

THE SOCIAL BUSINESS MODEL

The business model of the School of Social Innovation, provides for an esteemed component of credible and renowned academic faculty to deliver the teaching, research and service components of the School of Social Innovation through a socially innovative joint venture model as a partnership between a socially innovative social business, named CiviNovus (www.civinovus.co.za) and Hugenate Kollege.

This business model creates a social innovation joint venture between CiviNovus and Hugenate Kollege to provide for the institutionalising of the School of Social Innovation.

The funding for the functioning of the School of Social Innovation, is therefore also based on the social innovation and entrepreneurship approach which is the central ethos of the School of Social Innovation, rather than on the usual budget and cost models within traditional academic institutions.

Essentially this approach results in the School of Social Innovation being an income generator for Hugenate Kollege rather than a cost creator. The social and monetary capital for the School of Social Innovation is provided by the parties in the form of “sweat capital” and “angel investments” as well as seed and donor funds related to startup new socially entrepreneurial business models. Medium term income for sustainability will be derived from the services and products offered as part of the academic and professional programmes of the School of Social Innovation.

The social business, CiviNovus, functions as the legal and financial entity to provide the services to the Hugenate Kollege and to receive and distribute remittances and revenues as agreed upon.

