



The First Marketplace for Social Business &
Enterprise, Commerce and Investment

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World Forum: Sustainable Finance

Lille, France, 19 November 2009



Topic: Solidarity-Oriented Money

- Saving money for the others too?
- What are the best practices to use part of the earnings from your savings to fund solidarity-based actions?

What Actually is Meant by “Solidarity”?

- “union or fellowship arising from common responsibilities and interests, as between members of a group or between classes, peoples, etc.”
- 1841, from French *solidarité*, meaning "mutual responsibility"

Solidarity: Several Different Types

- Fairtrade businesses; Solidarity with developing countries
- Cooperatively owned businesses; solidarity with customers
- Employee-owned businesses; solidarity with staff members
- Sustainable businesses; solidarity with future generations

Fairtrade Businesses: Solidarity with the Developing World



- Higher prices paid for commodities
- Investment in the communities where the suppliers live
- Part-ownership by the manufacturers

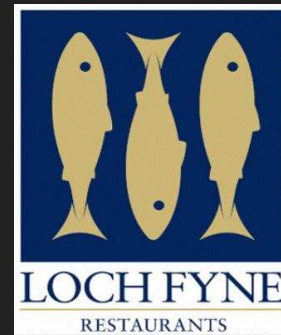
Cooperative Businesses: Solidarity with Customers

thePhoneCo-op
your voice counts

The **co-operative**

- Company is mutually owned
- Control is in the hands of customers
- All profits go to customers and the company operates in their benefit

Employee-Owned Businesses: Solidarity with Staff/Employees



- Employees own the company
- Management chosen by staff
- Governance is staff-controlled
- Workers influence strategy
- Pay is generally more equal

Sustainable Businesses: Solidarity with Our Children/the Future



- Operation designed to address climate change
- Many different economic models
- Transparency and independent accountability are critical

General Rules Concerning Solidarity-Oriented Businesses

- Tend to be more aware of other aspects of solidarity as well
- More complex to govern and manage (single variable maximisation is easier)
- Offer off-setting benefits
- Present greater funding challenges
- Are all part of a new type of organisation we call “social business or enterprise”

