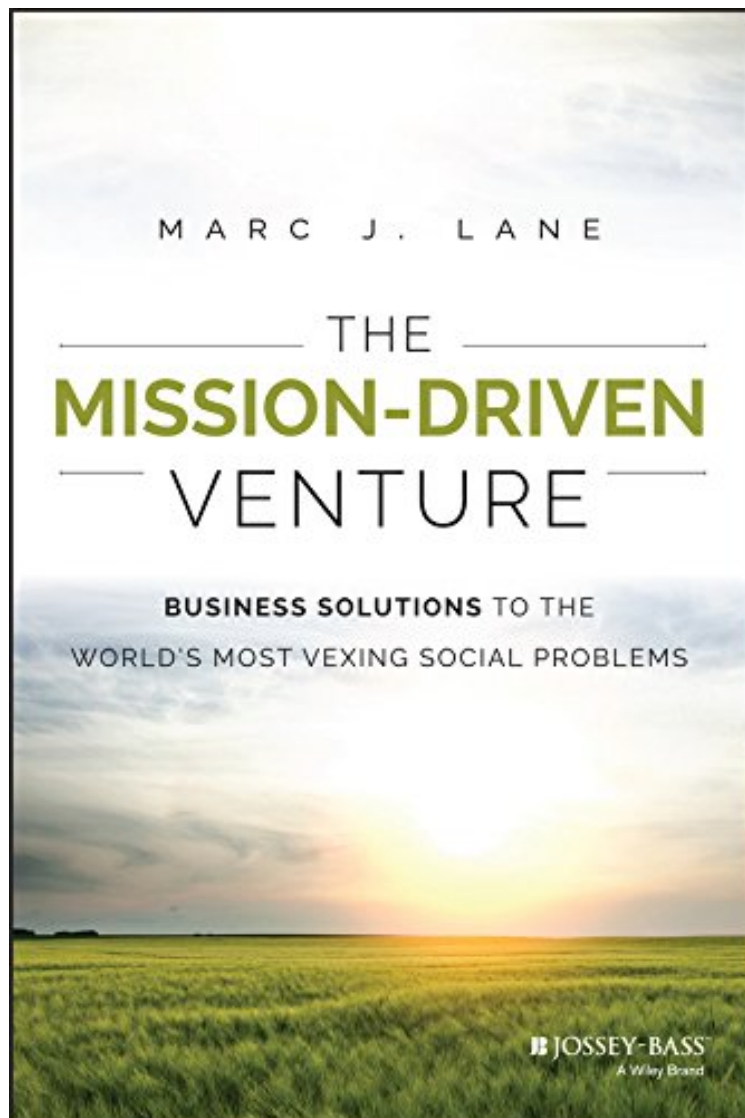


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## **The Mission-Driven Venture: Business Solutions to the World's Most Vexing Social Problems (Wiley Nonprofit Authority)**

*Marc J. Lane*

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**Marc J. Lane : The Mission-Driven Venture: Business Solutions to the World's Most Vexing Social Problems (Wiley Nonprofit Authority)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mission-Driven Venture: Business Solutions to the World's Most Vexing Social Problems (Wiley Nonprofit Authority):

5 of 5 people found the following review helpful. The Mission-Driven Venture is a comprehensive "how to

