International Relations (Global Business) with minor in Social Entrepreneurship*
- Casey Duan '23 | *Neuroscience*
- Irene Franco Rubio '23 | *Sociology*
- Isha Sanghvi '23 | *Neuroscience with minor in Social Entrepreneurship*
- Kaavya Rajesh '23 | *Global Studies/Economics*
- Katherine Owojori '23 | *Political Science*
- Lauren Hurlbut '23 | *Political Science/Public Relations*
- Layla Shakerin '23 | *Neuroscience & part of the MSSE progressive degree*
- Leila Sapra '24 | *Political Economy*
- PJ Hughes '23 | *Economics & part of the MSSE progressive degree*
- Russell Agustin '24 | *Public Policy with minor in Social Entrepreneurship*

Through the Social Impact Scholars program, **Katherine Owojori**, was paired with her mentor, *Ameca Reali*. Ameca serves as the Membership Director at Law for Black Lives, a Black femme-led national network of over 6,000 radical lawyers and legal workers committed to transforming the law and building the power of organizing to defend, protect and advance Black Liberation across the globe. In 2011, Ameca was awarded an Echoing Green Fellowship for her work as the co-founder and executive director of the Justice and Accountability Center. In reflecting on her mentor-mentee relationship with Ameca, Katherine shared:



**Katherine Owojori**

2022 Social Impact Scholar



*"Ameca is encouraging, inspiring, and motivates me to grow and try new things. Her constant support has been invaluable to me as a young professional. Not only do we come from similar backgrounds, but I hope to work in the same industry in the future. I appreciate that Ameca is always willing to share her own experiences, whether they be personal or professional. Ameca is kind, honest, and wise. I couldn't have asked for a better mentor than Ameca Reali."*



# Program Spotlights

## SOCIAL VENTURE COACHING COMPETITION

Established in 2019 by BSEL, the Social Venture Coaching Competition is the only competition on campus that invests exclusively in social entrepreneurs who have developed a sustainable business model to the most pressing social needs in Los Angeles and beyond. In partnership with Rose Hills Foundation, BSEL selected 20 teams this year to receive six weeks of business development coaching and a chance to win up to \$125,000 in funding. Following the coaching period, six of the teams were selected by reviewers to pitch live to funders, investors, and social impact professionals.

## Congratulations to the 2022 SVCC winning teams:

### Receiving \$30,000 - NextPlate



NextPlate is a company that connects food insecure Angelenos with heavily-discounted meals from restaurants and grocery stores.

### Receiving \$20,000



TACO Inc. is a company that provides research-backed drug safety education and resources for young adults.



Beamlink is a company that provides internet connectivity for natural disaster survivors.

### Receiving \$10,000



L&F Project Management is a company that creates jobs and upward economic mobility for Black women through careers in project management.



Architecture + Advocacy is an organization that equips young activists with architectural design skills in order to turn their vision of a better neighborhood into reality.



Gifts for Good is a corporate gifting company that curates ethical and socially responsible premium gifts.



# Program Spotlights

## JACOBSON FAMILY SUSTAINABLE IMPACT LECTURE SERIES

Throughout the academic year, BSEL hosts lectures featuring leaders in the social impact space. Students meet and learn from successful social entrepreneurs and social impact professionals tackling various issues, including homelessness, food insecurity, sustainability and more.

The 2021-2022 theme was "Rethinking Business' Role in Society: A Series on Stakeholder Capitalism," moderated by Professor Abby Fifer Mandell. The 2022-2023 theme is "How Businesses are Centering Community in Social Impact," moderated by Christina Fialho.

**JACOBSON FAMILY SUSTAINABLE IMPACT LECTURE SERIES**

**HOW BUSINESSES ARE CENTERING COMMUNITY IN SOCIAL IMPACT**

HOSTED BY THE BRITTINGHAM SOCIAL ENTERPRISE LAB



**Dr. Krishna Jafa**  
CEO of Medic



**Tyrone Nance**  
CEO & Founder of It's Bigger Than Us



**Hannah Lee**  
Co-Founder of Remedy

From our discussion on:  
How Social Enterprises Are Creating Community Impact in Healthcare

*"Be curious, be engaged, ask questions. Become obsessed. Find other people in the career field you're interested in."*