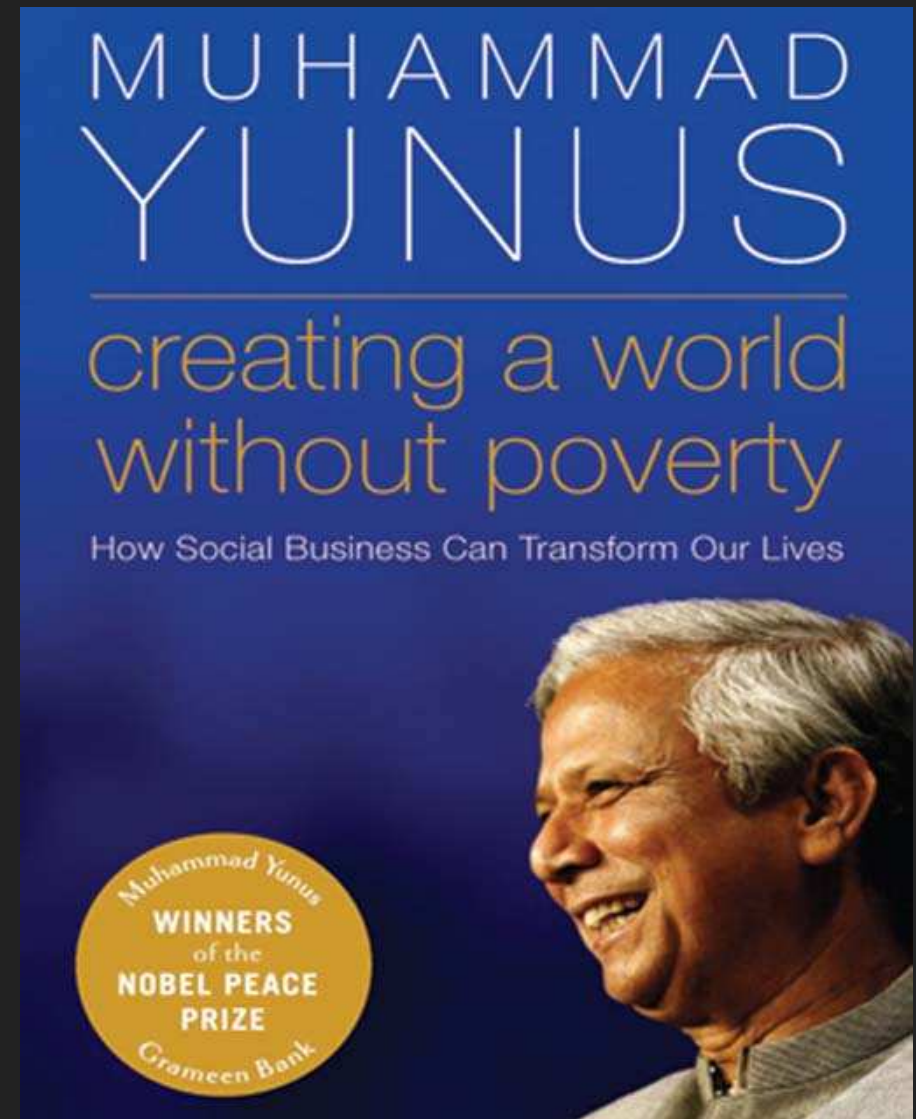
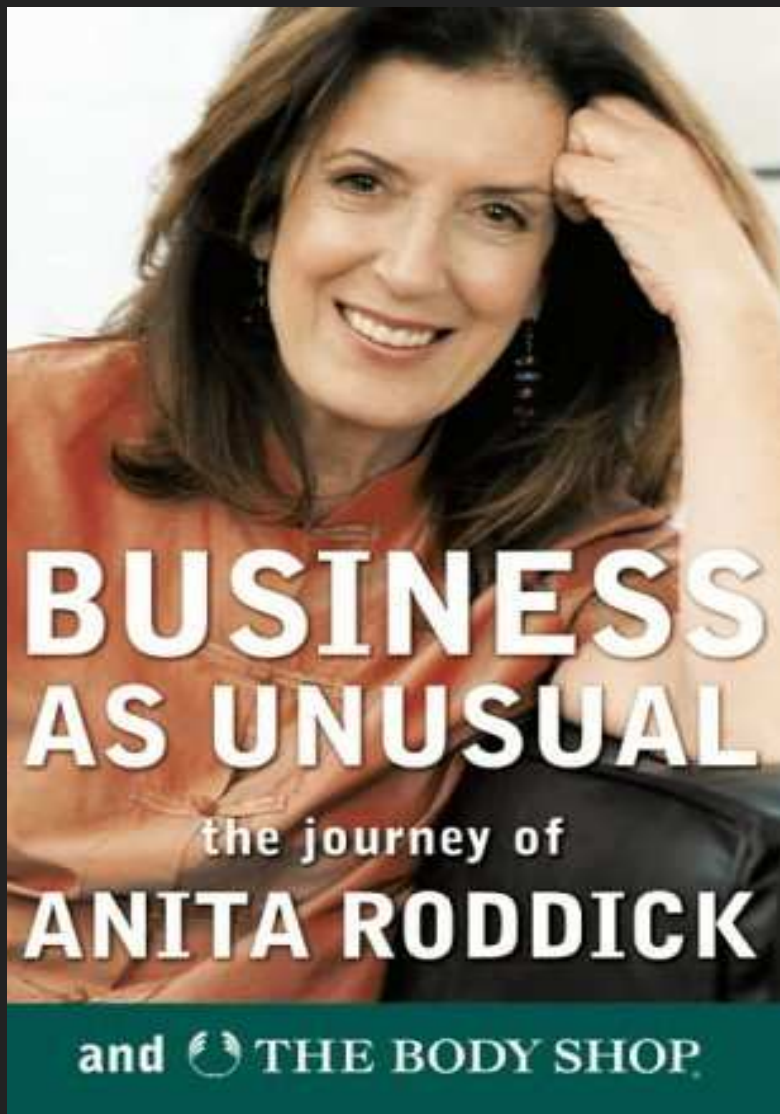
We Face Some Major Challenges



But, the old model for dealing with big problems is failing



Social Entrepreneurs Have Come to the Rescue



.....But They Face Some Enormous Challenges

Mainstream Companies Have a Supportive Environment



In a Typical Business:

- Banks
- Angels/VC
- Stock Markets
- Professional Networks
- Service Vendors
- Publicity

Entrepreneurs get what they need to “cross the chasm”

What is the environment for social businesses?

