The International Council for Small Business (ICSB)
Certificate Program in Social Entrepreneurship
The International Council for Small Business (ICSB) is partnering with San Diego State University's Lavin Entrepreneurship Center to offer a preview of the Social Entrepreneurship Certificate Program at the 6th Annual California Entrepreneurship Educators Conference. The certificate program, which won’t be hosted but will be previewed, is designed to train educators and practitioners in developing sustainable social ventures that operate with a dual goal of keeping both the planet and the company’s bottom line green.

The preview of the ICSB Social Entrepreneurship Certificate starts with a panel session led by Jenny Amaraneni, a successful and exciting social entrepreneur. Amaraneni launched SOLO Eyewear, a line of eco-friendly sunglasses where each pair purchased funds eye care for people in need. Then, Drs. Tony Mendes and Jeff Hornsby, ICSB Global Educators, will lead previews of certificate modules comparing social entrepreneurship with traditional entrepreneurship, and providing an overview of new organizational options for social ventures and understanding how for-profit ventures can accomplish social good. The other preview of a certificate module brings up the topics of innovation and creativity and how these are applied in social enterprises. For more information about the ICSB Social Entrepreneurship Certificate, visit the official website.

The conference, held from April 11-13, 2019, is a venue for sharing ideas between entrepreneurship educators. View the official website. Registration will be accepted until April 5, 2019. Register Here.

**ICSB PREVIEW SCHEDULE (CONRAD PREBYS AZTEC STUDENT UNION)**

**Friday, April 12**  
(Tuhuano)

8:00am – 9:45am: Tony Mendez, Jeff Hornsby

9:45am – 10:00am: Break

10:00am – 11:00am: Jenny Amaraneni

11:00am – 12:00pm: Social Entrepreneurship Student Panel (w/ SoulMuch, Truly, and Dot Me)
Jenny Amaraneni

Jenny Amaraneni, a successful and exciting social entrepreneur, launched SOLO Eyewear, a line of eco-friendly sunglasses where each pair purchased funds eye care for people in need. Under her guidance, SOLO Eyewear funded eye care for 15,000+ people across 32 countries and was recognized on Good Morning America, the Today Show, Forbes, and MSNBC.

In this one-hour session, Jenny will discuss her experience developing a social venture while a student at San Diego State University, and then running the company for 5 years. After selling the company, Jenny took on the role of director of social innovation at the ZIP Launchpad at SDSU. She will spend the latter half of her talk sharing insight about cultivating and supporting social entrepreneurship on campus.

Jeff Hornsby

Dr. Jeffrey S. Hornsby holds the Henry Bloch/Missouri Endowed Chair of Entrepreneurship and Innovation and the University of Missouri System Curator's Distinguished Professor. He is the executive director of the Regnier Institute for Entrepreneurship and Innovation and chair of the Department of Global Entrepreneurship and Innovation. He has authored or co-authored 78 refereed journal articles and 88 proceedings articles appearing in the top journals in entrepreneurship and management including Strategic Management Journal, Journal of Applied Psychology, Journal of Business Venturing, Entrepreneurship Theory and Practice, Strategic Entrepreneurship Journal and Journal of Operations Management.

This workshop provides a foundation for design thinking and creative problem solving and then asks the participants to engage in a creative problem-solving session with others in the workshop. Each participant will first identify their preferred problem-solving style and then be teamed up with individuals with complementary styles to approach a problem/idea relevant to the team. This method of creative problem solving allows individuals to take a deep dive and identify root causes and address them with iteration and action planning. Whether it is an entrepreneurial idea or incremental innovation, this process engages all participants to solve identified problems.
Tony Mendes

Dr. Tony Mendes is an acclaimed entrepreneurial educator and administrator of nationally and internationally recognized programs. In his role with the Regnier Institute, Mendes is responsible for the integration of entrepreneurship in all of the academic units of the university. Mendes formerly served as director of the Murphy Center for Entrepreneurship at the University of North Texas and executive director of the Academy for Entrepreneurial Leadership (AEL) at the University of Illinois at Urbana-Champaign. Mendes is the past President of the United States Association for Small Business and Entrepreneurship (USASBE) and currently serves on that organization’s leadership team.

The foundations of Social Entrepreneurship share some of the principles of traditional entrepreneurship with interesting distinctions. This module highlights the similarities and differences between social and traditional entrepreneurship and challenges participants to consider both options in addressing important social problems. This interactive session also introduces new legal entities and alternatives for social entrepreneurs.

SOULMUCH

Reyanne Mustafa

Mustafa is a nutrition enthusiast studying food science and nutrition at SDSU. She is also co-founder of SoulMuch, through which she channels her passions for inspiring others and for demonstrating how profit and purpose can go hand in hand. Mustafa herself was inspired by a quote from Margaret Mead: “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” She has incorporated that philosophy into the foundation of SoulMuch.

Kristian Krugman

Kristy Krugman upbringing as the daughter of two military parents shaped her into the disciplined entrepreneur she is today. Her passion for sustainability took shape during a high school economics class in which students were taught the value of natural resources. She realized then how sacred the environment is. Her passion for sustainability grew during her time studying environmental science and psychology at SDSU. Now, she strives to spread the seeds of sustainability knowledge, along with tips for how to care for this planet, so that Earth will be around for future generations.

SoulMuch is a progressive health food company formed with the goal of promoting sustainability, health and wellness, and food justice. To do this, the company turns neglected resources into delicious snacks, ensuring good food never goes to waste. In addition, Mustafa and Krugman strive to build an educational campaign around food waste, moving it to the forefront of people’s minds.
Truely

Joshua Munoz is founder and CEO of Truely. Since the idea’s inception while in his junior year, Josh has tenaciously dedicated himself over the past two years to developing the team’s solution and IP assets, while also working for a local technology startup as a full-time student. Graduating from San Diego State University in 2018 with his B.S. in Accounting and Entrepreneurship, Summa Cum Laude, he leads the startup team at Truely full-time to commercialize their bioplastic solution with a passion for people and planet wellness.

Truely is a San Diego-based venture on a mission to combat the harmful health and environmental consequences of petroleum-derived plastic by developing a new breed of nontoxic, plant-made bioplastic. Utilizing renewably-sourced and naturally-derived plant materials rather than fossil fuel chemicals in their patent-pending material, Truely’s proprietary bioplastic is applied to innovative, everyday consumer products to cultivate people and planet wellness.

Dot Me

Jose Antonio Chavez Vega (Tony) is originally from Mexicali, Baja California, where he was born and raised. He received his bachelor’s degree in business management with a minor in entrepreneurship at SDSU in 2018. He has a passion for social entrepreneurship, which he believes can only achieved by putting human beings at the center of a venture. At age 18, Tony and a friend started their own company, called Outmed. The venture provided outsourcing services to hospitals, and care and medical services to households. He is currently part of the Zip Launchpad business incubator at SDSU, where he works with a partner on his company, DotMe. The business addresses the risks associated with the wandering behaviors of children with cognitive disabilities, such as Autism Spectrum Disorder (ASD).

Dot Me is an early stage start-up that addresses the risks associated with wandering or eloping behaviors for individuals with cognitive disabilities such as Autism Spectrum Disorder (ASD). The company currently is developing a product and service that leverages communication technologies and an integrated mapping and community platform for guardians and first responders to create a comprehensive tracking ecosystem. The current solution under development consists of a wearable device that is connected to a diagnostic software application that allows participants to view the wearer’s location at any time.