



# CASE HISTORY

Over 20 years ago, in 2001, Greg Dees and Beth Anderson founded CASE, shortly after Greg's seminal publication, *The Meaning of Social Entrepreneurship*. This research about the distinct capabilities and mindsets of those launching and building successful nonprofit and for-profit social enterprises has been foundational to our work.

In 2002, Dees, Anderson, and Wei-Skillern published *Pathways to Social Impact: Strategies for Scaling Out Successful Social Innovations*. Since this publication, CASE has continued to be a leading source of research, tools, and trainings about the pathways to scaling social impact. Notably, in 2016 we launched the **Scaling Pathways research program** to analyze and share lessons from successes, failures, and pivots from leading enterprises on the path to scale.



In 2005 we awarded our first social impact scholarships to Duke MBA students, showcasing Duke's recognition of the importance of supporting the next generation of social impact leaders. **We have since worked with nearly 3,000 MBA students through our evolving programming, and provided over \$4.3M in financial support to students and alumni working in social impact.**



**CASE i3**

In 2011, shortly after the term "impact investing" was coined, the **CASE i3 Initiative on Impact Investing launched**, the first initiative focused on impact investing at a leading business school. Faculty Director Cathy Clark soon cemented CASE's leadership in this field with the 2013 *Impact Investing 2.0* research project and the 2014 book *The Impact Investor*.

In 2012, CASE partnered across Duke to launch the **SEAD Social Entrepreneurship Accelerator at Duke**. This 5-year program ultimately supported 25 global health enterprises, helping them raise \$56M and serve 29M beneficiaries. SEAD gave CASE invaluable experience working closely with enterprises on their journey to scale and was the source of inspiration for many future research, tools, and trainings.

In 2013, CASE designed and led our first executive education training program, **Change Academy**, to help train social impact leaders. We learned one of our core competencies is creating engaging, highly actionable live (in-person and virtual) executive training. We have since produced a number of live trainings, including **Getting Gender Smart, Smart Scaling, ESG and Impact Management for Enterprises**, and **Strengthening Impact Management**.



In 2017, **Smart Impact Capital**, an online toolkit for enterprises raising investment, went live. This was our first experiment with online tools, and has since been used by over 4,500 enterprises, intermediaries, and students. We have continued to find ways to make the practical learnings and resources from our research as widely available as possible. In 2021 we launched the free online course **Impact Measurement & Management for the SDGs** on Coursera. This has truly helped us scale our own impact, reaching over 85,000 learners.