**-Tyrone Nance of It's Bigger Than Us**

*"For anyone involved in social impact, you have to partner with the people impacted by the issues you're working on. It's a two-way street; we learn from each other."*

**-Hannah Lee from Remedy**

From our discussion on:  
Engaging Communities as an ESG Pillar: A Look at Worldwide Trends

*"Change is a dynamic process. We are human, and there will be failures. Understanding this is important."*

**-Misha Kouzeh, TedX Speaker, Consultant, and Lecturer**

*"We see impact investing as a way to create vehicles for capital to flow into community."*

**-Lauren Grattan of Mission Driven Finance**

JACOBSON FAMILY SUSTAINABLE IMPACT LECTURE SERIES

**ENGAGING COMMUNITIES AS AN ESG PILLAR: A LOOK AT WORLDWIDE TRENDS**

HOSTED BY THE BRITTINGHAM SOCIAL ENTERPRISE LAB



**Lauren Grattan**  
Co-Founder & Chief Community Officer at Mission Driven Finance



**Misha Kouzeh**  
TedX Speaker, Consultant, and Lecturer



**Mark Hanis**  
Co-Founder of Inclusive America and Progressive Shopper



**Christina Fialho**  
**Moderator**  
Managing Director of Brittingham Social Enterprise Lab



# Program Spotlights

## ANNUAL SOCIAL ENTREPRENEURSHIP CONFERENCE

We started 2022 on the heels of the 18th Annual Social Entrepreneurship Conference, where we virtually brought together 178 leading researchers and practitioners on social entrepreneurship from 15 countries. We closed out 2022 with the 19th Annual Social Entrepreneurship Conference, back in person and at USC! BSEL's Avni Shah shares a deep dive into this annual conference and the evolving field (and definition!) of social entrepreneurship.



**Sophie Bacq**  
Conference Co-Director  
from The Kelley School of Business

**Jill Kickul**  
Conference Co-Director  
from the BSEL Team



*"After a couple of years being online, we came back together with colleagues all over the world to host and celebrate our 19th Annual Social Entrepreneurship Conference. It is still one of the largest academic conferences dedicated to emerging and on-going research in the social entrepreneurship and innovation field"*

*-Jill Kickul, Conference Co-Director*

*"Social entrepreneurship research has come a long way since the field's inception. Reflecting on the evolution over the past twelve years since co-directing this conference with Jill, I can say that we have made huge progress in terms of both research depth and relevance. It is our intention to keep engaging with practice and to keep serving as a key platform at the forefront of social entrepreneurship research."*

*-Sophie Bacq, Conference Co-Director*



Click here to read the recap article:  
**["Social Entrepreneurship: A Vision for Future Changemakers"](#)**  
by Avni Shah



## Lab Student Exclusives

### NOT YOUR ORDINARY HOT SAUCE

USC Master of Science in Social Entrepreneurship (MSSE) alumna **Antoinette Muñoz** addresses financial inequality in Peru with her go-to Peruana Sauce. “In Peru, we have a big equality gap,” Muñoz, who grew up in Peru, explains. “I wanted to create products aligned with a social cause.”

Peruana Sauce is a social impact company that supports small scale Peruvian chili pepper farmers. Their goal is to support low-income rural farmers through the sales of Peruvian hot sauces, made from the same ají and rocoto chili peppers they have been harvesting for generations.



### A GAME TO CHANGE THE WORLD

USC Master of Science in Social Entrepreneurship (MSSE) alumna Larissa Gurjão Pereira De Lima is a jetsetter. It’s not wanderlust, exactly, that inspires her sojourns, but a desire to learn, educate and impact. Over the last five years, Gurjão has founded several organizations—all aimed at social impact through innovation, self-development and empowerment. Most recently, in 2019, she founded SIB Impact, an educational game that can be applied inside organizations, governments, startups, NGOs, private companies and universities alike.

“The idea is to teach participants how they can create innovative solutions,” Gurjão said. “You have to help the other players solve the world’s biggest social and environmental issues.”

The game—available in English, Spanish, and Portuguese—aims to create toolkits for individuals and teams to take theoretical solutions and transform them into tangible actions. In short, it aims at creating change and changemakers, effecting internal strategies and culture and more deeply integrating ESG into company missions.



