

**socialab<sup>®</sup>**

**Co-creating social impact**

# We are part of the change

In **Socialab** we believe that humanity has reached enough level of knowledge and consciousness to take responsibility for the great challenges of the future. That is why from our **mission** we contribute to **detect, promote and generate adoption of solutions for a better world**, this through entrepreneurs who provide innovative answers to major environmental socio-economic issues.



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# What's the world we want to live in?

In a world with **more love**, where the one who earns more is the one that makes others win more, in a society where **we respect and accept each other**, where what we do every day benefits others, and at the same time, others benefit us.

Where doing  
the right  
thing is good  
business

# — What do we want to change?

Ideas that will solve humanity's biggest challenges are hidden around the world and equally distributed within society. Its creators are not always visible or have the tools and knowledge to implement them.

The methods of creating, detecting, selecting and supporting early-stage solutions are very expensive because of the risk they pose to stakeholders.

*By integrating human methodologies and technological tools that accelerate collaboration, we reduce the degrees of separation between global problems and those who can solve them.*



socialab

# How do we do it?

Since 2011 we have created and implemented different services that serve a dual purpose: positive social results and economic profitability.

**haedus**  
"Crecer es para vivir"

"Nuestro sueño es que los niños descubran el poder transformador de su creatividad, para que sean protagonistas de su propio futuro."

Para más Web: [www.haedus.cl](http://www.haedus.cl)  
Facebook: [HaedusChile](https://www.facebook.com/HaedusChile)  
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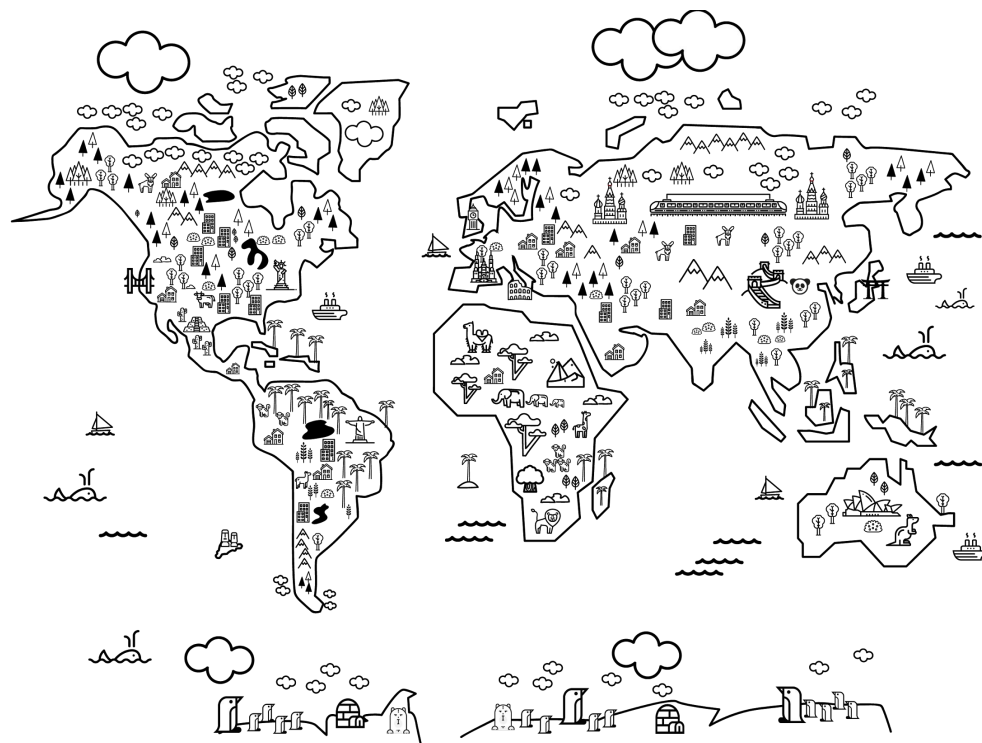
[haedus.cl](http://haedus.cl)  
haedus.cl

# Where are we?

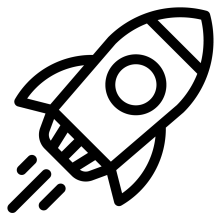
We are a physical and digital network of agents of change that operates with established hubs in **Argentina, Chile, Colombia, Mexico and Uruguay**. We are in the process of opening new Hubs in **Guatemala, Spain and Costa Rica** during 2017. We also have an online community of **476,000** creatives from **96** different countries.

