

Innovative Finance Inclusion

Teaching Notes

Sofi Cooperative: Software for the People

**WE DO THINGS
THE SOFI WAY**



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Author: Dr. Shirit Katav-Herz

Affiliation: The Academic College of Tel Aviv - Yaffo

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Synopsis

This case study focuses on Sofi – a software company with cooperative ownership that, aside from its unique organizational model, also focuses on providing its services to projects which have social or environmental value.

Target Audience

This case study can be taught to a wide audience of students who are studying how alternative business models can make an impact and how cooperative ownership can promote social agendas, with the example being from the very competitive high-tech sector. It can be taught in courses on responsible management, organizational management, sustainability, and entrepreneurship.

Case Study Objectives

1. To analyze whether and how an alternative organization model based on cooperative ownership can solve social problems
2. To examine whether and how cooperative ownership fits with the high-tech industry
3. To analyze the potential of a business model that focuses on supplying services for projects that positively impact society and the environment





Recommended Lesson Structure

The activity is planned for one lesson. Students should read the case before class and the entire lesson should be dedicated to working in groups.

A. Questions about Sofi:

Each group will answer questions 1–4 and present their answers to the class:

1. What is the ESG impact of Sofi?
2. Does Sofi's cooperative model empower its activity and if so, how?
3. Does Sofi's cooperative model disrupt its activity and if so, how?
4. How does Sofi face the challenge of competing for employees in the high-tech sector? Equal ownership, values of equality, diversity, cooperation, meaning at work

B. Interactive Board

Students should use an interactive board (a shared canvas like padlet <https://padlet.com/dashboard>) to conduct a collaborative SWOT (strengths, weaknesses, opportunities, and threats) analysis for Sofi.

C. Questions about the cooperative model in general:

Each group will look for papers (there are a few in the reference list), answer one of the following questions (a different question for each group) and present their findings to the class:

1. How can a cooperative model solve social problems? (Also consider inclusive finance - help people to establish company)
2. Analyze the connection between the size of the cooperative and the success of the model. Use data to support your arguments.
3. Find data on cooperative models in different sectors in Israel compared to the OECD and answer the question: can this model work in the high-tech arena in Israel? in the OECD?
4. Find a situation in which a cooperative model solves a market failure and propose a policy on how to encourage this model in this market.