

ISSN 2519-4372

# НАУКОВИЙ ВІСНИК

**ЧЕРНІВЕЦЬКОГО УНІВЕРСИТЕТУ**

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**Рік заснування 1996**

**Випуск 804**

**Економіка**

**Збірник наукових праць**

**Чернівці**  
**Чернівецький національний університет**  
**2018**

**Науковий вісник Чернівецького університету : Збірник наук. праць. Вип. 804. Економіка. – Чернівці : ЧНУ, 2018. – 86 с.**

*Naukovy Visnyk Chernivetskoho universitetu : Zbirnyk Naukovykh prats. Vyp. 800. Ekonomika. – Chernivtsi : Chernivtsi National University, 2018. – 86 s.*

У випуску висвітлюються різноманітні аспекти соціального підприємництва та інновацій в економіці України та Норвегії. Даний збірник підготовлений в рамках співпраці економічного факультету Чернівецького національного університету імені Юрія Федьковича та Інституту доктора Яна-Урбана Сандала, зокрема наукового обміну молодих науковців до норвезького інституту. Результати досліджень представлені на 60 Саміті «Розмови про нові проблеми соціального підприємництва. Відзначення 10 річниці проведення 2008-2018» в рамках проведення IV Міжнародної Шумпетерівської конференції «Наукова спадщина Йозефа Аліза Шумпетера та сучасність: погляд із минулого в майбутнє» (03-04 жовтня 2018 року, Чернівці).

Для науковців, фахівців-практиків, викладачів навчальних закладів, аспірантів, студентів - усіх, кого цікавлять теоретичні та прикладні аспекти економічних досліджень.

The issue covers various aspects of social entrepreneurship and innovation in the economy of Ukraine and Norway. This collection was prepared within the framework of the cooperation of the Faculty of Economics of Yuriy Fedkovych Chernivtsi National University and the Fil. Dr. Jan-Urban Sandal Institute, particularly scientific exchange of young scientists to the Norwegian Institute. The results of the research are presented at the 60th SUMMIT Conversations on Emerging Issues in Social Entrepreneurship Ten Years Anniversary 2008 - 2018 within the framework of the IV International Schumpeterian Conference "Joseph Alois Schumpeter's Scientific Heritage and Modernity: A View from the Past into the Future" (October 03-04, 2018, Chernivtsi).

It can be used by scientific employees, practitioners, teachers of institutions of higher and secondary specialized education, students. This issue is intended for all who are interested in theoretical and applied aspects of economic research.

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Загальнодержавне видання

Внесено до Переліку наукових фахових видань України  
згідно наказу Міністерства освіти і науки України № 820 від 11.07.2016 р.

Свідоцтво Міністерства у справах преси та інформації України Серія КВ № 2158 від 21.08.1996

Рекомендовано до друку вченою радою Чернівецького національного університету імені Юрія Федьковича

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JEL Classification: L31

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## THE ESSENCE OF SOCIAL ENTREPRENEURSHIP IN TERMS OF IMPACT ON THE ECONOMY OF UKRAINE

*The article focuses in the explanation of the phenomenon of social entrepreneurship and its potential impact on the Ukrainian economy. The subject of the topic was not earlier deeply discussed and needs a better attention, which could create larger perspectives in the future. In this work, the following methods were used: comparative, contrast analysis and synthesis. Moreover, the concept of "social entrepreneurship" and the examples of the functioning of social enterprises in Ukraine are given in this article. The research presents the role of a social entrepreneur as a non-political agent, for whom social entrepreneurship has innovative business efforts to solve social problems. This article shows that many more questions in the field of social entrepreneurship require further research and explanation, as well as explaining the impact social entrepreneurship can have on the Ukrainian economy.*

**Keywords:** social entrepreneurship, social responsibility, innovations, social effect, social mission.

**Introduction.** We would like to start with the definition of social entrepreneurship. On the one hand, as the American researcher A. D. Kerlin signalize, in the pan-European scientific thinking, the concept of social entrepreneurship as a production activity of companies was delayed for the sake of achieving a social effect [7]. On the other hand, according to the definition of the professor of the Pontifical Gregorian University Z. Sveeda, social entrepreneurship must be a means of developing a free creative personality, solidarity of the people as a whole [13]. In deeply convinced, that social entrepreneurship is a change in the basic business concepts. We consider, people can finally move away from the ordinary vision of entrepreneurship. They are able to do good things and to make a make at the same time.

