



Miller Center

for Social Entrepreneurship

A Center of Distinction at Santa Clara University

Rebranding: Before and After

Please enjoy this brief celebration of our new visual identity, with a look at where we started and where we are today.

Introduction

SOMETIMES, IT TAKES LOOKING BACK TO APPRECIATE CHANGE.

Revamping Miller Center's visual identity demanded tremendous time, energy, talent, and commitment by everyone involved. In the midst of such intense activity, it can be difficult to fully appreciate the progress being made.

We hope you'll take a moment to reflect on where our journey began and to savor where we have arrived.

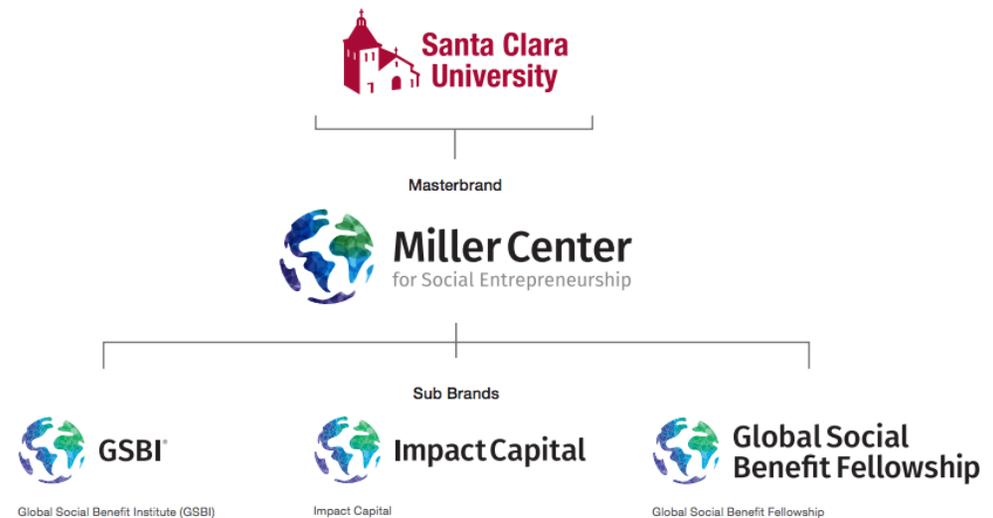
You get only one chance to make a great first impression. We love that our new brand identity more accurately embodies the accomplishments we've already achieved - and the huge successes that we are confident lie ahead.

Logo Development

While we had a Santa Clara University tagline and a GSBI program logo, there wasn't a logo for Miller Center. By moving to the new logo, we clearly identify ourselves as a Santa Clara University Center of Distinction and better reflect our innovative and global approach to social entrepreneurship.