With the intention of fulfilling **our mission** we are open to operate in new countries, where the need to solve real problems through innovation and the strength of business is latent.\*

\*<http://socialab.com/2016/>



# 2016 Results



Since 2011 we have received **32,000** ideas from our community, **428** of which were directly supported through pre-incubation processes, workshops, bootcamps, specialized mentoring, a co-operative coworking space and seed capital. Now with their products and services, they **generate positive impact** over more than **1.010.000 users** per month. Additional ideas have been indirectly supported by open strengthening processes.

At Socialab we promote and accelerate the generation of change in the quality of life of the people of Ibero-America supporting solutions such as:



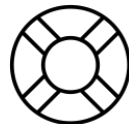
MIROCULUS

# Our services

1. Open Innovation challenges
  2. PIA (open innovation platform)
  3. Socialab Insight
  4. Talks
- 
5. Workshops
  6. Consultancies
  7. Early stage Bootcamps (preincubation)
- 
8. Early growth Bootcamps (acceleration)



**Inspiration and detection** of innovative solutions with high potential for social impact



**Impulse and support** early stage solutions



Encourage the **adoption** of solutions by users





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1.

## Open Innovation Challenges

At Socialab, **we identify problems** and turn them into opportunities for creative people around the world to propose solutions through the strengths of triple-impact businesses.

Thanks to the tools and methodologies designed by Socialab, today any organization can count on an **R&D** department built upon thousands of creatives who, with their solutions, will help solve problems inside and outside of organizations in a disruptive way.

**All those that  
aim to solve a  
REAL problem in  
a disruptive way.**

**Technology**

**Habitability**

**Sustainability**

**Education**

**Renewable energies**

**Recycling**

**Migration**

**Childhood and youth**

**Health**

**Agriculture**

**Tourism**

**Social development**

**Economy and finance**

**Employability**

**Inclusion**

**Human Rights**



**Themes**

## The expected results of the challenges are:

- Numerous high quality solutions from a massive and committed community.
- Detection of scalable and sustainable solutions, ready to be implemented.
- Positioning of a thematic / problematic of interest in the public agenda with communicational presence.
- Headhunting of talent and disruptive projects with social impact.
- Involvement of collaborators in the process, inspiration and delivery of innovation management tools.
- Visibility and support of early stage ventures.

## They have worked with us:



Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura



Buenos Aires  
Gobierno de la Ciudad

Postobón | socialab®

## Todos Podemos Challenge

What if we propose disruptive and high impact solutions that help acquire responsible living habits and improve the quality of life millions of people?

—  
agruppa  
el campo en tus manos

The selected entrepreneur in this economic empowerment of small shopkeepers, and greater access to fruits and vegetables by people at the base of the pyramid.



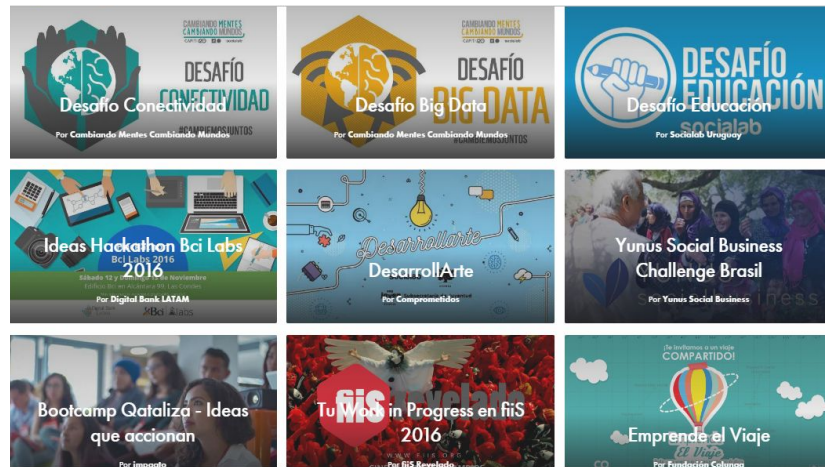


2.

