Center for Entrepreneurship

SOCIAL ENTREPRENEURSHIP INITIATIVE

Project Goals: As the world becomes increasingly connected and the importance of social responsibility, co-creation, multicultural and interdisciplinary efforts becomes more evident.

Today, many undergraduates enter universities with a personal passion to effect social change with their work, be it domestic or international, inside or outside of the classroom. At UM, undergraduates interested in this typically get involved with co-curricular organizations, such as M-Heal, Blue-Lab, Health in Action and GIEU or volunteerism. In many of these cases, students work with disadvantaged communities, using their skills and passion for the greater good, be it by design, art, or service. While these are valuable experiences for our students, the opportunity for long term impact is limited by the life cycle of our students, typically four years.

For socially conscious students who are involved in these organizations, they often design devices or solutions to a prototype stage, which are used by only a subset of the community, if used at all. In fairness to the communities that open themselves to our students, much can be gained by helping our students think beyond the prototype stage and towards long-term impact.

In Winter 2010, Nick Tobier (School of Art & Design,) Moses Lee and Aileen Huang-Saad of The Center for Entrepreneurship and Biomedical Engineering, launched a new course called Social Venture Creation (SVC) to help students, across disciplines at UM, incubate their ideas for social transformation using the principles of social entrepreneurship.

Teaching Approaches: The SVC course emphasizes interdisciplinary learning. For students, the dynamic mix of pedagogical perspectives gives a highly energized synthesis into creative problem solving. The process is similarly electric for the faculty, for whom the processes of meeting and planning to knit these perspectives together provides a forum for collaboration across disciplines. These twinned exponential expansions in teaching—among the faculty and to and with the students—manifest themselves in projects that might have been unimaginable for individual faculty operating autonomously. Art & Design students, Engineering, Business and LS& A students are faced with challenges and assignments that build on and stretch their capacities, as each group contends with a process that is potentially unfamiliar. Students in Social Ventures Creation courses learn a layered process of building up and working through ideas including conducting empathetic interviews, hand sketching to clearly describe complex ideas to diverse audiences, market analysis, public oratory and business plan authoring