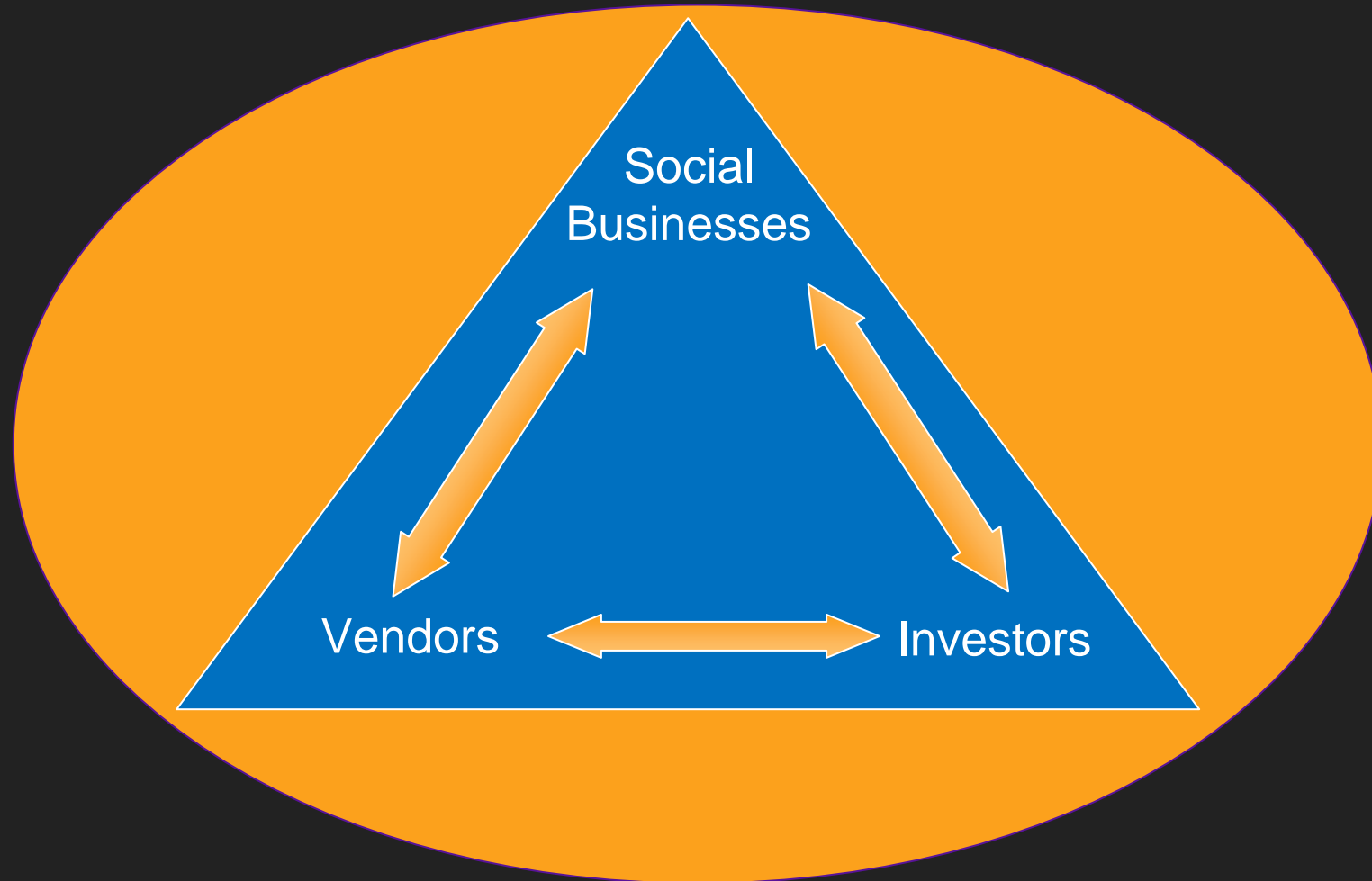


In a Social Business:

- Few banks
- Few angels/VCs
- No market for shares
- Nobody to help who knows what you need
- Nobody knows you

➔ Here is where I saw our opportunity!