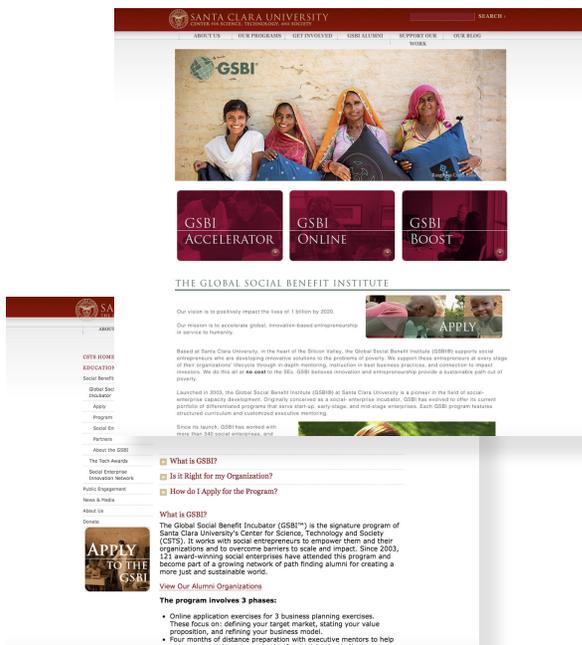
Before



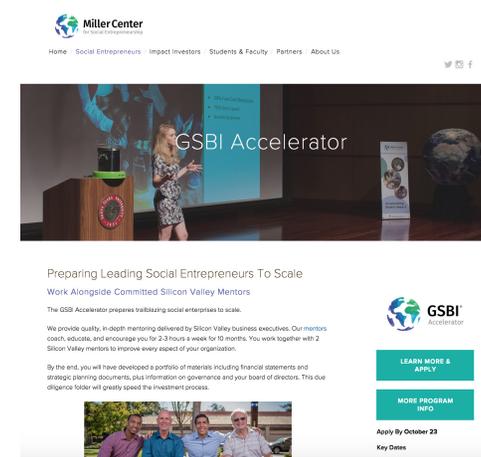
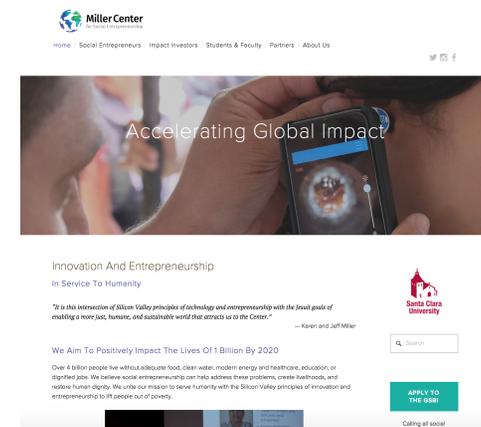
After

Web Development

Our website is our most ubiquitous representative. Miller Center's new website navigation is audience-centric and the look & feel make it easier for social entrepreneurs, impact investors, partners, industry influencers, students and faculty, and other interested parties to find out who we are, what we do, and why Miller Center matters.



Before



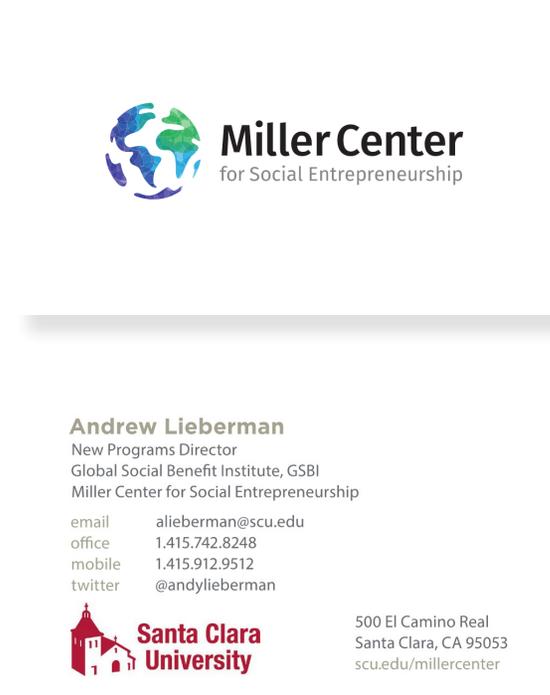
After

Business Card

Functionally, all a business card needs to communicate is contact information. But why not also communicate important aspects of our brand identity at the same time?



