

FREIE UNTERNEHMEN BERLIN

Change the World with the Power of Entrepreneurship

Freie Unternehmen Berlin is the "Entrepreneurship Laboratory" for incubating entrepreneurial ventures with good capitalism under the guidance of university faculty and students, ethical and experienced business people, social entrepreneurs and influential government policy making leaders.

Freie Unternehmen Berlin provides a comprehensive university curriculum for advancing the powerful creative spirit and business management discipline of entrepreneurship. And by developing and sustaining a rising generation of entrepreneurs in Berlin, we can begin to restore Berlin's economic vibrancy and stability.

We can "change the world" with the power of entrepreneurship.

THE MISSION

THE MOVEMENT

THE COLLABORATION

THE TECHNOLOGY

THE SUSTAINABILITY

THE CURRICULUM

THE PRINCIPALS

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THE MISSION

The mission of Freie Unternehmen Berlin is to provide a "Laboratory" where people can present their entrepreneurial venture to those that can assist in advancing its goals. Then, through collaboration with experienced business people, those ideas can be incubated to reality.

By applying the power of motivated business discipline, we create economic sustainability in the venture and personal financial independence in the individual. And thereby nurture and develop the healthy culture of economic self determination.

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THE MOVEMENT TO SOCIAL ENTREPRENEURSHIP

Freie Unternehmen Berlin provides a social network for incubating and launching socially conscious ventures with "good capitalism" provided by experienced business people. By applying the power of motivated business discipline, we can create long-term sustainability and dignity in the recipient enterprise. We can serve the mission of the venture more effectively.

"Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

Chinese Proverb

Freie Unternehmen Berlin provides a particularly suitable platform for universities and their students. FUB is an effective network for collaboration of students seeking experience and business people looking to give their experience back. This platform could monetize those ideas coming from business students under the guidance of ethical, experienced alumni and friends of the school.

"Our world has changed. Last year the membership in the Social Enterprise Club exceeded that of the Investment Bankers Club at Columbia University."

Henry Kravis

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THE COLLABORATION with UNIVERSITIES

Universities have an interest in developing innovative and progressive curricula that serve society. Entrepreneurship and particularly Social Entrepreneurship have finally evolved into a highly desirable area of interest for students and universities.

"The university was accordingly designed for the betterment of mankind morally, spiritually, intellectually, physically, and materially. The public at large, and not alone the comparatively few students who can attend the University, are the chief and ultimate beneficiaries of the foundation. While the instruction offered must be such as will qualify students for personal success and direct usefulness in life, they should understand that it is offered in the hope and trust that they will become thereby of greater service to the public"

Jane Stanford - address to Stanford University Trustees, October 3, 1902

This Entrepreneurship "Laboratory" will be funded by Berlin based corporations, and later through third party grants and revenues from incubated ventures. The naturally capitalistic and entrepreneurial nature of businesses will understand and support the initiative, allowing the University to provide this curriculum, wholly funded by outside sources.

This University collaboration with University alumni and Berlin based corporations will establish and develop a "funding" relationship between Universities and corporations, allowing the University to benefit from corporate financial support and sponsorship. This should provide a natural segue into alumni relations, which is a cornerstone of financial support of nearly all American universities.

To serve better serve Berlin society, the Universities can effectively leverage the "prestige" and credibility of their institution into meaningful and valuable collaboration with corporate Berlin, alumni and friends of the University.

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THE COLLABORATION with UNIVERSITY STUDENTS

This Laboratory aims to create an environment for students to identify a social problem about which they are passionate, to envision a solution to the problem, and to move their vision towards reality by designing and developing a social change organization and an agenda for change.

The Lab facilitates and inspires students' ideas for creating public value. It does so by providing a positive, collaborative environment for designing and developing solutions, including peer and faculty feedback in the supportive environment of the incubator. Students are often at different stages in the development of their projects (and in their relevant life experiences) but this most frequently enriches the peer collaboration and mentorship opportunities and collective sense of support, learning, and advancement.

The Lab invites participation from experienced business practitioners and social entrepreneurs, both as visiting faculty and as regular participants and mentors in the lab. Practitioner and domain expert participation is a key feature of the lab's impact on students. These individuals bring inspiring examples of successful social entrepreneurship endeavors and help to demonstrate how to translate ideas into practice. They also bring extraordinary intellectual capital, connecting students to a local and worldwide network of resources and social entrepreneurs. These guest faculty and practitioners add a wealth of knowledge and wisdom that helps students develop as leaders and social entrepreneurs.

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THE COLLABORATION with BUSINESS

The world is experiencing a paradigm shift in corporate governance and its role within society. The corporate world is recognizing its qualitative impact on society and beginning to evaluate those impacts along with shareholder value. Accordingly, nearly all Fortune 500 corporations have mandates to address and improve their social service to the environment and their community.

Corporate collaboration with University social entrepreneurship programs are effective and mutually beneficial venues for corporations to serve society.

Corporate collaboration with Universities provides valuable "prestige" to companies and businessmen. Companies can be expected to provide financial sponsorship and scholarship. Business leaders can be expected to provide guest lectures and allocation of business resources.

Perhaps most importantly, businesses have a vested interest in developing a culture of entrepreneurship and good capitalism in their community. Overall economic sustainability will be advanced with a broader understanding of entrepreneurship by employees, other business colleagues, government regulators and customers.

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THE COLLABORATION with GOVERNMENT

Berlin has an interest in developing economic sustainability. Berlin is a culturally rich, world class city that deserves to restore its economic viability.

