

BUSINESS MONDAY

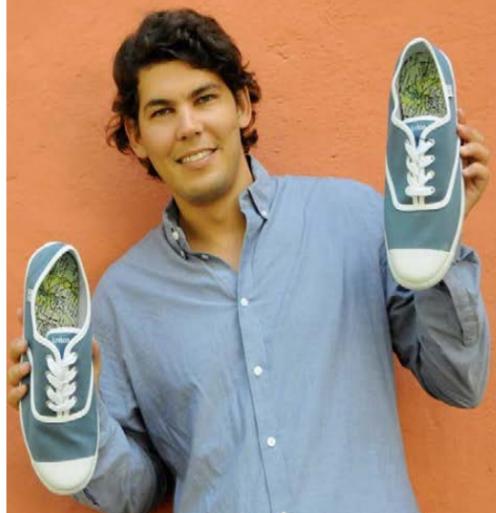


FUELING SOCIAL GOOD

Rising Tide Car Wash in Parkland and other social entrepreneurial companies look to for-profit models. Page 14

DOING BUSINESS BY DOING GOOD

As Global Entrepreneurship Week gets underway, we take a look at several social entrepreneurs using for-profit business models to solve society's big challenges.



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The estimates are alarming: 80 percent to 90 percent of adults with autism are unemployed. And for the D'Eri family, the reality hit home — hard.

Partnering with his son Thomas, who had just finished business school, entrepreneur John D'Eri cashed out of his other companies and began researching potential entrepreneurial solutions to help his son, Andrew, who is autistic. They learned that there are types of businesses where adults with autism can thrive as employees.

After about 18 months of research and preparation, the D'Eri family opened the first Rising Tide Car Wash in April. Andrew, 23, is an employee of the Parkland business, along with 34 other adults with autism.

Along with terrific service, John and Thomas hope their business delivers a strong message.

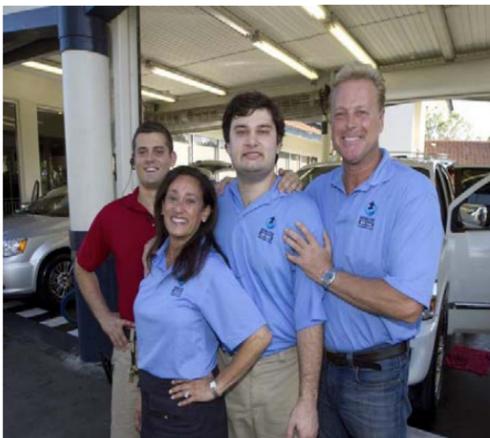
"Autism is not a disability that requires sympathy; it's a diversity that can be valuable to a workforce," said Thomas. "If your business is structured and you have strong processes in place, people with autism can thrive. You are getting a very engaged employee that will follow your processes. They are the most enthusiastic employees you could possibly have."

The D'Eri family's young company has already turned the corner into profitability, and John and Thomas plan to replicate their success in other communities and hope to be a model for what's working in disability employment. They are part of a new and growing breed of social entrepreneurs who are choosing for-profit business models for their socially motivated businesses so that they can scale their solutions.

"There are two words in social entrepreneurship for a reason," said Robert H. Hacker, an investor, former chief financial officer of One Laptop Per Child and a professor. "People are increasingly coming to realize social entrepreneurship is just a variation of entrepreneurship. When you approach a social problem, you benefit from all the processes and approaches of traditional entrepreneurship," said Hacker, who teaches social entrepreneurship for the Honors College at Florida International University.

Simply stated, social entrepreneurs work to solve society's most pressing social problems through innovative solutions — and interest in the movement is

SOCIAL ENTREPRENEUR: For each pair of shoes that it sells, Mauricio Laniado's company, Juntos, gives a backpack of supplies to a child in Ecuador.



IN THE FAMILY: Thomas D'Eri, left, with his mother Donna, brother Andrew and father John at their company, Rising Tide Car Wash, in Parkland.

surging. There are social entrepreneurship accelerators and incubators to nurture startups. A new generation of socially motivated investors — including angels, venture capitalists and even the Obama administration's Startup America — now offers impact investment funds, adding to the mounting microloan funds and specialized crowdfunding platforms available.

Foundations and other support organizations are multiplying too; Ashoka, a nonprofit devoted to finding and scaling world-changing solutions, now supports 3,000 fellows in 60 countries and last year launched Ashoka Miami. The Americas Business Council, a Miami Beach foundation that supports social entrepreneurs, gave world leaders for social good the stage earlier this month at its third annual conference. Local networking groups of social innovators have sprung up, including Momentum, which is holding an event on Wednesday.

