



PACKED W PURPOSE

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**Interview Topics**

Packed with Purpose

***A corporate gifting company with a social mission***

1. **Social entrepreneurship:** the ability to generate social impact through commerce rather than through philanthropy
2. **CSR:** how corporations can act as forces for good in the world, either by using their budgets to generate impact through purchases they regularly make or by engaging in philanthropic endeavors
3. **Corporate gifting as a CSR channel:** leveraging new opportunities for companies to showcase their social values and their company commitment to improving communities through their annual gift giving
4. **CSR as a brand differentiator:** how gifts that do good can help companies stand out, especially in highly commoditized industries
5. **Parent entrepreneur:** what it's like to run a fast-paced startup and raise three young kids at the same time
6. **Woman entrepreneur:** what it's like to be a woman in the startup and tech community, as part of the [WiSTEM](#) cohort @ [1871](#)
7. **Crowdfunding:** using a crowdfunding platform like Indiegogo to launch a business