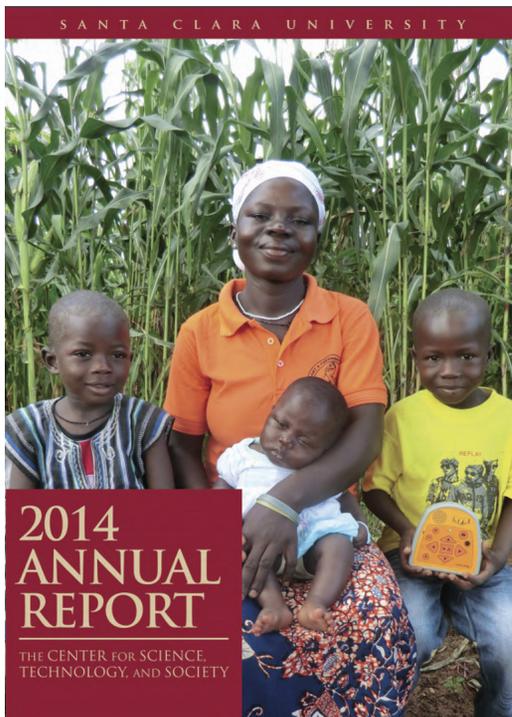
Before



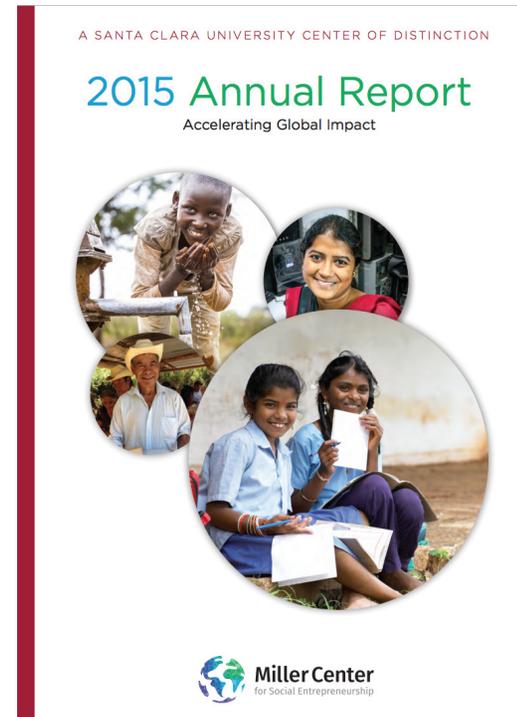
After

Annual Report

The Miller Center's new annual report reinforces our brand identity while linking us firmly with the university. Its clean look and feel, plus the multi-faceted images of our beneficiaries underlines the breadth of our work. It also introduces our new tagline, "Accelerating Global Impact."



Before



After

PowerPoints

Every time a Miller Center representative gives a presentation – whether to a partner, prospective donor or a packed audience of social entrepreneurs – our new PowerPoint template will support not only the specific content of the presentation, but also our more dynamic brand identity.

ADVISORY BOARD MEETING

ADVISORY BOARD CALENDAR

November 7, 2013	AB Meeting: GSBI
December 3, 2013	Holiday Party
February 5, 2013	AB Meeting: Impact Capital
May 7, 2014	AB Meeting: Education
May 21, 2014	GSBF/Roelands/GSBI Network
August 21, 2014	GSBI 2014 Investor Showcase
November 5, 2014	AB Meeting: GSBI

SECTOR STRATEGY

OFF GRID ENERGY SECTOR

Business Model Innovation
Local Context
Technology Solutions
GSBI

- GSBI
- Frugal
- Capital
- GSB Fellows

Before

Miller Center
for Social Entrepreneurship

GSBI Xchange™
Introduction

Introductions

1. Your name
2. Your organization name
3. Your role in the organization
4. Brief description of your organization
5. What you hope to get from the workshop

The GSBI Social Enterprise Support System

Blueprint → Validate → Prepare → Scale

GSBI Boost → GSBI Online → GSBI Accelerator

Create business plan and test assumptions → Prepare organizations for scale & investment

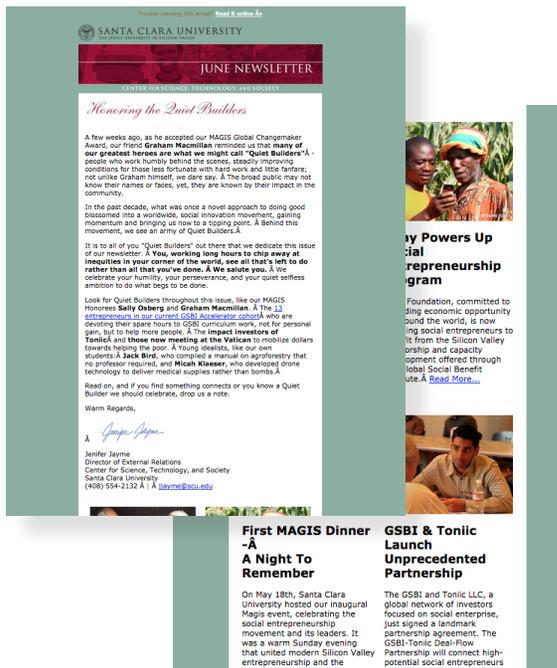
Silicon Valley Executive and Local Mentors Structured Curriculum

Flow is from the Monitor Group's 2012 study, Blueprint to Scale: The Case for Philanthropy in Impact Investing

After

Newsletter

The comparison between our old and new e-mail templates illustrates how similar content can convey different attributes about the sender, based only on design and layout changes.