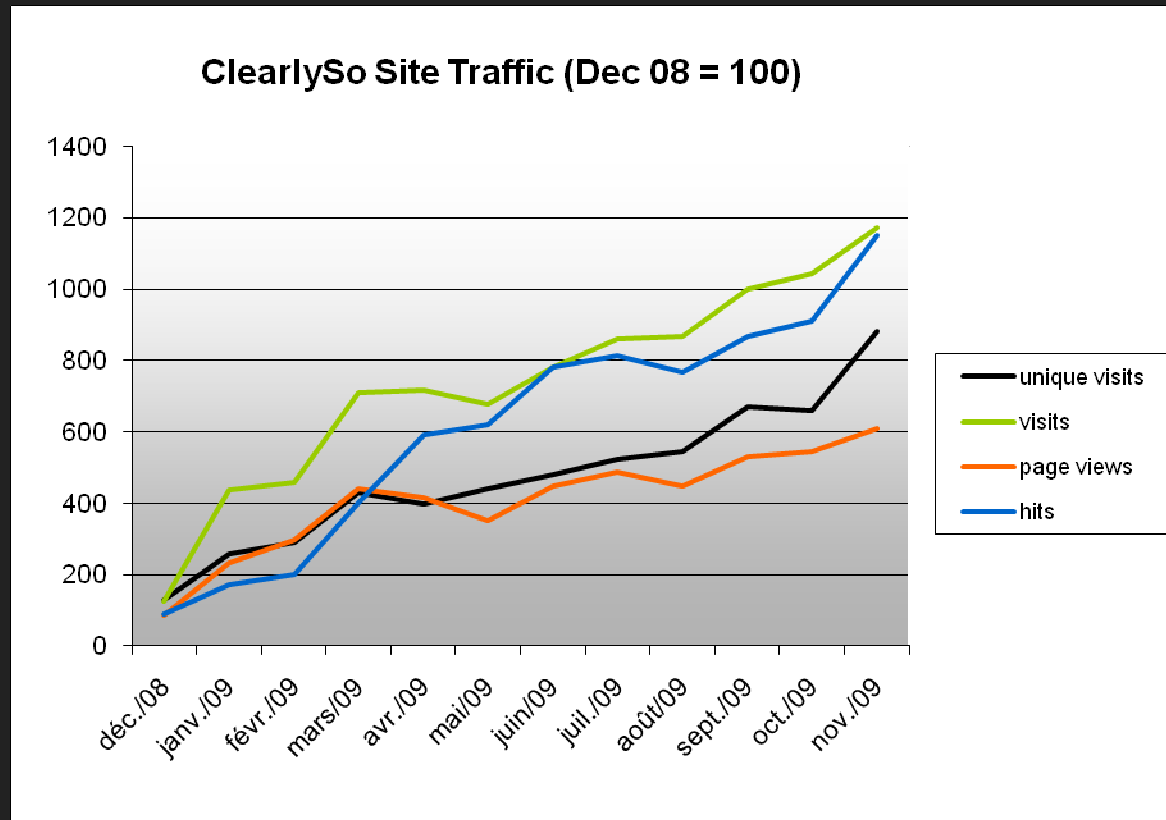
ClearlySo: A Social Business Marketplace



Core Focus on the Social Entrepreneur

- Visibility
- Access to capital
- Significant discounts on professional products and services
- Ability to find and advertise for talent
- Access to anecdotes, information, advice on how to be successful and other social entrepreneurs
- In short, ClearlySo is a social business ecosystem