Social entrepreneurship is more than a social responsibility of business. Social entrepreneurship is a social value and a business model in one package. Sometimes social entrepreneurship is identified with charity that does not correspond to reality. Furthermore, sometimes social entrepreneurship is said to be a purely non-profit activity that also does not correspond to reality. In fact, the criteria for the relationship of a business may differ. However, the essence is the same. Social entrepreneurship is about creating a social value, helping people, and solving major problems. If the concept keeps this important, then the paths and methods go into the background. Moreover, there is no single vision in the world regarding social entrepreneurship of today. That is why we believe that research on social entrepreneurship and the role of a social entrepreneur as a non-political agent is extremely important for Ukraine now, as it can create sustainable mechanisms for solving social problems,

and at the same time enable entrepreneurs to make money.

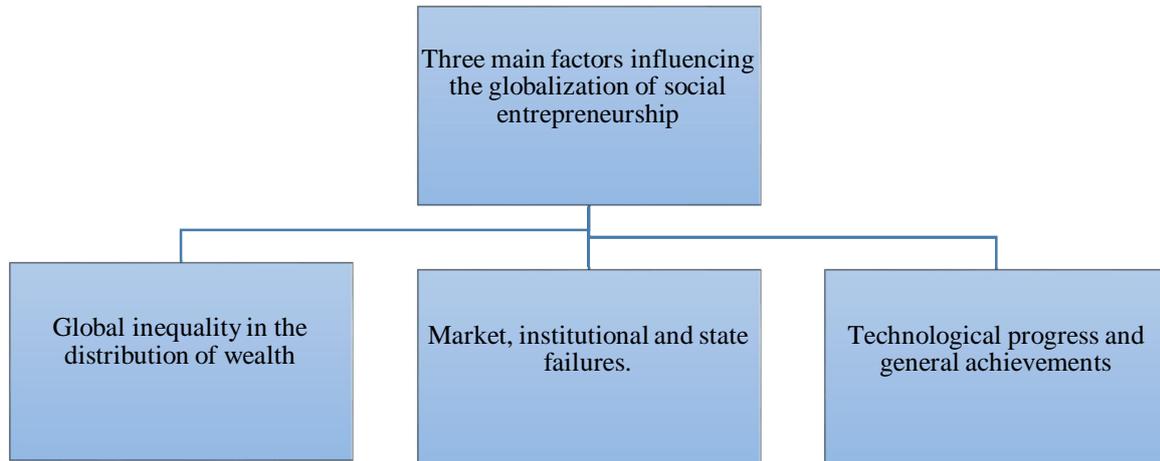
**The body of article.** To begin with, social entrepreneurship is a business. Therefore, the approach to it should be appropriate. Supposing someone wants to create a social enterprise. Then an entrepreneur would have questions like "Where to start? Is it obligatory to plan it?" The answer to these questions are also in the business area. None of the successful enterprises took place without planning and a preparatory work. This is often not a quick, sometimes boring process, but this process really increases the chances of success. By creating a business, a social entrepreneur as a non-political agent would like to have a clear and formulated instruction manual. Let us try to create a model that will help understand this in more detail. Therefore, the first step of our model is to identify the social opportunity or social problem that a social entrepreneur wants to solve. Most definitions of social entrepreneurship call this step a tool for solving social problems. However, this goal is not always the key to business. Sometimes the desire to make the world around us better. Therefore, it is already a good incentive for action. This step is determinative for social entrepreneurship and shows the difference between it and ordinary business. All starts with the desire of a potential entrepreneur to help. Where does this desire come from? We consider this question rather rhetorical. This issue can be influenced both by psychological and moral aspects. For example, someone can create a social enterprise that will deal with education in a microdistrict where this person has grown up. We think such a desire to change the world comes from childhood. Moreover, social entrepreneurship serves as a tool to overcome some injustice. It shows the union that is necessary for a successful business.

