

Several clips of an interview at SoCap10 with Mitra Ardron appear in this video by the Uptake explaining Social Capital and Social Ventures.

From the [Uptake's site](#)

There are some problems that neither pure capitalism nor charity can solve. Social capital is a new way of looking at solving those problems. This month, people from all over the world came to SOCAP10 in San Francisco to talk about social capital, and put their money where their mouths are.

Over the next several days we'll be posting stories about companies that have what is called a "triple bottom line" — where they measure results not just in profit, but also in the business impact on people and the planet.

Our first video focuses on just what the social capital movement is about. We talk with people who run social capital companies such as Firefox maker Mozilla, people who are seeking funding for their businesses, and journalists who are covering the social capital movement.

Related Links – Learn more about the people and companies in the video:

- [Mitra Ardron – Natural Innovation .org](#)
- [Alex Denny – Hub DC](#)
- [Mark Surman – Mozilla Foundation](#)
- [Rob Thomas – Social K Retirement Plans](#)
- [Patrick Donohue – The Hoop Fund](#)
- [Laura Flanders – Grit TV](#)
- [Sergio Oceransky- The Yansa Group](#)
- [Michael Stoll – San Francisco Public Press](#)
- [Darian Rodriguez Heyman – Code Green Agency](#)

- [Lopa Brunjes – Biochar Engineering](#)
- [Kevin Jones- SOCAP10](#)