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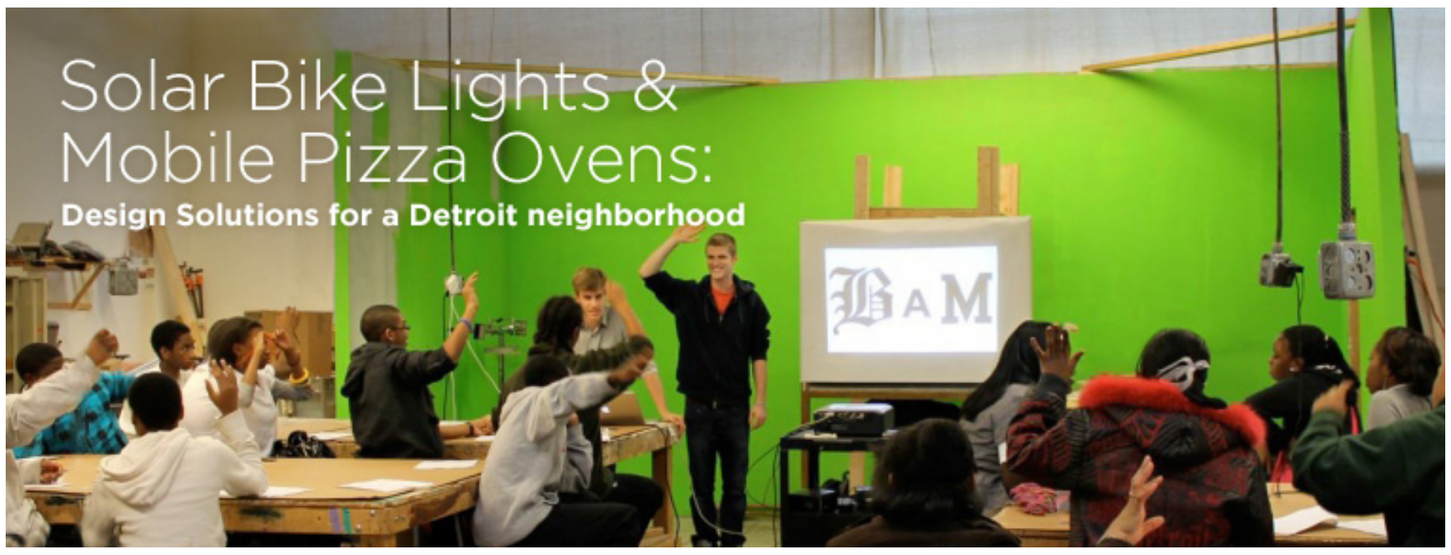
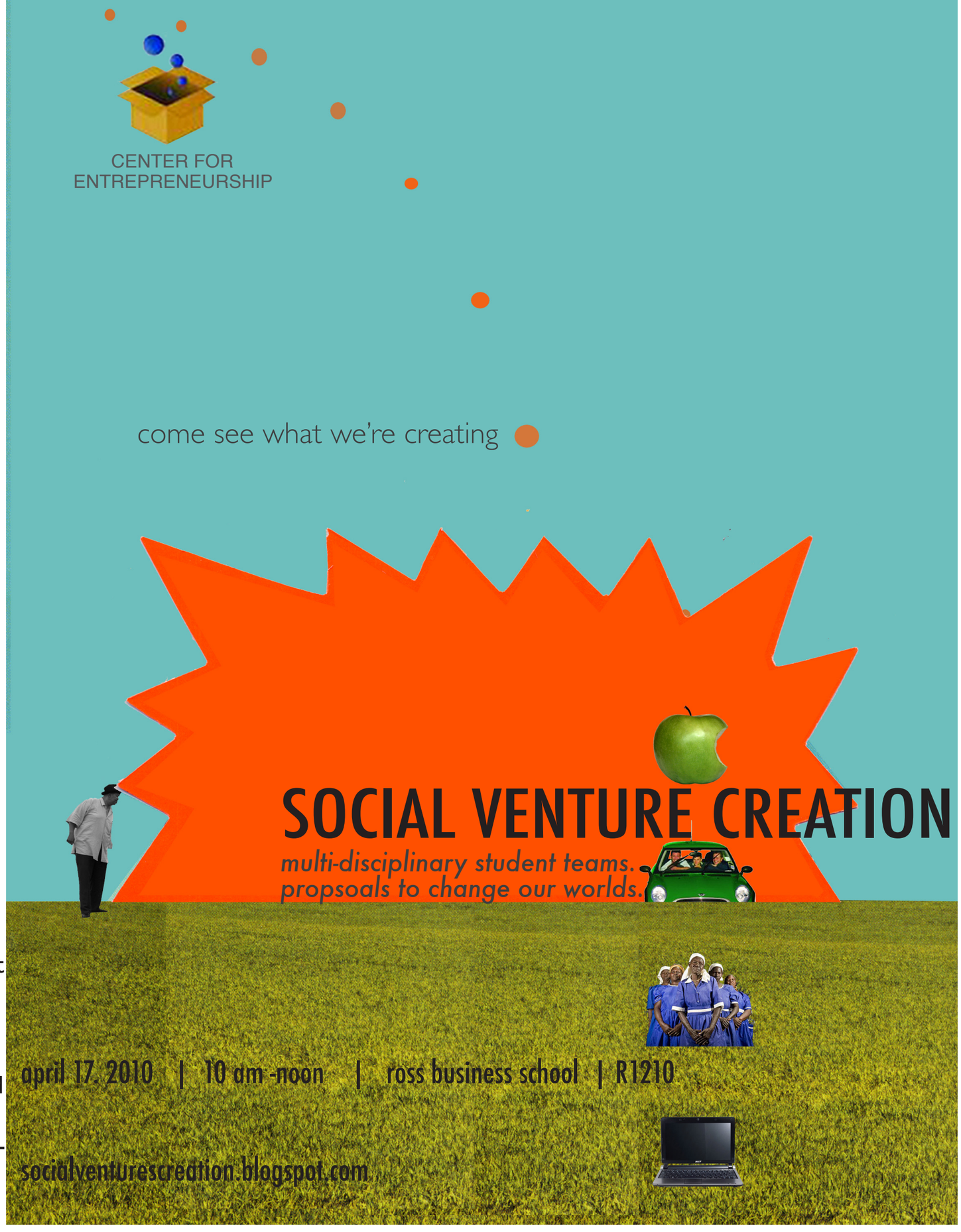
COURSES:



ART 314/ENGR 390: Change By Design, Fall 2010-12



ENGR 490: Social Venture Creation/Practicum, Winter 2010-11

Center for Entrepreneurship

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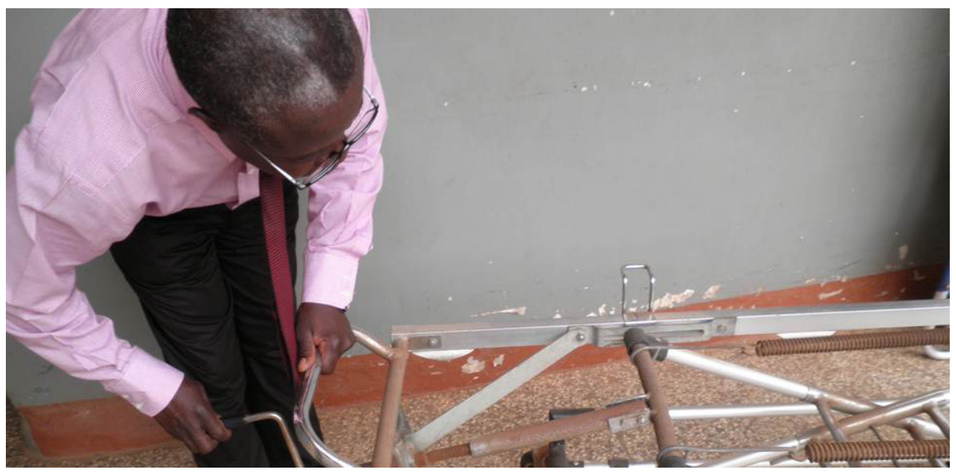
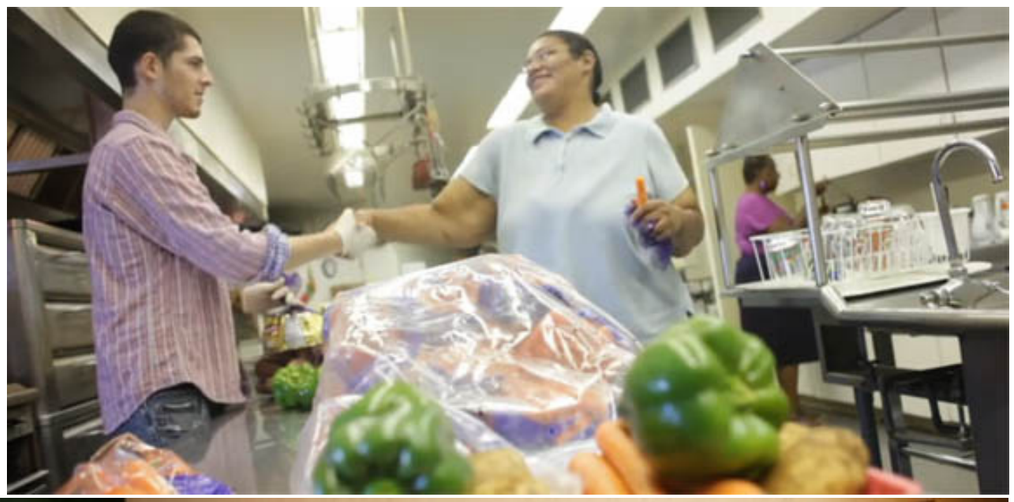
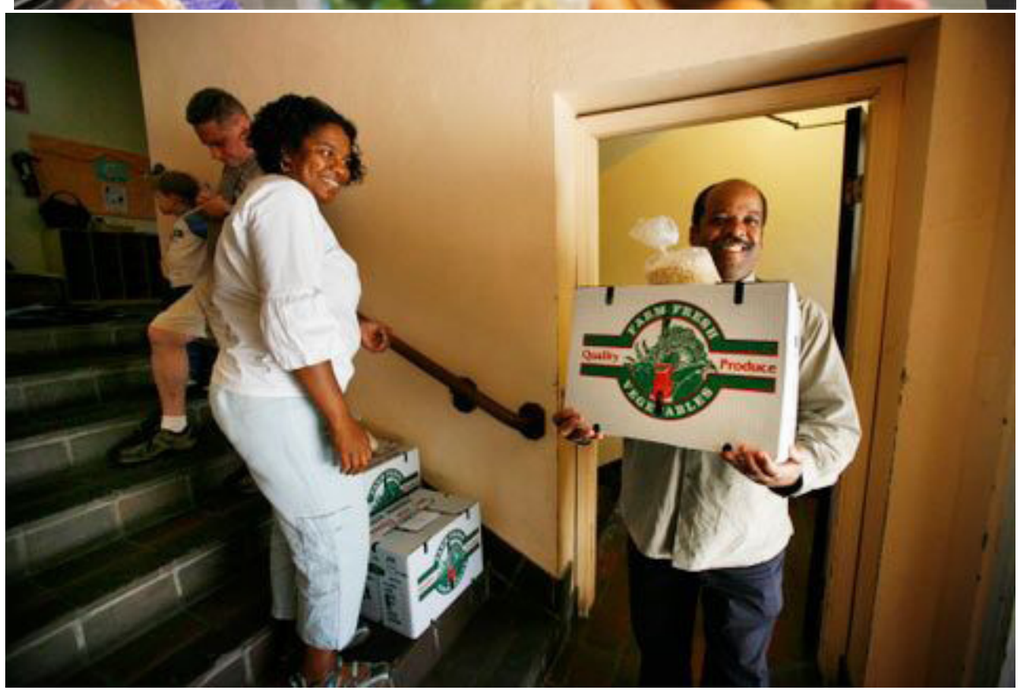
DIIME



