

BRITTINGHAM SOCIAL ENTERPRISE LAB

Fostering the next generation of enlightened, responsible
business leaders and social entrepreneurs

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The Brittingham Social Enterprise Lab (BSEL) is a Center of Excellence at the USC Marshall School of Business that equips students, faculty, and staff with the business skills and resources to develop market-based solutions to the wicked problems of the 21st century. Through education, community building, research, and professional development, the Brittingham Lab serves as the hub for social entrepreneurial efforts at the university.

We are dedicated to fostering the next generation of enlightened, responsible business leaders and social entrepreneurs.

SIGNATURE PROGRAMS

- M.S. in Social Entrepreneurship
- MBA Society and Business Fellowship
- Undergraduate Scholars Mentorship Program
- Senior Fellows Program
- Leading research initiative and conference
- Jacobson Family Sustainable Impact Lecture Series
- Warren Bennis Scholars Program
- Social Entrepreneur-in-Residence
- Social Venture Coaching Competition
- Marshall Equity Innovation Fund
- Undergraduate Minor in Social Entrepreneurship
- Social Innovation Design Lab



ABOUT THE BRITTINGHAM LAB

OUR JOURNEY

Founded by Professor Adlai Wertman in 2008 and named in 2014 through a gift from the Brittingham Family Foundation, the Brittingham Lab provides students across the university with a foundation in the context and practice of social entrepreneurship. As part of USC's extensive startup ecosystem, we have developed a wide range of resources to support students, faculty, and alumni in the creation and growth of impactful social enterprises: interdisciplinary partnerships, business plan competitions, and a Social Entrepreneur-in-Residence. Additionally, our research initiative has widely influenced the development and evaluation of the social entrepreneurship field.