Larissa Gurjão Pereira De Lima ( MSSE alumna) with a screenshot of her new digital game



# Lab Student Exclusives

## **MOST WANTED ORDER AT TACO BELL? SOCIAL IMPACT.**

BSEL Social Impact Scholar Russell Agustin's go-to Taco Bell order includes the buzzy Mexican pizza, two tacos and an order of Nachos BellGrande—all washed down with a Mountain Dew Baja Blast. But lately it's the inspiring social leadership role the fast-food giant is taking on—and not the deliciously greasy fast-food—that keeps him coming back for more.

Social impact is a defining part of Agustin's makeup. Five years ago, while still in high school, he started Sole2Soul, a nonprofit geared at repurposing shoes for populations in need. Over time, his work connected him with Ashoka through its Tilt program, and later its youth fellowship program.

Today, he is connected with Taco Bell's Ambition Accelerator and its Internal Incubator.

Agustin explained: "The ambition accelerator is dedicated to supporting people like me – young entrepreneurs starting their own ventures," whereas the internal incubator is working to "revolutioniz[e] how Taco Bell conducts itself internally."

This work has inspired Agustin to want to be an intrapreneur and explore partnerships with traditional businesses searching for new directions. "I want to start fires from within companies and change how they do things," he said. "Social innovation is the future of business."





# 05

## Awards & Celebrations

RANKED

#6

/N 2022

### USC RANKS #6 BEST BUSINESS AND MANAGEMENT UNIVERSITIES

Research.com ranked USC #6 in Best Business and Management Universities and 14 of our faculty at USC Marshall School of Business including The Brittingham Lab's

### Dr. Jill Kickul, BSEL Research Director

- She is listed as one of the top 700 researchers in the world
- She received an Honorary Doctorate of Economy from the Faculty of Social Sciences, Business and Economics of Åbo Akademi University, Finland this year
- She was awarded the 2022 Dedication to Entrepreneurship Award, sponsored by the [Academy of Management Entrepreneurship Division](#)



### CELEBRATING OUR STUDENTS

Huge shout out to our **Warren Bennis Scholars** who graduated this year. USC honored over 25 percent of our Scholars with our highest student service honors, including **Tommy Nguyen** who was also his graduating class's Baccalaureate Speaker!

Many of our undergraduate students received Fulbright Scholarships and began working in Vietnam, Mexico, Taiwan, and Poland. And **AP Carter** and **Abby Erckenbrack** received prestigious military postings post-ROTC with Air Force Pilot Training and Army Military Intelligence, respectively. Another scholar, **Max Reed**, began working with a team on their award-winning start-up social enterprise Team Awareness Combatting Overdose (TACO), which already has distributed more than 10,000 Fentanyl testing strips. These strips saved over 160 lives last year!

**Kaitlin Mogentale**, who graduated in 2015 with our minor in social entrepreneurship, expanded her upcycled snack food company Pulp Pantry, this year. In fact, she pitched Pulp Pantry on Season 13 of [Shark Tank](#) and received a \$500K investment from Mark Cuban!

“

*"I was excited to start attending more in-person events, such as our Brittingham Breakfast, and be able to make connections with our students. As a graduate of USC myself, I always love hearing about what students are working on and how we at BSEL can support them on their journey."*

– Michelle Duong, BSEL Operations Coordinator





# Awards & Celebrations

## CELEBRATING OUR DIVERSE COMMUNITY

We need leadership that reflects the diversity of the communities we seek to impact. Our team is helping diverse leaders spread solutions and access to agency, while encouraging companies to align their business strategies with their values.

For example, **Christina Fialho** is the university advisor to [Collective Remake](#), which was awarded a \$24K grant through the USC Good Neighbors Campaign. Collective REMAKE is a unique social co-operative designed to support the creation of worker-owned businesses and other co-operatives with people who have been incarcerated and their loved ones, as well as others who have been pushed out of the mainstream economy due to race, sex, class, gender identity, age or ability.

Christina also penned an article for *CalMatters* on how Disney's response to Florida's "Don't Say Gay Bill" was too little, too late.