## Open Innovation Platform (PIA)

You can now be part of a **large R & D community** looking for innovative solutions to change the world.

96 Countries / 32.000 ideas / 476.00 users



### LÍNEA DE TIEMPO



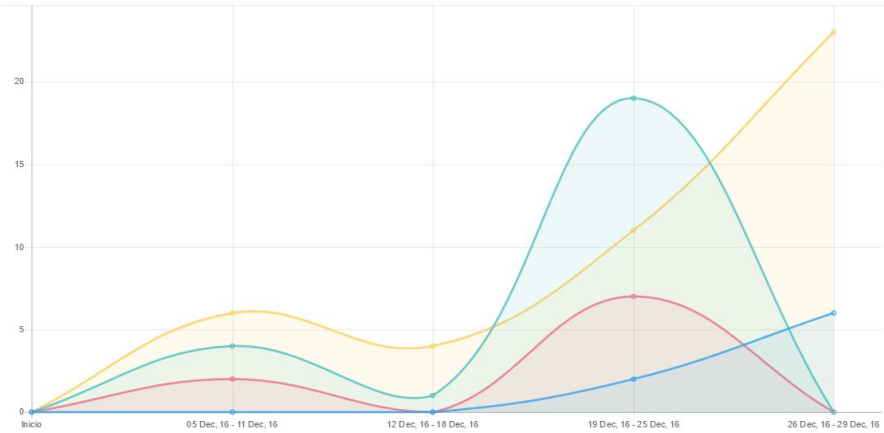
# PIA

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**PIA** is a SaaS (Software as a Service) that allows you to receive, centralize, manage, mentor and evaluate innovative ideas or projects that can generate positive changes inside and outside organizations. With this service **the expected results are:** to enable the creation and reception of solutions and administration of these through online calls (challenges) and open innovation methodology.

## Self-management and communicational tools

- Management of mentors and evaluators
- Profiles of administrators and evaluators
- Customized profile of your organization, your call and participating ideas
- "Support" button and digital environment for community comments
- Reports of votes, comments, qualifications and databases
- Tools of diffusion in social networks



Visitas	Comentarios	Ideas	Ideas orgánicas	Votos
N/A	2156	120	6	7950

**As a tool for User Research we can know different things about your audience:**

- **What they are talking about?: Names and entities**
- **What they care about?: Tags, Concepts & Categories.**

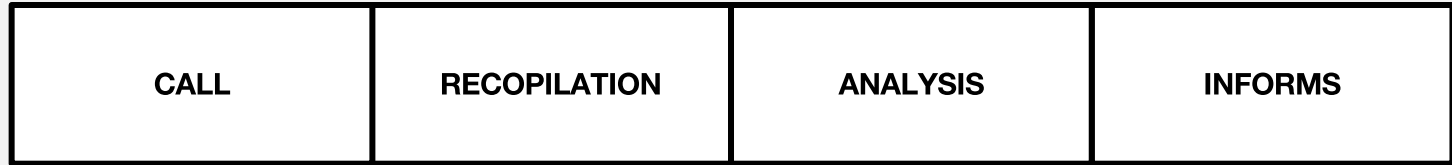


**3.**

### **Socialab Insight**

There are infinite social problems and very limited resources. At the same time, society is becoming more and more complex. For this reason we generate problem maps that are implicit in our platform. Through artificial intelligence we can cross-check this information with other relevant data, which allows the mapping of social investment opportunities according to their social prioritization. Through this process we raise valuable information such as perspectives, interests, personalities and users feelings

# How it works?



POSTULACIÓN

EN PROCESO

RESULTADO



1.