Harvard Business Review found that top business schools more than doubled their social entrepreneurship courses between 2003 and 2009. Business schools at Harvard, Yale, Stanford, Duke, Northwestern, Berkeley and Oxford all have respected social entrepreneurship centers or programs, and some of them have social tracks in their business plan competitions.

In South Florida, nearly every university and college has courses or events tied to social entrepreneurship. Barry University

On the cover

Leonardo Coakley, 20, details a dashboard at Rising Tide Car Wash in Parkland. Photo by Joe Rimkus, Miami Herald Staff.

has a Center for Social Entrepreneurship within its business school, and campuses from Nova Southeastern to St. Thomas University to the University of Miami have brought in speakers and held workshops on the topic.

Miami Dade College's International Campus, for instance, offers a group of noncredit classes through its Social Entrepreneurship Academy, with topics like "Marketing Your Green/Socially Responsible Business." MDC is also well along in its process to earn the designation as an Ashoka Changemaker campus, a coveted label only a couple of dozen campuses globally have earned so far, said Ana Cruz, chairman of the School of Business on the Wolfson Campus.

"I'm seeing a lot of young people that want to achieve more than just profitability," said Seema Pissaris, a College of Business professor at FIU. "Purpose is very important. I'm seeing that change even in the last two years. It's becoming such a phenomenon," she said, attributing the increase in part to the explosion of technology that puts social issues in front of the stu-

Global Entrepreneurship Week events

Here is a sampling of local events this week. The first one is social entrepreneurial focused; the rest are on various topics of entrepreneurship.

- Momentum International brings a panel discussion on social innovation to The LAB Miami in Wynwood on Wednesday, 7 p.m.-10 p.m. Speakers: Juan Casimiro of Casimiro Global Foundation, Brett Hudson of The LAB Miami, Carolina Rendeiro of Miami Innovation Center, and Michelle Dow of Social Swag Co. More info: www.thelabmiami.com
- The Carrie P. Meek Entrepreneurial Education Center on Miami Dade College's North Campus is hosting the National Association of Community College Entrepreneurship (NACCE) Summit Series Conference on Monday for a daylong event titled "Growing the Entrepreneurial Ecosystem." Speakers include Gary Schoeniger, co-author of "Who Owns the Ice House?" To register, visit <http://www.nacce.com/events/> or contact the Meek Entrepreneurial Education Center at 305-237-9903.
- FIU Pino Global Entrepreneurship Center will host a "Women Entrepreneurs Panel: Secrets to their Business Success" on Tuesday at 6 p.m. in the Special Events Room of the College of Business on the main campus. Panelists include: Misha Kuryla-Gomez of Misha Cupcakes; Lourdes Balepogi of Chispa Marketing; Felecia Hatcher of Feverish Pops; Johanna Salazar, social entrepreneur; and Monique Hamaty-Simmonds of Tortuga Rum Cakes. Info: entrepreneurship.fiu.edu
- The University of Miami Launch Pad has planned a number of events, including:
 - "Keeping it in the Family," a panel discussion on family businesses and preparing for the next generation to take the reins, Tuesday, 6-9 p.m.
 - 2013 Elevator Pitch Competition finals, Wednesday, 6:30-9 p.m.
 - "Women in Growth Investing and High Growth Entrepreneurship," a panel discussion featuring Adrianna Ma of General Atlantic, Lisa Skeete Tatum, formerly of Cardinal Partners, Stephanie Tilenius of Kleiner Perkins Caufield & Byers and Melissa Krinzman of Venture Architects, Thursday, 4:30-6 p.m.
 - "Bridging the Gap Between Engineers and Entrepreneurs: A Discussion" with John Ciancutti, director of Engineering at Facebook, Thursday, 6:30-8:30 p.m.
 - "Innovation in Content Creation for Global Media," a workshop presented by Marlon Quintero, CIC Media, Friday, 9 a.m.-noon.

For more information on all of Launch Pad's events, including locations, go to www.the-launchpad.org/GEW



PART OF A TEAM: Barrington Irving with his students at Experience Aviation, a nonprofit learning center, after a "Jet vs. Car" race on May 3 at Opa-locka Airport. The student-built car — a year in the making — overheard before the race; a jet beat an old Corvette driven by Irving by a hair.

dents daily. Students in her Social Entrepreneurship class work with real-life ventures. Last year, Pissaris inspired and supported students who formed EyeTalker, a company developing an affordable pair of glasses for

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