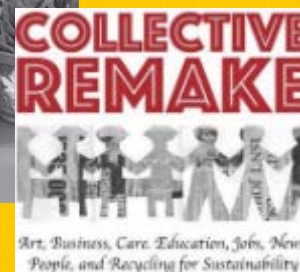
*"Companies like Disney have been increasingly taking corporate positions on social matters in recent years. Stepping into social issues is relatively new terrain for many of today's corporate executives... Backlash against Disney might have been avoided if the company had embedded its social impact goals into the core of its business model and corporate strategy. Disney has an opportunity and even an obligation to its stockholders and its stakeholders – the consumers and communities that use Disney products – to align its corporate strategy with a transparent and inclusive social policy...Gone is the day when corporations can pay lip service to the rights of LGBTQ+ people while actively undermining them through their donations."*

[Read more here.](#)

**Christina Fialho**  
BSEL Managing Director



Sign above says "BUILD COOPERATIVES NOT JAILS LIVING WAGE JOBS FOR ALL NOT PRISONS WORKER-OWNED BUSINESSES RECYCLE-GROW-WORK"





# 06

## Our Team

### Staff & Faculty



**Marelle Berry**  
Senior Student  
Engagement  
Programs Advisor



**Michelle Duong**  
Operations  
Coordinator



**Christina Fialho**  
Managing Director



**Jill Kickul**  
Research Director &  
Professor of Clinical  
Entrepreneurship



**JJ Lee**  
Program Director of  
MSSE



**Avni Shah**  
Communications &  
Editorial Strategist



**Adlai Wertman**  
Founding Director &  
David C. Bohnett  
Professor of Social  
Entrepreneurship

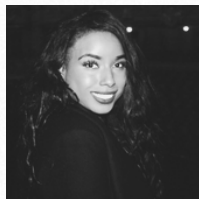


**Dela Wilson**  
Social Entrepreneur  
in Residence

### Student Team



**Russell Agustin**  
MSSE Program  
Assistant



**Latrice Berry**  
MSSE Program  
Assistant



**Hossaena Daniel**  
Communications /  
MSSE Program  
Assistant



**Akash Sareen**  
Student  
Photographer



**Joanne Tokita**  
Graphic Design &  
Office Operations



**Alex Zarchy**  
Social Media





# Our Team

## Senior Fellows

- **Serita Cox**, CEO/Co-Founder of iFoster
- **Zoila Escobar**, President, AltaMed Foundation
- **Ameca Reali**, Membership Director, Law for Black Lives
- **Danielle Rose**, Chief Executive Officer, SMASH
- **Ben Stapleton**, Executive Director, U.S. Green Building Council-Los Angeles
- **Nichol Whiteman**, Chief Executive Officer of Los Angeles Dodgers Foundation

## Scholar in Residence

- Emily Kane Miller

## Research Scholars

- **Erica Siqueira**, Ph.D. candidate in Business Administration at the University of Campinas (UNICAMP), Brazil
- **Sönke Mestwerdt**, Ph.D. candidate at Jean-Baptiste Say Institute for Entrepreneurship, ESCP Business School Berlin

## Advisory Board

- Scott Brittingham
- Lauren Campbell
- Mark Cirilli
- Dale Harbour-Day
- Jenna Greene
- Vince Lazalde
- Sally Lee Chan
- Michael Lizarraga
- Jerry Marcil
- Martin Muoto
- Sean Mendy
- Paul Moore
- Julie Lytle Nesbit
- Daniel Powell
- Maura Rampolla
- Rob Shepherd
- Anna Silverman
- Chad Tew
- Kenya Williams
- Mike Walker
- Jeff Weiss
- Elena Zager



*"I was so incredibly excited to work together with some incredible new team members to progress and support our lab and all of its goals."*

*- Marelle Berry, BSEL Senior Student Engagement Programs Advisor*



We thank you for your  
ongoing support of  
our programs!

## Stay Connected

**Instagram:** [@uscbrittinghamlab](https://www.instagram.com/uscbrittinghamlab)

**Twitter:** [@usc\\_bsel](https://twitter.com/usc_bsel)

**LinkedIn:** [www.linkedin.com/company/usc-brittingham-social-enterprise-lab/](https://www.linkedin.com/company/usc-brittingham-social-enterprise-lab/)

**Brittingham Social Enterprise Lab**  
Marshall School of Business  
3670 Trousdale Parkway  
Bridge Hall, Room 105  
Los Angeles, CA 90089-0802  
(213) 740-9098  
[brittinghamlab@marshall.usc.edu](mailto:brittinghamlab@marshall.usc.edu)



Designed by Joanne Tokita