We compile the information through a viral and massive que

2.

We analyze the Big Data of answers

3.

We give you reports: Engage Analytics + Insights





4.

## Talks

Socialab promotes social innovation and entrepreneurship as tools of social transformation through different national and international platforms, reaching a massive and diverse audience such as social entrepreneurs, large companies, civil society, governments and multilateral organizations



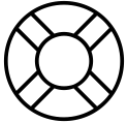
# TALKS



To date we have reached more than **3 million people** through assistance and presence to talks and seminars. We have a constant digital audience of **32,000** followers on Facebook and **22,000** followers on Twitter.

We have been present at: **United Nations, Singularity University, ICARE, LAB4, FIIS, Colaboramerica, Congress of the Future (Chile).**

The expected results of Socialab talks aim to inspire the **creativity** of the participants, broaden their **worldview** and encourage their **critical and purposeful thinking** through social innovation and entrepreneurship.



5.

## Workshops

Socialab Workshops are a space of knowledge transfer and team training. They seek to define problems, brainstorm ideas, prototype, test and validate solutions.

**The expected results** of the workshops are the acquisition of knowledge and tools that encourage creativity, innovation and social impact through real cases supported by Socialab.



# Workshops

**Creative Mindset**

**Prototyping**

**Theory of change**

**Co creation**

**Mentors**

**Design thinking**

**Design thinking Immersion**

**Social Impact**

**Building expectations**



**Themes**



6.

## Open innovation consultancy

The first step to innovate is to understand the problem in its context, that is why this field experience is designed to know the main development opportunities in communities that live a social problem, and has the objective of expanding and improving the reach of the organization towards this target audience through the development of new products or services.



# Consultancy

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## The results sought with the consultancy:

- Understanding the problem in field
- Identification of the main insights of the reality of communities
- Capacity transfer on the design and initial implementation of social innovations that transform the reality of the related communities
- Immersion in the daily life of the communities and work together for the design and implementation of proposals (generation of social capital)

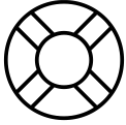


*Telefonica*

FUNDACIÓN



mercado  
libre

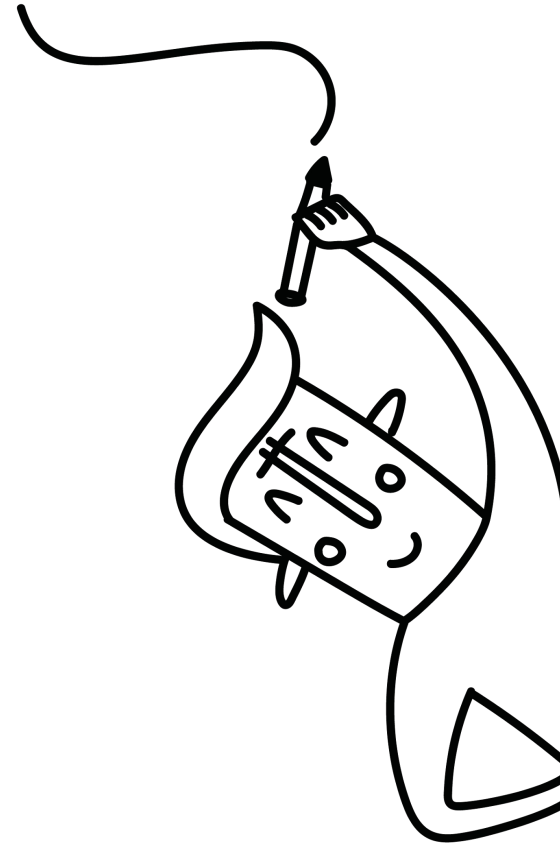


7.

