## Innovation and Scaling for Impact

HOW EFFECTIVE SOCIAL ENTERPRISES DO IT

Christian Seelos and Johanna Mair

## CONTENTS

nents	vii
rises Require a Distinctive Perspect	ive
and Scaling	I
TION, SCALING, AND IMPAC	CT 13
Freen Zones:	
on and Scaling Create Impact	15
ovation Pathologies	39
TUDIES	61
Learning:	
Gram Vikas (India)	63
Support of Scaling:	
Aravind (India)	89
d Scaling for Transformative Impa	ict:
BRAC (Bangladesh)	117
	rises Require a Distinctive Perspect and Scaling  TION, SCALING, AND IMPACTOR TO THE SECONDAL SCALING CONTROL TO THE SECONDAL SCALING CONTROL TO THE SECONDAL SCALING:  Aravind (India)  Indicate the Scaling Control of Scaling:  Aravind (India)  Indicate the Scaling Control of Sca

6	Innovation That Enables Diffusion of Proven Ideas:	
	The Story of Waste Concern (Bangladesh)	151
PA I	RT III RECOMMENDATIONS FOR	
O R	GANIZATIONS AND THEIR SUPPORTERS	179
7	Innovation Archetypes:	
	Balancing Innovation and Scaling over Time	181
8	Mapping Problem Spaces	202
	Conclusion:	
	A Guide to Productive Innovation and Scaling	
	for Impact	217
	Notes	231
	Index	237