guidebook" equivalent to an advanced degree in Social Entrepreneurship! By Charlie B The Mission-Driven Venture is a comprehensive "how to guidebook" for helping resolve the social, economic and environmental challenges we face as communities, nations and planet! This latest "legacy building masterpiece" by visionary expert Marc Lane introduces tested and proven models and resources for cause-oriented enterprises including social entrepreneurship, impact investing, the Benefit Corporation model, L3Cs, Crowd Funding and Crowd Financing provisions of the JOBS Act. As a Community Economic Development specialist helping demonstrate principles and practices for self-help, empowerment and capacity-building, I suggest that reading and studying the wisdom in this book is equivalent to an advanced degree in Social Entrepreneurship! I share that endorsement after completing the CED Masters' program at Southern New Hampshire University a few years ago. Through that program I learned about the most significant historical examples Marc provides in this book (and supplemental web site) along with the most recent leading-edge information he has compiled. And the price of the book is less expensive in dollars and time than what I invested in the CED program. Mr. Lane, whom I met after reading his earlier book *Social Enterprise: Empowering Mission-Driven Entrepreneurs*, is one of the most knowledgeable AND most humble individuals I have ever been blessed to know. The only recommendation I would make to his publisher is to expand the subtitle from "Business Solutions to the world's most vexing social problems" to "Practical Solutions to the world's most vexing social problems that individuals, businesses, non-profit organizations and communities can cocreate together" because all of us can learn from this book how to help fulfill Buckminster (Bucky) Fuller's vision of "betterment for 100% of humanity." 4 of 4 people found the following review helpful. A great helicopter view of the business-for-purpose field. By marcello palazzi Entrepreneurship is evolving, as society evolves. Lane's book testifies to the hundreds of entrepreneurs who pursue a higher purpose than simply running a good business - a good and great business, one which aims at leaving a positive mark in the world, as Steve Jobs would say. 0 of 0 people found the following review helpful. Five Stars By YourCausesOrg:)

Practical guidance to maximize financial results while driving positive social change The Mission-Driven Venture provides actionable guidance for leveraging the power of the marketplace to solve the world's most vexing social problems. Written by attorney and financial advisor Marc J. Lane, a renowned thought leader and expert on entrepreneurship, social enterprises, impact investing and entrepreneurial finance, this book reaches the full spectrum of interests represented at the intersection of business and social change. Whether a social entrepreneur, impact investor, socially conscious individual, or a nonprofit or foundation leader, any reader committed to social innovation can benefit from this practical roadmap to the rapidly developing arena of social enterprise. Through real-world accounts of the journeys and successes of mission-driven ventures, Lane effectively illustrates the transformative potential of social enterprise, inspiring the reader to be an agent of change. Among the many tools offered through *The Mission-Driven Venture*, readers will: Find functional guidance to move from idea to reality with a step-by-step guide to designing and implementing a successful mission-driven venture Assess the benefits and challenges of the business models and entity choices available to the social entrepreneur Examine the entrepreneurial linkages between nonprofits and for-profits Recognize governance issues that can arise when mission and profit objectives clash, and discover tools for managing them Explore evolving trends and developments in financing social enterprise Discover methods and tools for measuring and reporting social impact Develop an effective strategy for achieving both financial success and meaningful social impact

From the Inside Flap Despite the fact that governments and nonprofit organizations have compassionately invested billions in social services, we still face unrelenting challenges in education, health care, poverty, unemployment, and the environment. "The Mission-Driven Venture" offers anyone committed to social innovation a hands-on, actionable guide for leveraging the power of the market-place to solve the world's most difficult social problems. Written by attorney and financial advisor Marc J. Lane--a renowned thought leader and expert on entrepreneurship, social enterprise, impact investing, and entrepreneurial finance--this important guide explores the full spectrum of the varied interests represented at the intersection of business and social change. Together, mission-driven ventures and traditional business concerns can reach and sustain scaled social solutions. Filled with real-world accounts of the journeys and successes of mission-driven initiatives, "The Mission-Driven Venture" clearly illustrates the transformative potential of social enterprise. Throughout the book, Lane offers the information and tools needed for becoming an agent of change and shows how to move from idea to reality with a step-by-step guide to designing and implementing a successful mission-driven venture. Social entrepreneurs embrace mission-driven ventures that emphasize transparency and accountability. They lead by example. They fill a humanitarian vacuum left by government and charity, and they do so sustainably as only the private sector can. For example, social entrepreneurs may organize and operate a low-profit limited liability company that, by law, places mission above profits and facilitates foundation funding of charitable and educational businesses. The Benefit Corporation requires its managers to make decisions not only to enrich its shareholders, but also for the good of society as a whole. Social impact bonds provide long-term funds for promising social interventions, transfer risk to private capital markets, and tap into public

coffers only when specific social benefits are achieved. Microfinance and microcredit are helping the poorest of the poor become self-sufficient business owners. And worker-owned co-operatives are converting the disenfranchised into self-reliant entrepreneurs. Impact investors, social entrepreneurs, socially conscious individuals, nonprofit and foundation leaders, and anyone committed to social innovation will find "The Mission-Driven Venture" to be a practical roadmap to the rapidly developing arena of social enterprise.