Strong traffic growth on site

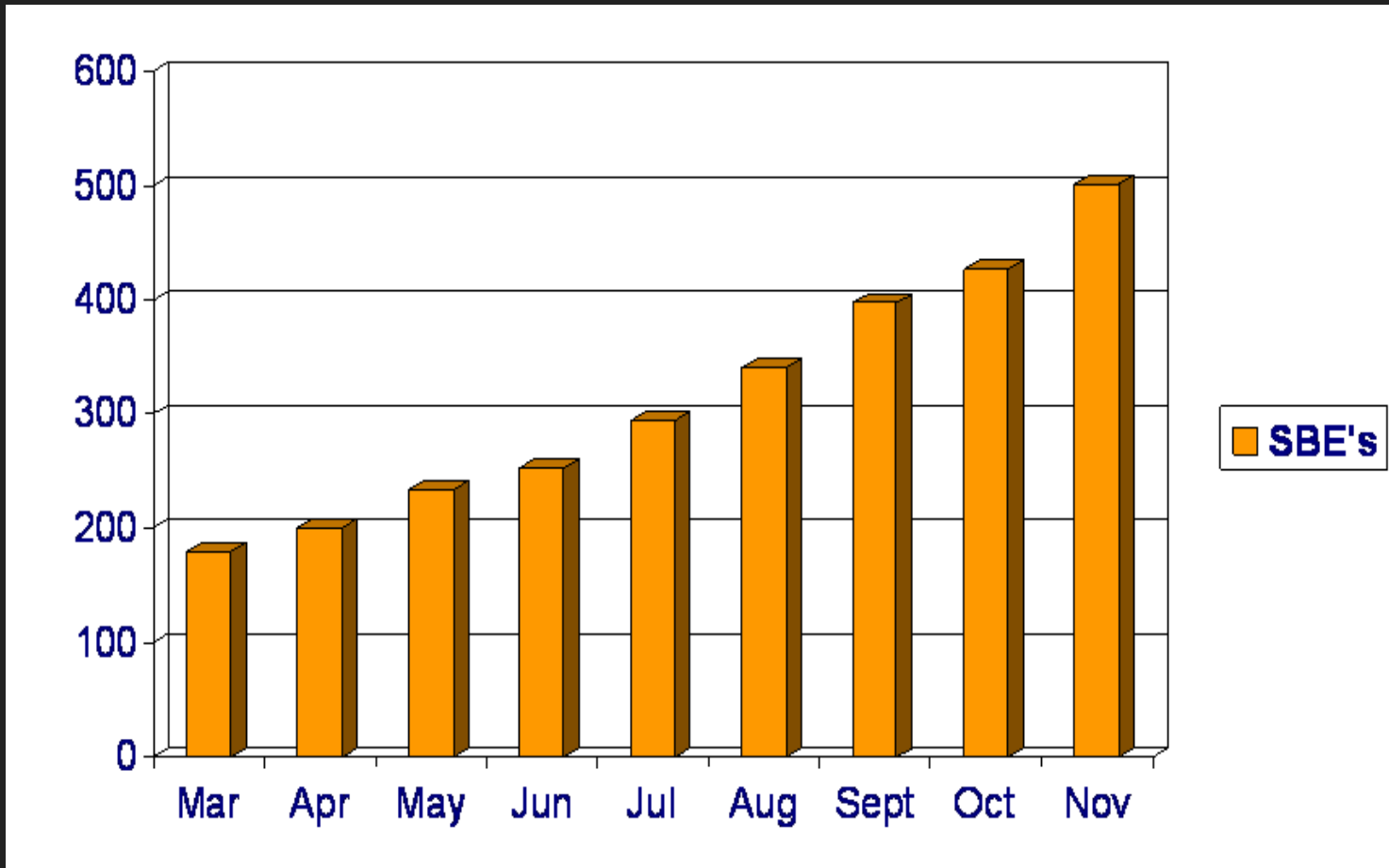


Source: AWstats. Includes November forecasts based on traffic up to 15th November.