Before



After

Investment Profiles

The Investment Profiles are consistent with our new visual identity and they present the advantages of being engaged in a GSBI program in a more compelling way. They also help impact investors feel more confident about investing in our social entrepreneurs.

GSBI

GSBI ACCELERATOR 2013
Sustaining rural lifestyles by creating conservation-based livelihood opportunities

GSBI ACCELERATOR INVESTMENT PROFILES

Avani & the Kumaon Earthcraft Self-Reliant Cooperative

Empower Generation
Empowering women to distribute clean energy solutions

Before

GSBI ACCELERATOR 2015 INVESTMENT PROFILES

Miller Center
for Social Entrepreneurship

Santa Clara University

Empower Generation
Empowering women to distribute clean energy solutions

Avani & the Kumaon Earthcraft Self-Reliant Cooperative

Empower Generation (EG) identifies, trains, capitalizes, and mentors rural women to distribute clean energy solutions. These women become entrepreneurs who manage their own business, including everything from bookkeeping to their sales force. Through the network of entrepreneurs, EG brings clean, safe, and reliable energy directly to communities in need.

Avani & the Kumaon Earthcraft Self-Reliant Cooperative

Value Proposition

We create sustainable rural employment by preserving traditional skills and conserving natural resources in Kumaon Himalayas. Our model supports rural lifestyles and strengthens local economies, thereby providing local women and youth with a choice to stay in their beautiful villages.

Key Awards

2017 UNESCO Seal of Excellence
2011, 2006 Devi Dayal Award for Rural Entrepreneurship India's Award

CONTACT US

2015 CII Micro Enterprise Award

CONTACT US
+91 9411056242
WWW.AVANI-KUMAON.CO
WWW.AVANI-KUMAON.CO
INFO@AVANI-KUMAON.CO

www.scl.edu/accelbenefit

AVANI - EARTHCRAFT
WWW.AVANI-KUMAON.CO | 2015 CII Micro Enterprise Award

Empower Generation

Investment Required

\$2 million in grants and impact investment to scale commercial activity in Nepal, expand to Myanmar, and launch new technology (dear home systems and microgrids).

Target Market

In Nepal, 14 million women between the ages of 15-64 are underemployed in the formal economy. Some serve as their households' energy managers and are responsible for collecting fuel for their household use.

Key Awards

48 social responsibility highlights in energy power. Our customers are and people living on \$2 per month, earned through the country's gross and markets of Nepal. Average household spending on energy is \$30 per month.

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www.scl.edu/gsb

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+1 408 910 7004
www.empowergeneration.org
www.empowergeneration.org

www.facebook.com/empowergen

empowergen

After

Printed Collateral by Program

Our new collateral pieces are fresh and inviting – increasing the chances that people will read enough to more deeply understand and appreciate our work and offerings.

Center for Science, Technology, and Society
SANTA CLARA UNIVERSITY

2010-11

The mission of the Center for Science, Technology, and Society is to promote the use of science and technology to benefit underserved communities worldwide.

PROGRAMS FOR

We aim to improve the lives of one billion people by 2020. We support entrepreneurs and innovators achieve maximum impact.

GLOBAL SOCIAL BENEFIT INSTITUTE

GSBI OVERVIEW

The Global Social Benefit Institute (GSBI) is a hub for accelerating global, innovation-based entrepreneurship in service to humanity. The GSBI currently offers two capacity development programs to global social entrepreneurs, regardless of sector or business structure: the GSBI Accelerator, for more advanced social entrepreneurs seeking to scale their business, and GSBI Online, for early-stage ventures seeking basic business training. Both programs are designed for high engagement between entrepreneurs and program staff and mentors.

GSBI ACCELERATOR

The GSBI Accelerator provides social entrepreneurs with growing impact and securing capital investments. Over the course of 18-months, social entrepreneurs work alongside Silicon Valley mentors to optimize their business models, which refine their business models and identify the growth opportunities. For 10 days in August, social entrepreneurs from around the world come to Santa Clara University during the co-residence. Content experts teach a customized curriculum to address a financing plan for scaling, organizational development, talent management, marketing strategy and execution, and operational experience at scale. The co-residence culminates in a pitch to a room full of impact investors. The end goal is to prepare the social entrepreneur to be investment ready and prepare to scale their impact.

