

Building a Business

[& making a difference]



who
gives a
crap

Presented by Simon Griffiths - Founder of “Who gives a crap”

Listen and discover:

- The correct way to hang your toilet paper ;0)
- What it means to be a social entrepreneur
- The concept of consumer-driven philanthropy
- How the Who Gives a Crap toilet paper brand was born
- Plus discussion around:
 - successful crowd funding,
 - viral video creation,
 - subscription business models

Social entrepreneur **Simon Griffiths** of online toilet paper brand Who Gives A Crap is a man on a mission. In 2007, after turning down his dream job offer as a corporate high-flyer, Simon moved from Australia to South Africa to immerse himself in his true passion: development aid. There he discovered that the biggest problem faced by NGOs and social entrepreneurs is a lack of funding. Since then he has launched three social businesses of his own, all focused on revolutionising the way society thinks about and engages in philanthropy. Simon's latest venture is an ethical home products company.

Its flagship product is Who Gives A Crap, an environmentally friendly toilet paper that uses 50% of its profits to build toilets in the developing world.

Visit: au.whogivesacrap.org

DATE: Wednesday 1st May 2019

TIME: 7.15am - 9.00am

VENUE: Eastern Innovation Business Centre
5a Hartnett Cl, Mulgrave VIC

REGISTRATION & INFO

Register to attend seminar

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