Top UK social business/enterprise site after only 7 months

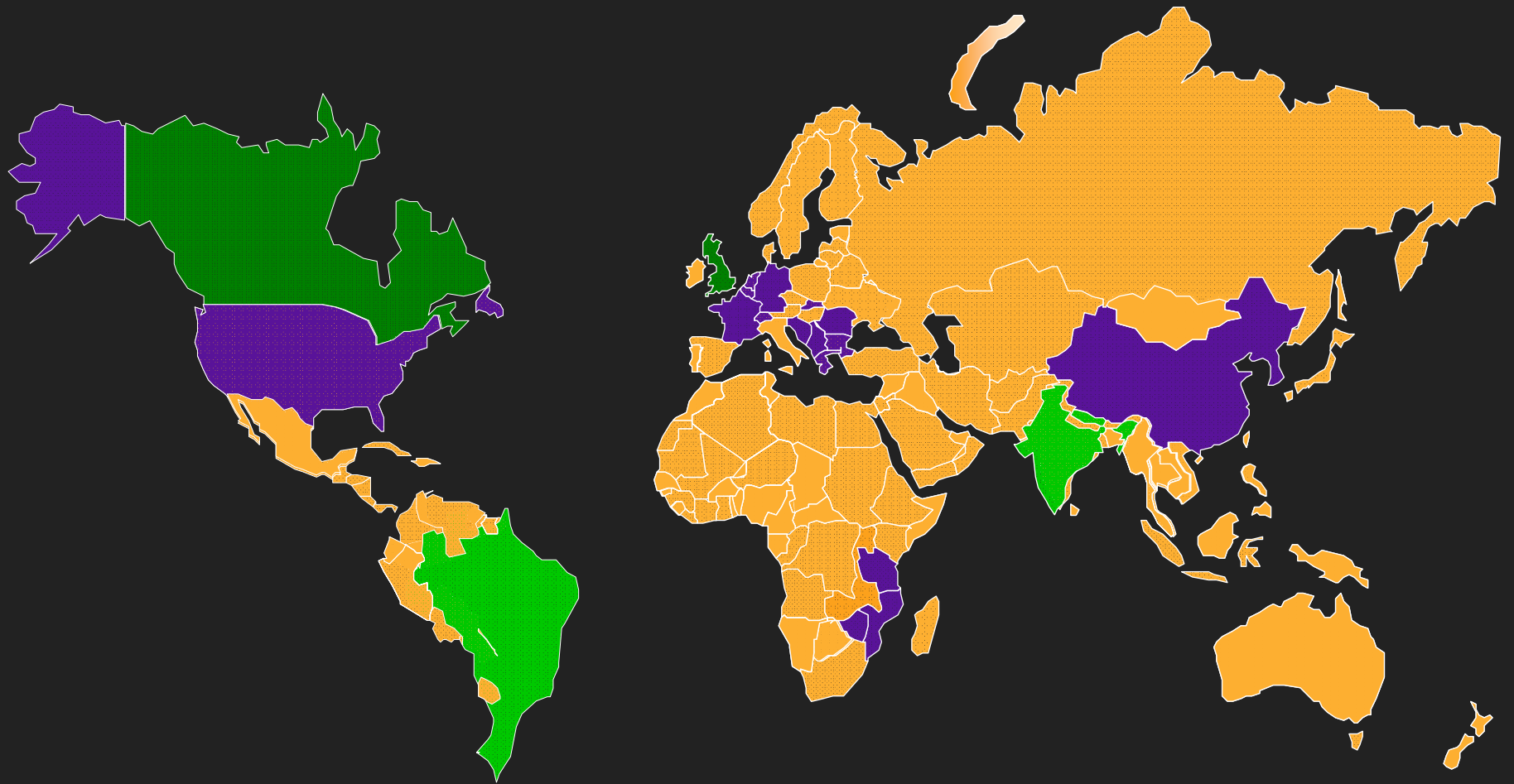
(source: Alexa.com)

Social businesses and enterprises on the site



17% of businesses on site are non-UK based (as of Nov 09)

Global Interest in Extending ClearlySo





Thank you.

Please feel free to get in touch!

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