

F4S



Ignite

inspiring Scotland's
entrepreneurs of
the future.

Parent / Carer Guide: Week 4

**How can you solve societal
problems through business?**

Business as a force for good



Entrepreneurs solve problems – that’s what they do best. All over Scotland, entrepreneurs are putting those skills to work to address some of the world’s most pressing challenges.

In this week’s Ignite, we explore how business and the entrepreneurial mindset can advance society and tackle issues head-on.

You can help young people see entrepreneurship not just as a path to personal success, but as a powerful tool for solving global challenges.

Instilling this mindset will:

- Foster **social consciousness** and responsibility
- Drive **innovation**
- Develop their skills in **problem-solving**, empathy, leadership, and taking action
- Nurture **future leaders**
- Build a **better Scotland** and world

Featured entrepreneurs



Dr. Yola Jones, co-founder of Seluna, is revolutionising how we diagnose medical conditions in children. Armed with a PhD in Machine Learning in Healthcare from the University of Glasgow, she's using AI to create child-friendly wearables that make diagnosis faster, more accessible, and less scary for young people. She recently won the prestigious Women in Innovation Award.



Jo Chidley is on a mission to create the world's most natural and sustainable beauty products while tackling the challenge of single-use packaging. With Beauty Kitchen, she developed the world's first 'continual use' solution for beauty packaging and achieved the highest UK score in beauty from B Corp, an organisation that accredits socially responsible businesses. Her latest venture, Reposit, offers an innovative alternative to single-use packaging that's being used by M&S, Costa and other retailers.

How to use this content



Share the videos with your children via our [YouTube channel](#).

Lead a conversation with them, exploring:

- *What inspired them to start their business?*
- *How do they balance making a profit with making a difference?*
- *Do you think their business would still be successful if they didn't have a social mission? Why or why not?*
- *How might they deliver greater impact?*
- *What issues are you passionate about addressing?*

Use the supporting content to guide your children as they bring their ideas to life.

Key messages



Business can be a force for good, and entrepreneurs play a big role in addressing the world's most pressing challenges.



Incredible entrepreneurs are working on social issues all over Scotland.



If there are social issues we feel passionately about, we can use problem-solving & innovation to address them.

Supporting content

Social entrepreneurship combines the innovation and drive of traditional business with a mission to address social and environmental issues.

The issues they work on vary greatly. What they have in common is a commitment to balancing profit with purpose.

Examples of Scottish social entrepreneurs



Ross O'Hanlon

Inspired by his aunt's struggle with multiple sclerosis (MS), this Scottish entrepreneur and engineer co-founded Bioliberty in 2020.

The company develops assistive robotics, including a robotic glove that aims to help stroke survivors, MS patients, and others with hand weakness regain independence and improve their quality of life.



Susan Aktemel

As the founder and executive director of Homes for Good, Susan has revolutionised the private rental sector in Scotland, with a focus on providing quality housing for those in need.

By renovating and managing properties for both mainstream and vulnerable tenants, Homes for Good ensures financial stability while prioritising those most in need of housing support.



Josh Littlejohn, MBE

Social Bite began life as a small coffee shop in Edinburgh in August 2012. A young homeless man named Peter came into the shop one day and asked for a job. This inspired the company's purpose of supporting the homeless to transform their lives.

They have an aim that 1 in 4 of their team come from a background of homelessness and operate a 'pay it forward' system where customers can buy food in advance for the homeless.

Entrepreneurs as changemakers

The entrepreneurial mindset is particularly well-suited for tackling the complex challenges the world faces.



Vision

Seeing opportunities where others see obstacles. Inspiring others to change. Galvanising movements.



Innovation

Thinking differently. Always questioning & striving for more, to find novel solutions.



Adaptability

Able to deal with change. Always learning and quickly responding based on feedback and results.



Resilience

Persevering through challenges and setbacks. Never giving up. Finding creative ways to overcome challenges.

Addressing an issue in many ways

There is no 'right' way to address a social challenge. Entrepreneurs will tackle a problem from many angles.

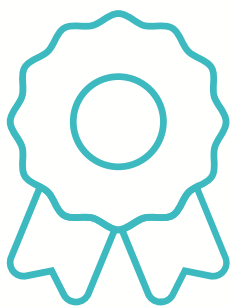
For example, here are just some of the ways businesses are addressing the problem of food insecurity.

What other ways can you think of?



- Eco-friendly farming practices
- High-efficiency growing systems
- Using AI & technology to reduce manual labour and lower food costs
- Urban agriculture
- Food redistribution
- Nutrition and food education
- Social supermarkets
- Affordable meal kit services
- Food-sharing websites & apps
- Food policy advocacy
- 'Pay it forward' schemes

Let us know how it's going



We want to hear about how you are using Ignite, and which problems your children want to solve.

Share your stories or highlights with us on social media!



Notes / Actions