This is a very important step, because social entrepreneurs work in a market environment, as well as ordinary business. They also have to compete with ordinary business. This is rather difficult, so it is worth creating not only a business idea, but also a concept, that is, a single completed form. The concept should be the product or service that a social entrepreneur wants to sell or provide that can be competitive in the market. Then the social entrepreneur needs to prescribe a mission. This step is often neglected, saying that this is just a theory. However, in our point of view, the mission allows identifying problems and benchmarks for any business; it will help to assemble a team, and will clearly indicate whether the company is moving in the right direction. For social enterprises, the mission is an obligatory element, because it focuses on the reason for the creation of a business. After the mission comes the stage of business modeling. Business models not only describe the processes

enterprises, but also serve as a certain scheme of interaction of certain components of a social enterprise. Business logic and interconnections should be reflected in this scheme. Only after all these steps comes the stage of writing a business plan. A business plan is a very important document that should include everything that was described above. It also serves as the starting point for the business, the moment when it comes to moving from theory to practice. Many scholars are discussing the importance of writing business plans in a document. This document is the first serious step towards starting a social enterprise. This document is also something like a test for entrepreneur. If a person is not able to create a business plan, he or she should immediately think about whether they have enough skills to create a successful social enterprise or not.

Among the modern trends of social entrepreneurship, the problem of its globalization is coming to the fore.

**Table 1.**



One of the issues discussed now is the status of social entrepreneurship as an independent phenomenon in Ukraine and distinction of social entrepreneurship from the activity of organizations, charity, the socially responsible behavior of business, traditional entrepreneurship. Social entrepreneurship can exist in a variety of ways, depending on cultural and socio-economic conditions, goals and objectives.

In our opinion, the main disadvantage of social entrepreneurship in Ukraine is that social entrepreneurship's functioning is not fixed in the legislation. For example, the governments of Portugal [11], Greece [6], Belgium [1] and France [5] legislated the work of social enterprises in the form of cooperatives, the main feature of which is the democratic form of government and the mandatory division of the company shares among founders, volunteers and beneficiaries.

For example, in recent years, a social enterprise is also very actively developing in United States of America, and 44<sup>th</sup> President Barack Obama was the

first American politician, for which support of social entrepreneurship and innovation became the main component of economic policy.

Most important for the development of social entrepreneurship in the United States was the decision of President Obama in The White House Office of Social Innovation and Civic Participation [2], whose main purpose was to strengthen the role of entrepreneurship among public sector agencies and non-governmental organizations [10].

That is why the creation of a legally well-established basis for social entrepreneurship would be a good impetus for development, since the effect of such activity would be beneficial not only for the owner of the social enterprise, but also for the whole society. Therefore, the main purpose for the existence of a social enterprise is to create a measuring social value.

However, for effective existence entrepreneur should choose the organizational form of the enterprise, which would allow it to conduct its own business as efficiently as possible. That is why; at

this stage, the entrepreneur should make the right choice, which can lead to consequences that can affect the effectiveness of the social enterprise in future. For this reason, we would first like to find out in what organizational forms social enterprises work abroad - in Europe and the USA. The organizational form is selected according to the needs of a particular enterprise. A lot of business work is done in the form of NGO, or as a commercial enterprise.

Commercial enterprises can also be social, but then they should give a part of the profit for a social purpose, or a product or service; the social effect of which will be clear and measurable. Then entrepreneurs should choose the most relevant organization for the case. This may be a public organization or a charitable foundation, an individual entrepreneur or a legal entity. Interesting is the US experience that has introduced a special name for social enterprises, which is currently operating in thirty states. This form is called Benefit Corporation [3]. This form of activity involves a positive impact on employees, or the community as an addition to the main purpose of the activity - to make a profit.

The activities of such enterprises are subject not only to the influence on shareholders, but also to the influence on society and on the environment. The effectiveness of such enterprises is measured not only by the profit but also by the social consequences created by the enterprise. The requirement for the activities of such enterprises is the publication of annual reports and maximum transparency.

A very important factor for the activities of such enterprises is the absence of any privileges from the state. These enterprises must operate in market conditions, but they do not receive any bonuses for their social activity.

That is why, after receiving the status of a benefit corporation[4], entrepreneurs fix their intention to create a business that will have a major social mission. This is a certain sign of identifying social enterprises among others. These companies claim that their main goal is not to maximize profits; they want to act more responsibly. Then the following question arises: "What to do in the Ukrainian conditions?" The tax system in Ukraine has advantages and disadvantages. Nevertheless, we can say that the simplified system is an easy way out. If we tried to consider all possible organizational forms for social enterprises in Ukraine, we would divide them into two groups: 1) non-profit organizations, 2) subjects of entrepreneurial activity. For example, Western NIS Enterprise Fund, in partnership with a team of Ukrainian and international colleagues, conducted

research on social enterprises operating in Ukraine in 2016-2017[12]. It analyzed 150 social enterprises, of which 99 enterprises use only four organizational forms, which include physical persons-entrepreneurs, public organizations, enterprises of public associations and private enterprises.

