

Foreword

Social impact is your hands not in somebody else hands.

What we have in front of us is an unprecedented opportunity, and historical chance to make the paradigm shift that humanity desperately needs towards creating a new civilization. We need it because science tells us we do, because our consciences tell us we can't do without it anymore. Now more than ever we need social business to solve social-environmental problems.

To start a social business journey, we need to remember that what is important is not about starting with deep experience, it is about deep commitments.

Experiences may lead you to wrong path. If I were an experienced banker, I would not be able to create microcredit. All you need to have is intense desire to solve an existing problem. You don't need to start big.

The experience of Simona and books like this one can inspire people who want to undertake or have already embarked on a social business or social entrepreneurial path.

I hope many of you will commit to this path.

*Professor Muhammad Yunus
2006 Nobel Peace Prize Laureate*