**From the Back Cover**  
**PRAISE FOR THE MISSION-DRIVEN VENTURE** "Go ahead and sue me for saying it...but attorney Marc Lane has written perhaps the most thorough yet accessible volume I've yet seen on social enterprise. Here, you'll pick up both the finer legal points of the new hybrid business models and the inspiration of Dr. Yunus, and everything in between. Keep it at your fingertips!" —Kevin Lynch, President and CEO, Social Enterprise Alliance "Marc does a masterful job of equipping the mission-driven entrepreneur with an understanding of various pathways for channeling enthusiastic passion towards actionable operation. I particularly appreciate his use of real-world examples to both inspire and make potentially intimidating concepts much more accessible." —John Tyler, General Counsel and Chief Ethics Officer, Ewing Marion Kauffman Foundation "The Mission-Driven Venture is one of the most comprehensive and understandable books on the fast-growing and rapidly-changing social enterprise sector. Whether you are an emerging social entrepreneur, a seasoned veteran, or just someone who wants to learn more about social enterprise, this book is well worth the read." —Eric Weinheimer, President and CEO, Donors Forum "A wealth of information and practical advice for anyone considering starting a mission-driven venture, from one of the most knowledgeable experts in the field." —Daniel Diermeier, Dean, Harris School of Public Policy, The University of Chicago

**About the Author**  
Marc J. Lane, a nationally recognized business and tax attorney and financial adviser, practices law at The Law Offices of Marc J. Lane, P.C. in Chicago ([www.MarcJLane.com](http://www.MarcJLane.com)) and serves as the President of Social Enterprise Alliance's Chicago chapter. Marc is an expert on entrepreneurship and entrepreneurial finance, and an influential advocate of best corporate governance practices. Twice a recipient of the Illinois State Bar Association's Lincoln Award, Marc, a "Leading Illinois Attorney" and "Illinois Super Lawyer," has consistently earned an "AV Preeminent" rating in the Martindale-Hubbell Legal Directory, the highest ranking awarded. Martindale-Hubbell also includes him in its Bar Registry of Preeminent Attorneys. By appointment of Illinois Gov. Pat Quinn, he chaired the state's Task Force on Social Innovation, Entrepreneurship, and Enterprise. An innovator in helping social enterprises, foundations, investors, lenders and philanthropists leverage capital to maximize financial results while driving positive social change, Marc has taught Social Enterprise at Northwestern University School of Law. He is also the pioneer behind the Advocacy Investing approach to socially responsible and mission-related investing ([www.AdvocacyInvesting.com](http://www.AdvocacyInvesting.com)). Marc drafted Illinois' and other states' Low-profit Limited Liability Company (L3C) legislation, which authorizes the new hybrid business form which can leverage foundations' program-related investments to access trillions of dollars of market-driven capital for ventures with modest financial prospects, but the possibility of major social impact. He continues to champion innovative social enterprise business forms and models throughout the nation. Marc is the author of 35 books, including *Social Enterprise: Empowering Mission-Driven Entrepreneurs*, published by the American Bar Association, and *The Mission-Driven Venture: Business Solutions to the World's Most Vexing Social Problems*, published by John Wiley and Sons. Marc is also an in-demand speaker. His latest keynote focuses on cutting-edge ways to solve some of our most intractable social problems--thanks to new funding and partnership models among impact investors, philanthropies, non-profits, and corporations.