Berlin can develop its economic sustainability by advancing a culture of personal independence. Through collaboration with local Universities and local businesses, the city can support the establishment of independent small businesses. And with economic independence comes relief from social services.

Social services can be provided through "social purpose ventures" developed by students in collaboration with socially conscious entrepreneurs, local businesses and philanthropic institutions. With political support, these ventures can provide efficient deployment of capital resources highly leveraged by the power of entrepreneurship.

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THE COLLABORATORS

LEADERSHIP - CW DEVELOPMENT PARTNERS

www.cwdp.com

ACADEMICS - FREIE UNIVERSITAT BERLIN, TOURO COLLEGE, TECHNISCHE UNIVERSITAT

www.fu-faltin.de

ENTREPRENEURSHIP - LABORATORY FOR ENTREPRENEURSHIP

www.entrepreneurship.de

TECHNOLOGY - CHANGETHEWORLD.COM PLATFORM

www.changetheworld.com

MODEL CURRICULUM - THE "SOCIAL ENTERPRISE COLLABORATORY" (BLOOM)

<http://isites.harvard.edu/icb/icb.do?keyword=k13792&pageid=icb.page62639>

http://www.hks.harvard.edu/hauser/PDF_XLS/workingpapers/workingpaper_31.pdf

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THE TECHNOLOGY

The website platform is comprehensively developed and utilizes proprietary technologies. People have an idea - they post it. People want to help - they post it. The technology puts them together.

People who desire to help their world will have the tool to simply and personally connect with people that they can help. People who need help will likewise have the tool to simply and personally connect with people that can help them. This efficient introduction and connection of community is available with the proprietary technology of this online platform.

FUB will be an extremely effective online grouping of tools, which activate the 'free market' community collaboration concept - the basis of Freie Unternehmen Berlin. Through the website, socially conscious citizens from around the world can find and help each other cure each other's smallest needs or establish grand projects toward solving the world's truly global concerns. This interactive platform will be accessed through the internet at no charge, allowing people to post charitable projects and other people to find those projects and contribute to them in any manner they wish – investments, donations, mentorship, relationships, or resources of any kind.

Our open sharing and gifting technology facilitates innovative, efficient, personal giving to the community. There are no limits to the rate of potential growth, the size of the community, nor the good it can achieve. This is the social network that can change the world.

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THE SUSTAINABILITY

Freie Unternehmen Berlin will teach and implement fundamental business practices that empower the venture to achieve its goals on a long-term, socially conscious, sustainable basis. By applying the power of capitalism (motivated business discipline), we can develop sustainability and dignity in the recipient enterprise. And serve the integrity of the mission more effectively.

ACTION

Freie Unternehmen Berlin is designed to guide individuals to personal, sustainable, social responsibility by fulfilling their and society's needs. It inspires citizens toward community action, rather than talk, to effect great change and evolve humanity on our planet.

"Just Do It"

Nike Marketing Campaign

"A little less conversation, a little more action"

Elvis Presley

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FALTIN BIOGRAPHY

Prof. Dr. Gunther Faltin is recognized as a world leader in the field of Entrepreneurship. In 1977 Prof. Faltin was appointed professor at the Freie Universität Berlin where he pioneered the study and application of entrepreneurship in university curriculum and became the youngest tenured professor at FUB. Faltin was Vice President of the German Community in Action for Education (THERE) section Berlin. He founded the Laboratory for Entrepreneurship at the Freie Universität Berlin. He was expert in the European Union institution's European Training Foundation.

In 1985 he was the founder of the "Tea Campaign", which was one of the first to pioneer the use of free trade and has subsequently become the largest importer of Darjeeling tea from India. Faltin is the initiator and sponsor of the reforestation project by the World Wide Fund for Nature. He is an angel investor and advisor to several start-ups including ebuero AG, Ratio Drink AG, direktzu GmbH, CO2 campaign project workshop, Stiftung Entrepreneurship, and more.

In 1997 Gunter Faltin was awarded the Price-Babson Award for "Bringing Entrepreneurship Training". In 2007 Faltin was awarded the "Vision Award" for life entrepreneurs. And finally in 2009 Faltin received the special prize of the German Founders Award for the "Tea Campaign".

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UTNEHMER BIOGRAPHY

Mr. Utnehmer directs various socially conscious ventures. CW Development Partners is his environmentally sustainable real estate development company. Change the World, Inc. promotes social entrepreneurship through an internet based platform for incubating and investing in socially conscious ventures. ZIG Energy is a clean energy developer of photovoltaic installations. And for the sake of his own children, he developed a Rudolf Steiner school in Los Angeles, whose pedagogy is based on social consciousness and environmental reverence.

Mr. Utnehmer is a member of the State Bar of California and is a licensed California real estate broker. Mr. Utnehmer served as a member of the Counselors of Real Estate, University of Wisconsin Real Estate Alumni Association, the State Bar of California, Urban Land Institute, Westside Urban Forum, International Council of Shopping Centers and the U.S. Green Building Council.

CASTELLANOS BIOGRAPHY

Ms. Castellanos is currently the head of the department of Entrepreneurship and Management of Small Businesses at Touro College in Berlin. She earned her MBA in International Marketing from the University of Hartford in Paris France, her B.A. in International Affairs from the University of Nevada, Reno and her French language diploma from Universite de Pau, in Pau, France. She previously was professor for International Marketing at FHTW Berlin.

Ms. Castellanos is an experienced business woman having served executive positions in marketing and operations in companies in Berlin as well the USA and Bolivia.

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