That is why, in our opinion, there is no definite right opinion about what organizational form is necessary to choose; it should be chosen based on the specifics of the enterprise. The form is not the main thing for social entrepreneurship; the essence is the creation of social value. However, entrepreneurs cannot start any business without money and investment. That is why entrepreneurs face again the question raised: "Where to take money for financing of social enterprises?" Because in the beginning of the functioning of the social enterprise, the social entrepreneur as a non-political agent will be forced to look for some startup capital until he passed the breakeven point.

In the issue of attracting investment, social entrepreneurship has certain advantages: it is possible to look for money as business and in the area in which non-profit organizations work. Therefore, in other words, it is possible to apply for grants and assistance funds. Moreover, projects providing grants, will enthusiastically give money to projects and businesses that will be able to support themselves and to work in the future without any help. This, in our opinion, is the determining factor for social enterprises. On the other hand, nobody forbids social entrepreneur to go through the usual business. In other words, just giving the investors a percentage of their company. These two ways of attraction of investments have different expectations of investors. For example, if the classical investment from social entrepreneurs will be expected sustainable development and the generation of profits in case of cooperation with foundations that work with non-profit organizations, the key is creating a positive impact in the social sector, they will require very different performance indicators than the classic investors. The most important in investing is the aspect of what a social entrepreneur gives an investor in exchange for money. What a social entrepreneur is willing to give should be enough to convince investors of the correctness of his decision. In our point of view, this is the most important aspect, not necessarily profit, if we talk about creating social values. The main thing is to convince investors that the social entrepreneur really has enough skills, experience, and skills to create this good. However, there are other ways – searching creditors. All perfectly understand that now in Ukraine, unfortunately, it is not the best time for loans. In any way, entrepreneurs can go to special institutions with a request to invest funds for

social enterprises. Summing up, we would like to say that finding finance is an extremely important part of starting a business and functioning both as a social enterprise and an institution as a whole. Speaking about social entrepreneurship in Ukraine, we should give examples of the best of them. These enterprises have been functioning for a rather considerable time and bring about positive changes in the social sphere. The first example we would like to give is the Belgian chocolate studio Pan Chocolatier, which operates in the city of Nikolaev. The peculiarity of this social enterprise is that it is the first social enterprise that works in franchise. That is, the company has purchased a franchise from a Belgian chocolate company. This company manufactures handmade candy and transfers a significant portion of its profits to the charity fund "We are near", which deals with the rehabilitation of children suffering from cerebral palsy [8]. Another social enterprise, an example of which can be found - is the social bakery "Walnut House", which operates in Lviv. This social enterprise supports the operation of the Center for the Work with Women. The goal of the center is to implement a policy of equal rights and opportunities for women and men through gender equality in all spheres of public life, providing shelter for women and children who suffer from domestic violence[9]. This center carries out social-educational programs, courses, and counseling.

The third social enterprise, which we would like to cite as an example of successful functioning in Ukraine - the charity store "Laska". This store is in fact the first charity shop that began to work in Ukraine, in the city of Kiev. This store showed a good example that social entrepreneurship is also a real business that can be used to solve certain social problems. By the example of this store, similar shops were opened in other cities of Ukraine. This store has identified several important programs for them, which they finance. This is a "HappyPaw", "Children", "Amazing", and "Tabletochki" projects [8]. If we talk about some common features, then all these social enterprises are engaged in the introduction of certain innovations. Therefore, in this case, all these social enterprises have created certain resources that were not too interesting for the ordinary business, and they are all extremely interested in success and the result. These projects will increase the social standard of life of the country and the population, as they will have an extremely positive impact on them. Therefore, we are deeply convinced that these examples of social enterprises should be repeated in all regions of Ukraine.

