PRACTICE 1 **Business with a Mission**

Money Talks · Entrepreneurship

1.1 Read the text. Write the main ideas of the text in your own words. Write 4–5 sentences.

Traditional entrepreneurs start companies to make a profit. Social entrepreneurs, however, build businesses to solve problems such as poverty, hunger or pollution. A well-known example is a bank that gives small loans to women in villages so that they can open shops, and then uses its earnings to give more loans. Supporters argue that this model is better than charity, because the businesses earn their own money and do not depend on donations that may stop at any time. Business schools also report a rise in students who want to change the world and still earn a living. Critics, however, are not convinced. They point out that a company with two goals, profit and social impact, often struggles to achieve either. Investors may withdraw if profits are low, and customers may doubt that a company really cares about its mission. Even so, the number of social enterprises continues to grow worldwide. Perhaps the real question is whether social business offers young people a more meaningful way to build a career.

Question: What are the main ideas of the text? (15 marks)

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