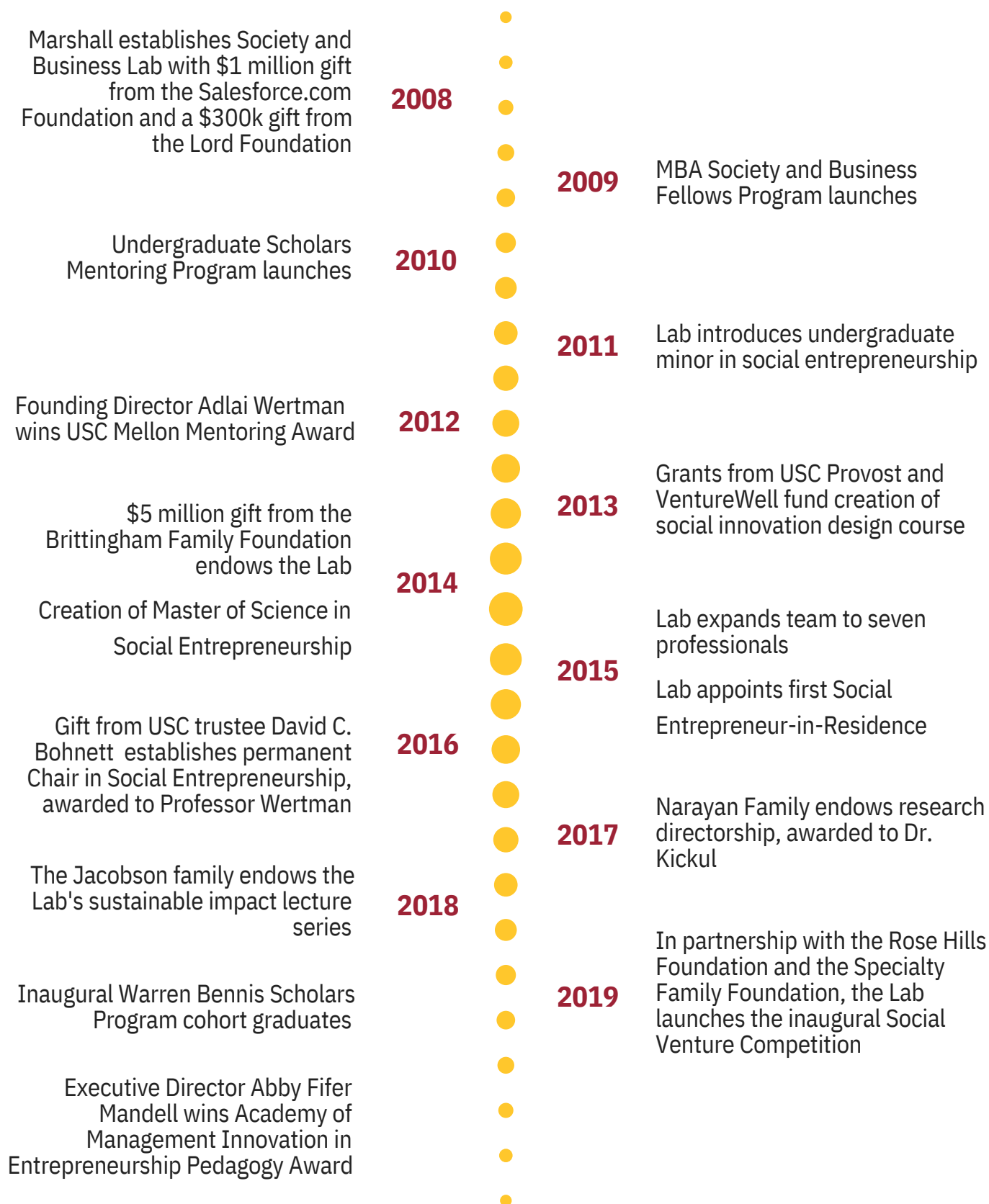


OUR WORK

The Lab provides opportunities for USC students, faculty, and other individuals to use business principles to solve world problems. Through education, programs, events, and career development, we inspire the next generation of enlightened business leaders and social entrepreneurs.



HISTORY OF THE BRITTINGHAM LAB



OUR PROGRAMS

Through fellowships, mentoring, and support for student organizations, the Brittingham Lab prepares the next generation of business leaders to tackle the world's biggest social challenges.

We offer an undergraduate minor in Social Entrepreneurship, a graduate certificate in sustainability and business, an MBA concentration in sustainability and business, and a Master of Science in Social Entrepreneurship (MSSE). The one-year MSSE provides students the essential business and entrepreneurship skills to make an impact in issue areas such as poverty alleviation, health care, gender equity, education and sustainability.

Cocurricular programs such as the BSEL Undergraduate Scholars Mentorship Program and MBA Society and Business Fellowship provide focused, cohort-based support for students committed to pursuing careers in social impact. The Lab also engages with the greater community through competitions and collaborations with social enterprises across the globe.

The Jacobson Family Sustainable Impact Lecture Series

Throughout the academic year, the Brittingham Social Enterprise Lab hosts monthly 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. These free events are open to the USC community, and lunch is provided.



STRATEGIC IMPACT

COURSEWORK

Affiliated faculty of the Brittingham Lab teach undergraduate and graduate courses in social entrepreneurship, impact investing, human-centered design, marketing management, and venture initiation. USC undergraduates have the option to minor in social entrepreneurship.

To prepare graduate students to play effective leadership roles in this expanding arena, we offer the Master of Science in Social Entrepreneurship, as well as a graduate certificate in sustainability and business. The certificate prepares students to shape solutions to social and environmental sustainability challenges, both from within and from outside the business sector.

ENTREPRENEURIAL SUPPORT

Established to find sustainable solutions to the most pressuring social needs in Los Angeles, the Social Venture Coaching Competition (SVCC) offers the opportunity for USC-affiliated teams to receive six weeks of business development coaching and \$100,000 in investment capital, making it one of the largest cash prize competitions at USC.

Every year, the Brittingham Lab also appoints a social entrepreneur to serve as Social Entrepreneur-in-Residence, providing career and venture guidance to current USC students and alumni.

CAREER DEVELOPMENT

The Brittingham Lab provides mentoring and career counseling for students pursuing social impact roles, as well as subsidies for students interning at nonprofit social enterprises.

"My experiences with BSEL opened my eyes to a huge array of non-traditional career paths and allowed me to reflect holistically on how I hope to spend my time after graduation. I now feel confident in my goal to address educational inequity through my career. The Scholars Program introduced me to some of the most thoughtful people I've ever met. Along with the perspective I gained in the Social Innovation Design Lab course, these individuals continuously remind me to cultivate empathy and curiosity in my daily life."