**Conclusion.** Consequently, as we have already said, for social entrepreneurship income is not the

main thing. The main objective of the social enterprise activity is the social value that could be created as a result of the implementation of the mission. However, mainly, a social enterprise is a business. If the goal of the entrepreneur is to solve only social problems, which means the problems of others, then this is not a business but a voluntary torture. In addition, the profits of a social enterprise can be directed at business development, public affairs or the resolution of acute social problems. Each entrepreneur should have the possibility to have a family, children, wife, as well as their other needs. A modern entrepreneur needs to constantly study, and this is a need for time and money, the main characteristic of a social entrepreneur is the direction of the enterprise to create conditions for self-development of each employee. As well as giving everyone the right to become a co-owner of the company, this will enable the establishment of a social enterprise, based on which will be the corporate culture of partner management. Such an enterprise, in our opinion, will be able to survive in a globalized, crisis economy and will create a high level of demand. From the usual entrepreneur social entrepreneur is distinguished by their values and purpose of entrepreneur activities, which it serves. There is no clear interpretation of the existing traits inherent social entrepreneur, but most often, it is the person, capable to think creatively, to be active, innovate and challenge the existing system. In our opinion, the level of development of social entrepreneurship in Ukraine will depend on the establishment of cooperation between such key players in the relationship: public authorities and local self-government - business education institutions - public organizations. The fact is that social entrepreneurship in Ukraine first needs to understand what this phenomenon is. To do this, entrepreneurs need to analyze all types of companies that have acted in world practice and can qualify as social enterprises. Because of the analysis, we will deduce the tendencies in the development of entrepreneurship in the modern global economy. Then develop a strategy for development and mechanisms of social entrepreneurship in Ukraine. Only when the population, the state, participants in market mechanisms will understand what social entrepreneurship is and what kind of benefit it can bring - a large number of social enterprises will emerge. These social enterprises will contribute to increasing the social security of the population and the standard of living of the entire country as a whole. However, one should not forget that for this purpose, the government should create appropriate conditions. Then, when close cooperation between the state and social enterprise will take place, society will be able to gain its social value in the form of the

increase of incomes, the increase of standards of living in the country and in general will make the

world a better place for everyone.

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#### Анотація

Владислав Герасимів

#### СУТНІСТЬ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В УМОВАХ ВПЛИВУ НА ЕКОНОМІКУ УКРАЇНИ

Розглянуто феномен соціального підприємництва та його потенційний вплив на українську економіку. Вказана проблема раніше не була глибоко обговорена і потребує кращої уваги, що може створити великі перспективи в майбутньому. У цій роботі використовувалися наступні методи: порівняльний, контрастний і синтез. Крім того, у статті наведено поняття «соціальне підприємництво» та приклади функціонування соціальних підприємств в Україні. Дослідження представляє роль соціального підприємця як неполітичного агента, для якого соціальне підприємництво має інноваційні бізнес-зусилля для вирішення соціальних проблем. Ця стаття показує, що багато інших питань у сфері соціального підприємництва потребують подальших досліджень та роз'яснень, а також пояснення впливу соціального підприємництва на економіку України.

**Ключові слова:** соціальне підприємництво, соціальна відповідальність, інновації, соціальний ефект, соціальна місія.

#### Анотация

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#### СУЩНОСТЬ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В УСЛОВИЯХ ВЛИЯНИЯ НА ЭКОНОМИКУ УКРАИНЫ

Статья посвящена изучению феномена социального предпринимательства и его потенциального влияния на экономику Украины. Тема этой работы ранее не обсуждалась подробно и требует более пристального внимания, что может создать более широкие перспективы в будущем. В данной работе использовались следующие методы: сравнительный, контрастный анализ и синтез. Кроме того, в статье приведены понятие «социальное предпринимательство» и примеры функционирования социальных предприятий в Украине. В исследовании представлена роль социального предпринимателя как неполитического агента, для которого социальное предпринимательство предпринимает инновационные усилия для решения социальных проблем. В этой статье показано, что еще много вопросов в области социального предпринимательства требуют дальнейших исследований и объяснений, а также объяснения влияния социального предпринимательства на украинскую экономику.

**Ключевые слова:** социальное предпринимательство, социальная ответственность, инновации, социальный эффект, социальная миссия.

**Acknowledgment.** This scientific article was produced at the Fil. Dr. Jan-U. Sandal Institute, Finstadjordet, Norway under the supervision of Prof. Fil. Dr. Jan-Urban Sandal, Executive Director and Owner at the Fil. Dr. Jan-U. Sandal Institute (Excellence in Science and Education). The paper was produced with the support of Summit Fund (ES-01-A- Scientific Entrepreneur Grant) awarded by Fil. Dr. Jan-U. Sandal Institute.