DIIME addresses infant and maternal health in low-resource areas and is currently operating with the support of the UM Center for Entrepreneurship in the TechArb Student Accelerator.

Hemafuse was designed at the request of clinicians at Komfo Anokye Teaching Hospital in Kumasi, Ghana. Autologous blood transfusion utilizes the concept of blood salvage, in which the patient's own blood is removed and retransfused into their body. This is an important concept in developing nations, particularly in Africa, where there are severe shortages of donated blood available for transfusion. The current method of autologous transfusion is termed the "soup ladle" method: the patient's blood is scooped from the body during open surgery (using a ladle or cup), clots are initially removed by hand, and then the blood is filtered through a few layers of gauze. Hemafuse is a handheld mechanical device and is effective because of its simplicity, intuitive operation, purely mechanical design, and potential range of applicability. Using Hemafuse, clinicians are able to extract blood from the woman's abdomen, quickly filter the blood of any clots or impurities, and safely transfuse it back into the woman's body through the use of a standard blood bag.
This product is unique in its ability to transfuse whole blood products without the use of a suction machine and to function properly without any electricity. As electricity is often unavailable or unreliable,.





Fresh Corner Café L3C (FCC) began in Social Venture Creation 2010 as Get Fresh Detroit.

Fresh Corner Cafe has been operating in Detroit since May 2010 and is a fresh food delivery service that partners with local restaurants and food producers to provide fresh and healthy pre-packaged meals to liquor stores, gas stations, small grocers, cafes, and corporate offices throughout the city. Through wholesale purchasing and a cross-subsidization model that charges higher prices to those who can afford them, FCC is able to provide affordable and high-quality café experiences in underserved areas throughout the city while strengthening the local food system.

SELECTED VENTURES:

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