Characteristics of successful GSBI Accelerator applicants

- Demonstrated impact in base of pyramid communities
- Validated business model
- Proven technology, product, or service
- Operational for at least three years
- Preparing for or securing seed/early financing to scale impact

Impact to Date

- 202 enterprises have completed GSBI programs
- Nearly 100 million lives have been positively impacted
- \$88 million in funding raised by enterprises post-GSBI
- 98% of GSBI Alumni are still in business
- 48% of social enterprises are scaling and financially stable

www.scu.edu/sts

Before

Global Social Benefit Fellowship

Apply for the Global Social Benefit Fellowship

Action research with social enterprises in the developing world

- Interview rural African women about the uses of solar energy products
- Evaluate clean water technologies and supportive business models in Central America
- Film with TB patients in Phnom Penh and rural Indigenous people in Cambodia
- Analyze theories of positive social change for women and girls on the ground in Africa

MillerCenter
for social innovation

UNIVERSAL ENERGY ACCESS
An Enterprise System Approach

Available now at bit.ly/Energy-Access

Info Sessions

- 11/18, Wednesday, 4pm
- 11/30, Monday, 5pm
- 12/1, Tuesday, 5pm
- 1/4, Monday, 5:30pm
- 1/5, Tuesday, 4pm
- 1/19, Tuesday, 4pm
- 1/20, Wednesday, 5:30pm

In Nobili Hall

Applicants with Spanish fluency will be given priority consideration for the program.

More info: Keith D. Kwarner at skwarner@scu.edu or www.scu.edu/mlc

After

Complete System

When you put it all together, Miller Center's new visual identity tells a powerful, clear, and compelling story about an organization confident in its abilities and headed in an exciting direction.



Andrew Lieberman
 New Programs Director
 Global Social Benefit Institute, GSBI
 Miller Center for Social Entrepreneurship

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 Santa Clara, CA 95053
scu.edu/millercenter



Miller Center for Social Entrepreneurship website navigation: Home, Social Entrepreneurship, Impact Practices, Students & Faculty, Partners, About Us.

GSBI Accelerator page content: "Preparing Leading Social Entrepreneurs To Scale Week At-large Convened Silicon Valley Mentors".

GSBI ACCELERATOR
 2015 INVESTMENT PROFILES

Miller Center and Santa Clara University logos at the bottom.

A SANTA CLARA UNIVERSITY CENTER OF DISTINCTION

2015 Annual Report
 Accelerating Global Impact

Miller Center for Social Entrepreneurship logo at the bottom.

Miller Center for Social Entrepreneurship

Accelerating Global Impact

This past week during the GSBI Accelerator in-residence, we had the privilege of working side-by-side with 15 social entrepreneurs — changemakers who refuse to accept the status quo.

From Nepal to New York, in India, Haiti, and Africa, these entrepreneurs are bringing clean energy for lighting and cooking, safe drinking water, and sustainable sanitation to the poor. They are saving the lives of women and children at birth, creating dignified livelihoods for artisans, and reversing the "summer slide" in U.S. school systems. They offer health insurance for the working poor in Pakistan and medical training for the marginalized communities of Mexico. Their youth entrepreneurship and leadership programs are creating a foundation for the future of our planet and its peoples.

Apply to the GSBI in October 2015

Events
 Don't Miss 10/23 GSBI

Miller Center for Social Entrepreneurship

GSBI Xchange™ Introduction
 June 2015

Santa Clara University

Process flow diagram:

- Create business plan and test assumptions
- Prepare organizations for scale & investment
- Silicon Valley Executive and Local Mentors Structured Curriculum

Global Social Benefit Fellowship

Apply for the Global Social Benefit Fellowship

Action research in the developing world

- Interview rural
- Evaluate clean
- Film with TB
- Analyze their

The Global Social research for just Fellowship comes world with two Application per

Info
 11/18, Wed
 12/01, Tue
 12/15, Thu
 1/14, Mon
 1/18, Thu
 1/20, Wed

Available now at bit.ly/Energy-Access

Thank you

All the talk, toil, time, and occasional turmoil has been worth it. We are proud of the results! Before we all start on the next round of activities together, allow us to pause for just a moment to say

THANK YOU

to everyone who participated along the way in rolling out this new identity for Miller Center.