

# Clarifying Your Field Of Interest

- *Your Interest*
  - *Your Focus*
    - *Your Role*
      - *Your Segment*
        - *Your Relationship*

# Finding Your Social Venture Area Of Interest

## *Direction vs Destination*

- ❖ Your Objective
- ❖ Your Social Challenge, Need , and Problem Space
- ❖ Finding Your Starting Point
- ❖ Identifying Your Focus
- ❖ Identifying Your Role
- ❖ Finding Your Unique Segment
- ❖ Putting It All Together

# Your Objective

Develop a clear Field of Interest definition that can be used to drive consistent focus and alignment across you and your team's social Venture Innovation and Start-up work; focus and alignment that will dramatically improve the efficiency and effectiveness of your efforts and in the outcomes you will achieve.

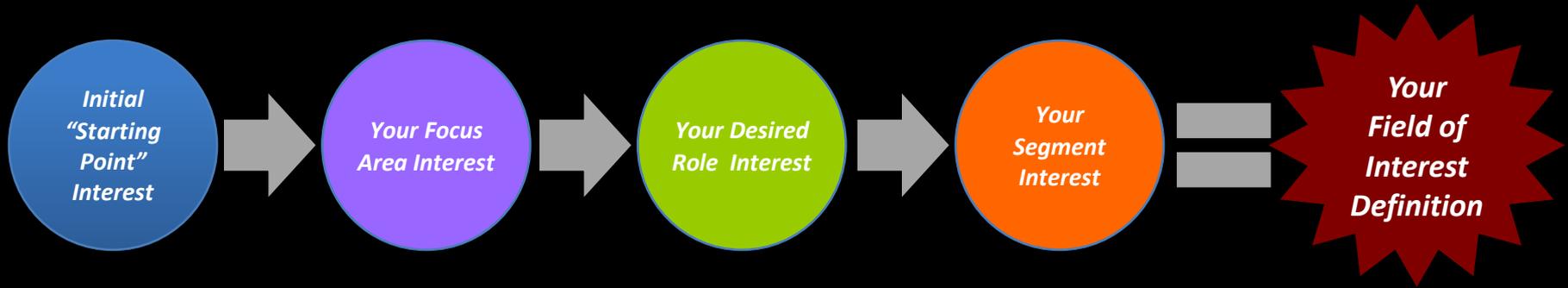
# Your Social Challenge, Need , and Problem Space

*A range of challenges, needs, and problems that impact one or more of the community's segments in regards to their ability to access and/or take advantage of the community's social, political, legal, and economic, rights, privileges, resources, and opportunities (i.e., address social exclusion issues\*).*

*Where do your passions and interests seem to lie????*

\* Social exclusion is the reference social challenge, need, problem area used for all materials ; Users of this material can adapt it to address other macro social concern areas ( e.g., environmental, animal rights, etc) as necessary.

# The Path to Your Field of Interest Definition



# Finding Your Starting Point

Where would you say your interests fall today?

Health Problems	Human rights	Public Transportation	Juvenile Misconduct	Life transitions; -Loss of job, -Death of family member, -Loss of shelter, -Loss of social support system, -Sudden mental or physical challenge, etc
Racism	Child Abuse	Age Discrimination	Bullying	
Spousal Abuse	Environmental Issues	Quality Education	Engagement Through the Arts	
Crime	Public Health	Income Opportunities		
Civil Rights	Drug abuse	Resource Sustainability	Social Exclusion-biases	Literacy & educational Advancement
Alcoholism	Affordable Healthcare	Economic Deprivation	Mental /Emotional Disabilities	Exclusion: The Digital Divide
Drug Abuse	Unemployment	Physical Disabilities	Gender Discrimination	STEM/STEAM Education
Marketable Skill Gaps	Hunger	Homelessness	Healthy Living/Choices	Etc.
Inequality	Community engagement	Poverty	Affordable Housing	

# Finding Your Social Innovation Focus

Ensuring our community's social, political, legal, and economic, rights, privileges, resources, and opportunities :

- *are accessible by all,*
- *are sufficient (i.e., range of, quantity of, quality of) to meet the community's short and long-term challenges, needs, or problems, and*
- *can be efficiently and effectively taken advantage of by all its members and groups.*

**Accessibility**

**Sufficiency**

**Efficiently &  
Effectively  
Taken  
Advantage Of**

# Finding Your Social Innovation Role

A social venture's focus can be further defined in terms of its role in:

- **Prevention** – *identifying and proactively helping people or groups avoid being impacted by a social challenge, need, or problem “cause”*
- **Cause** – *reducing or eliminating the root cause(s) of a recognized challenge, need, or problem*
- **Symptoms** – *treating the negative effects these causes have created*
- **Intervention** – *helping people and/or groups permanently escape the cause-symptom cycle*
- **Solution Interface &/or Coordination** - *direct interface to a person/group to help them find & connect to appropriate services*



# Finding Your Unique Segment or Sub-segment

Finally, you might further refine your social venture area of interest and focus by considering additional community member or group attributes, including:

## Example:

In each column, identify all the community segments and/or sub-segments that you intend to directly or indirectly serve through the social venture you will create or via the social venture start-up you will launch.