Hannah Fahsholtz
BSEL Scholar ('18)



1,000+

of students impacted by Lab programs and faculty annually

81%

of alumni have worked in social impact jobs after graduation

MASTER OF SCIENCE IN SOCIAL ENTREPRENEURSHIP

"The first and only of its kind at a business school"

The Master of Science in Social Entrepreneurship (MSSE) gives students the opportunity to gain business and entrepreneurship skills within a unique framework, combining both financial and social missions. The first program of its kind at a business school in the United States, the MSSE teaches students how to develop income-generating enterprises that create and sustain social value. Graduates are prepared to make an impact and find solutions to society's most challenging and pressing issues.



Whether for-profit or nonprofit, enterprises that balance social missions with financial missions can offer innovative antidotes to problems in education, health care, poverty, gender and racial equity, and more. Social entrepreneurs are designing and managing these impact organizations. As new companies, products and services are being designed to solve social challenges, and traditional companies are embracing environmental, social and governance responsibilities, they join the traditional nonprofit earned-income programs as market-driven

Through the Master of Science in Social Entrepreneurship program at the Marshall School of Business, students experience a business education geared to the unique aspects of social impact. MSSE graduates are uniquely prepared to embark on meaningful careers that attack the most pressing global

challenges.

Master of Science in Social Entrepreneurship

280

MSSE graduates

28

*countries represented in
MSSE*

45

*MSSE graduates have
founded social
enterprises*

42%

*first-generation and/or
under-represented
students*

MBA SOCIETY AND BUSINESS FELLOWSHIP



Stephanie Van Sickle
MBA Fellow ('20)

"My experience as an MBA Fellow was pivotal to my time at Marshall, providing me with the community, guidance, inspiration and support to continue to pursue social impact work. The cohorts of past and present MBA Fellows have become a family of socially-minded, impressive professionals whom I can always turn to for advice, inspiration, or help."

The MBA Society and Business Fellowship is a selective opportunity for a small cadre of MBA and MBA.PM students earning a business degree to pursue careers in poverty alleviation, homelessness, education, global health and more. This program aims to foster a space for MBAs to build a network of purpose-driven individuals, as well as explore career opportunities that combine their business education with their values and purpose.

Over the course of the academic year, MBA Fellows receive:

- Monthly cohort meetings with like-minded students and networking relationships with alumni and professionals who share their values.
- Targeted guidance and counseling for summer internships and full-time employment.
- Exclusive opportunities to meet with industry leaders and exposure to best practices in social entrepreneurship.
- Funding for professional development.



MBA Society and Business Fellowship

88

MBA Fellows to date

87%

*of MBA Fellows have
worked in social impact
jobs after graduation*

10

*MBA Fellows have founded
social enterprises after
graduation*

6

*annual MBA Fellows alumni
retreats*

BSEL UNDERGRADUATE SCHOLARS MENTORSHIP PROGRAM

The Brittingham Social Enterprise Lab Undergraduate Scholars Mentorship Program is a highly selective nine-month mentoring and skills-building experience for a group of rising juniors and seniors who are engaged and committed to pursuing careers in social impact. Throughout the academic year, Scholars are mentored by high-level social impact professionals (called Senior Fellows) to gain insight to a variety of social impact roles, issue areas, and organizations. Concurrently, Scholars meet monthly as a cohort to reflect on their identity, values, and reasons for pursuing impact careers, as well as adopt tools to help them navigate a "life of impact" after graduation.

BSEL Undergraduate Scholars:

Think broadly about the "wicked problems" facing the world and see themselves as agents of change in responding to these problems.

Engage with their communities in meaningful ways.

Enjoy learning from other people, especially those who have different life experiences.

"The BSEL Scholars Program has granted me the opportunity for self-reflection and growth to clarify my career vision

through extensive mentorship

In addition to receiving mentorship from BSEL Senior Fellows, Scholars receive targeted career advising from BSEL faculty and staff. Professional and personal development workshops facilitated during cohort meetings help

Scholars foster competence and leadership skills relevant to social impact careers. Most importantly, Scholars gain access to the extensive BSEL student, alumni and professional network, and membership to a cohort of like-minded peers who share values.