## Early Stage Bootcamp

The Early Stage Bootcamp seeks to validate the potential for social impact and economic sustainability of an idea or project by guiding and delivering technical tools to social entrepreneurs. It is designed especially for teams that have an idea with potential social impact or are in the process of validating it. Teams that are in an advanced stage can participate too since the tools delivered can serve the purpose of exploring new lines of action within a venture.

The bootcamp consists of **five weeks** of intensive work with social entrepreneurs, a total of **ten workshops** with experts on core themes to every entrepreneurship and a personalized process monitored by expert mentors.





A group of people are gathered in a workshop or classroom setting. On the left, a man with a beard and short dark hair, wearing a dark blue t-shirt, stands and speaks to a group of people seated at wooden tables. The group consists of several young adults, both men and women, who are looking towards the speaker or working on papers and laptops at their tables. The room has a modern, industrial feel with a wooden wall and a ceiling with exposed black beams and colorful panels (orange and blue). The lighting is bright and even. The overall atmosphere is one of active learning and collaboration.

# Early Stage Bootcamp

As a final result of this process there will not only be social entrepreneurs with tools that allow them to successfully carry out projects of social innovation, but also a validated Minimum Viable Product by their stakeholders.



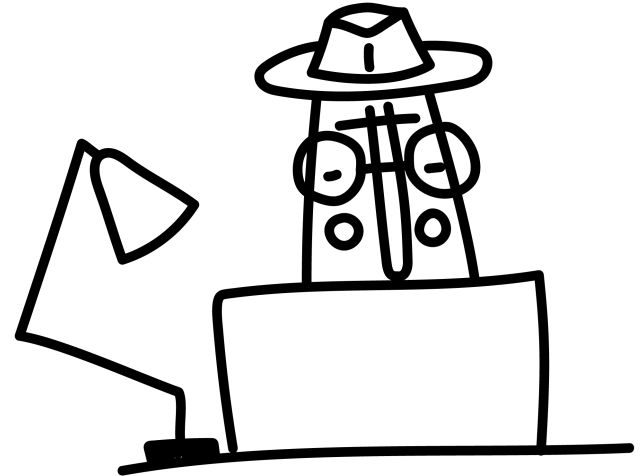


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8.

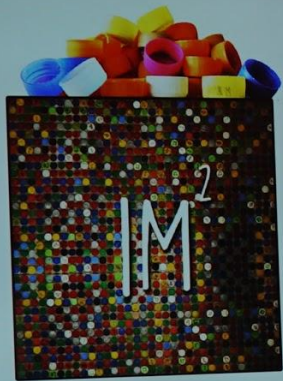
## Early growth Bootcamp

This **eight-week program** is aimed to enterprises looking to scale a validated business model hypothesis. Those who want to climb through new media and markets, and with **expert mentoring** in **10 thematic** areas that will help to improve their product/service, measure their impact, prepare them for a round of investment and scaling, among other challenges.

It also includes corporate mentoring and professional mentoring according to the topic, and weekly meetings with Socialab team who will be measuring the progress and goals of each participant through periodic technical meetings.



¿QUÉ VALOR PROPONEMOS?



1024 TAPAS  
POLIPROPILENO  
400 A 1.000 AÑOS  
EN DEGRADARSE  
COMPRADAS A DAMAS DE CAFÉ  
HOSPITAL INFANTIL DR MACKENNA



¡El lugar,  
donde las cosas

# Early Growth Bootcamp

As an expected result of the Early Growth Bootcamp, entrepreneurs will end up with a defined scalability plan, a potential increase in users and customers, audiovisual support of the process and an improved pitch after the process with graphic support included.

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# Partners

Our journey has taught us that change is possible, and we can not do this alone, we are part of something much more bigger than us.



**socialab® | Global**

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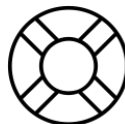
**Do you want  
to work  
with us?**



**Make an activity with  
Socialab in your  
organization**



**Boost to your idea,  
entrepreneurship  
project or social  
enterprise**



**Use some of our  
innovative products and  
services**

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