### Gender

Female

Male

### Age:

0-5

6-10

11-3

14-18

19-25

26-36

37-55

56-70

70 →

### Ethnic/Racial Group

American Indian

Alaskan Indian

Central American

South American

Hispanic / Latin  
American

Black, African American

White: European

White: Middle Eastern

White: North African

Asia: Far East &  
Southeast

Asia: India Sub-  
continent

Native Hawaiian

Pacific Islander

Other

### Geography, County, City, or Neighborhood

A.

B

C.

D.

E.

Etc.

### Other Segment or Sub- Segment categories

A.

B

C.

D.

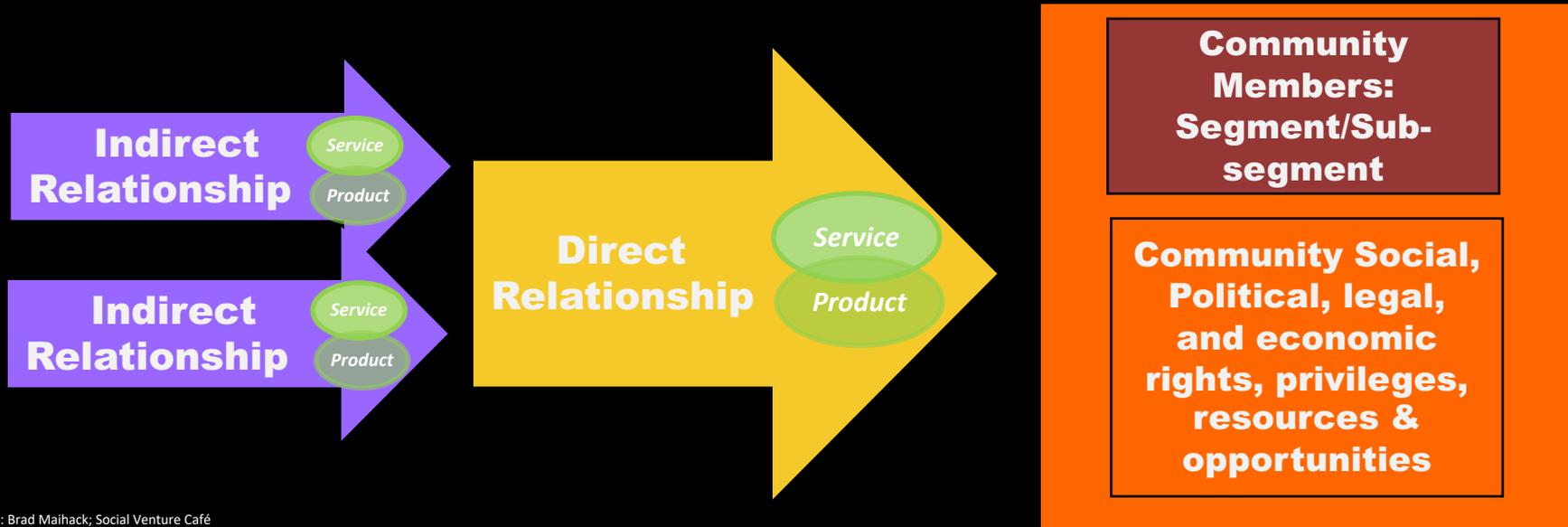
E.

Etc.

# Finding Your Social Venture Relationship

A social venture's focus can be further defined in terms of :

- 1) *the community segment and/or sub-segments it intends to benefit, and*
- 2) *whether those benefits will be delivered via a direct or indirect relationship with the social venture or innovation program's work, and*
- 3) *whether those benefits will be delivered as a service or a product*



# Bringing It All Together

## *Field of Interest Summary Matrix*

-  Direct Relationship
  -  Indirect Relationship
  -  Product
  -  Service
- Segment/Sub-segment Focus

 Map into a Quadrant	Prevention	Cause	Symptom	Intervention	SIn Interface/ Coord.
Accessibility					
Sufficiency					
Efficiently & Effectively Taken Advantage of					