Alvin Makori

BSEL Scholar ('21)



Undergraduate Scholars Mentorship Program

121

Scholars to date

88%

*of Scholars have worked
in social impact jobs
after graduation*

700+

*mentoring meetings
with Senior Fellows*

8

*Scholars have founded
social enterprises after
graduation*

RESEARCH INITIATIVE AND SOCIAL ENTREPRENEURSHIP CONFERENCE

In 2016 the Brittingham Lab launched its Research Initiative, founded with the recruitment of Dr. Jill Kickul, the pre-eminent scholar in social entrepreneurship. Her arrival allowed the Lab to secure an endowment gift naming the Narayan Family Research Directorship in Social Entrepreneurship. Dr. Kickul, co-author of the seminal textbook “Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever-Changing World,” has published over 100 papers in peer-reviewed journals.



global faculty and organizations.

Students from around the world, including five visiting PhD Scholars, have participated in the BSEL’s Research Initiative. MSSE students also work as research assistants, exposing them to

The BSEL Research Initiative also supports several of our courses in social enterprise feasibility and implementation. Serving both the academic and practitioner communities, along with our own Marshall students, the Brittingham Lab is making its mark as a leading source of social



Annual Conference on Social Entrepreneurship

Since 2016, the annual Social Entrepreneurship Conference — the largest academic gathering in the field — has convened scholars, practitioners, and students from around the world to share research and best practices in topics such as social entrepreneurship innovation, sustainability, and impact on global communities.

Social Entrepreneurship Research Initiative

100+

publications in peer-reviewed journals

12,000+

citations

250

*attendees at 2020
Social Entrepreneurship
Conference*

5

visiting PhD Scholars

SOCIAL VENTURE COACHING COMPETITION

Established to support sustainable business solutions to the most pressing social needs in Los Angeles, the Social Venture Coaching Competition (SVCC) offers the opportunity for USC-affiliated teams to receive six weeks of business development coaching and \$100,000 in capital. Funded by The Rose Hills Foundation and now in its third year, the competition develops ideas that respond to issues such as health care, housing, employment and education inequity, access to financial services, mental health resources, food and nutrition, environmental sustainability, criminal justice and mass incarceration, racial equity, LGBTQ inclusion, and more.

A panel comprising Marshall faculty and staff, industry professionals, and advisers select 20 teams to participate in coaching based on: clarity and strength of the idea, social impact, novelty of the idea, market opportunity, financial viability, capacity of the team to grow from coaching, and intention and likelihood of the team pursuing the idea afterward. These 20 teams receive coaching on customer segmentation, value proposition, marketing and distribution channels, revenue streams, human-centered design, and pitching and storytelling. At the conclusion of the coaching period, approximately six teams are selected to pitch live to funders, investors, and social impact professionals, and partners around you challenge you to be better. and compete for \$100,000 in startup capital. Winning teams receive additional support and guidance from the Brittingham Social Enterprise Lab and join a community of past SVCC investees.



Justin Intal
Co-founder, Forage



Social Venture Coaching Competition

180+
applications

\$225K
*awarded in startup
capital to date*

46
*BSEL community
members engaged in
judging in 2020*

10
*schools at USC
represented in 2020
applications*

WARREN BENNIS SCHOLARS PROGRAM

The Warren Bennis Scholars Program is a university-wide initiative offered by the Office of the Provost through the Brittingham Social Enterprise Lab at the USC Marshall School of Business. Each year, 20 students across academic disciplines are selected at the end of their sophomore year to participate in the two-year leadership program, where they receive leadership training in and out of the classroom.

As Warren Bennis Scholars, students receive:

- A one-unit honors colloquium per semester during junior and senior year.
- Guest lectures and skills-building workshops from some of the most diverse top leaders and leadership development experts.
- Developmental coaching and mentoring with program staff and faculty.
- Networking and internship opportunities within our wide network of connections.



Asia Castro

Bennis Scholar ('21)

"Bennis has helped me develop my leadership style: I am more self-aware, intentional and compassionate in my actions, and the support I've received from all sides has been absolutely phenomenal."

Warren Bennis Scholars Program

72

*graduated Bennis
Scholars*

16

*post-graduate
Fellowships**

22

*graduate programs,
including medical, law
and Ph.D.*

41

current Bennis Scholars

**Fellowships include Fulbright, Marshall, Schwarzman, Boren and others.*

BSEL Advisory Board

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