

Tool: Purpose & Business Model

There are various ways to attack level one problems or subcategories of them. In your journey to factor the problem you picked and integrate it with your business model, you will meet the critical question HOW.

For example *“I am the founder of a software company and I would like to help communities in need to prosper, to give job opportunities. In the below 2X2 matrix I have plotted 4 different ways to do that as a mere illustration.”*

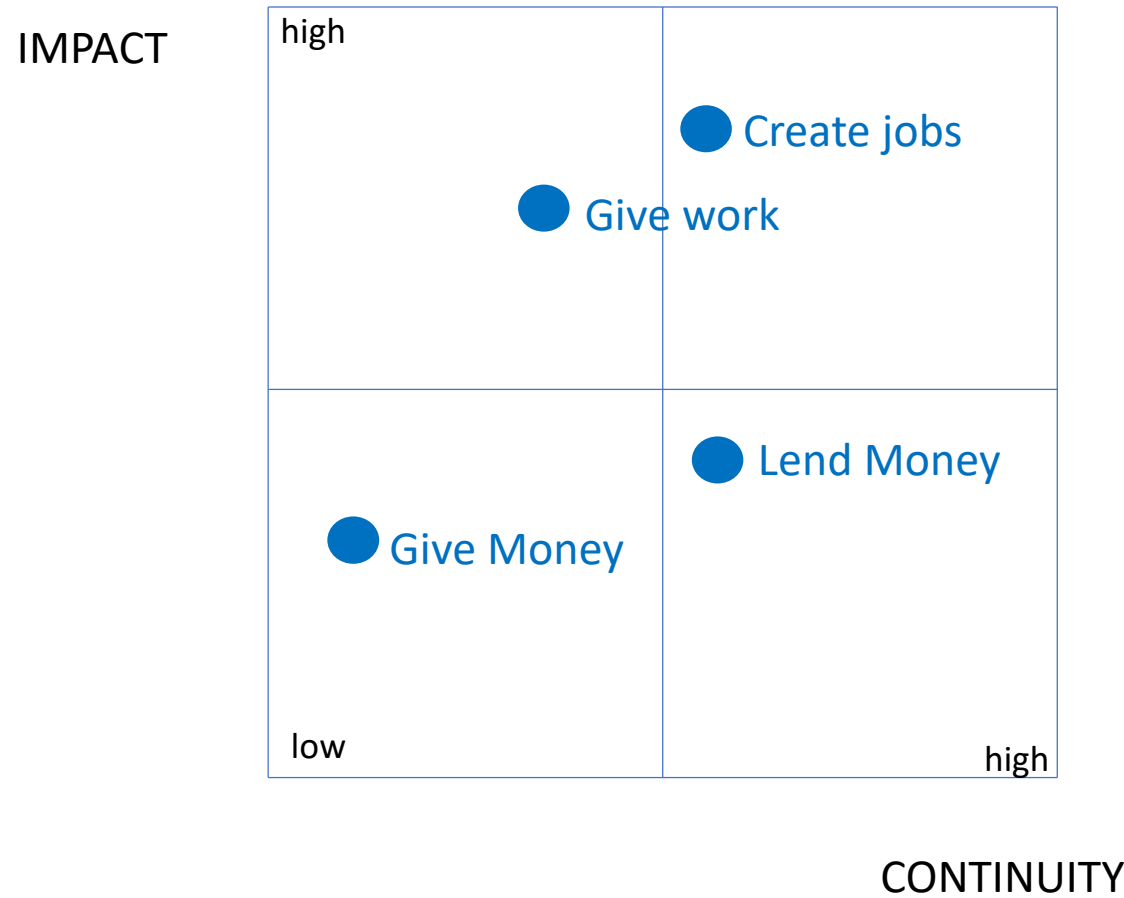
1. **Give money.** In any form, from charity to 1% pledge. That’s the most traditional way but in my view has relatively less impact and the continuity and therefore the likelihood of success is limited.
2. **Lend money** to local software entrepreneurs in very affordable terms. It looks like the famous micro-lending and the outstanding work Muhamad Yunus has done and described in Chapter Six. For sure this gives grounds to more sustainable development but most probably with medium impact because some of them might fail and open a cycle of poverty, the scheme might be misunderstood from lenders and borrowers or the funds might be misused. Check criticism of the model [here](#).
3. **Give jobs.** This is in line with what Leila Janah has done with her company *Samasource* <https://www.samasource.org/> and nicely described in her book “Give Work”. Classroom training of people in Africa and India on coding with the view to get outsourced jobs from elsewhere. Another good example is the [Intel Foundation](#) just gave the [International Rescue Committee](#) \$1 million to retrain 1,000 German-based refugees for technology related jobs. Check this story [here](#).

It is a very impressive idea and hard work. It can certainly have impact and some sustainability. The weak spot is the massive work that needs to be done from intermediaries or NGOs to organize, funnel and maintain the flow of training and outsourcing.

4. **Create jobs.** This is in my view the most powerful way to deal with inequality and unleash opportunities for people to access growth and prosperity. It assumes that this very objective is part of a company’s business model, its part of the operational heart and in that sense, it can be potentially highly impactful and sustainable. The higher the success of the company the more jobs this can create.

Purpose & Business Model Matrix

Example - Level One Problem: Access to economic Opportunity



Think about these 2 dimensions and design or repurpose your organization accordingly.