

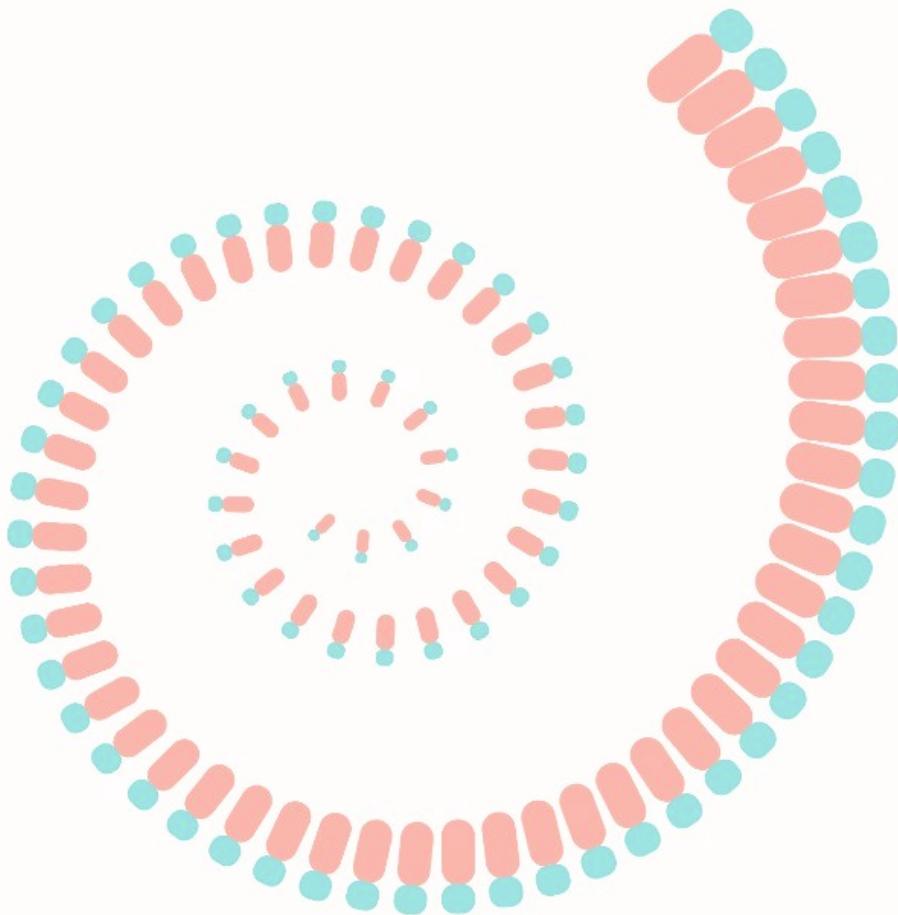
# **Big Change Begins with the Way We Think.**

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CENTRE FOR  
**EXPONENTIAL**  
CHANGE



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## EXPONENTIAL CHANGE IMPERATIVE: WHY WE NEED IT, NOW?

Across human history, long periods of small changes have been disrupted by a small shift that compounded into bigger shifts – transforming the landscape of life entirely. Today, we stand in such a moment of transformation where our challenges—and our tools to solve them—are evolving at an unprecedented pace. Linear thinking is no longer enough. This moment compels us to pause and reflect on how we can respond to exponential challenges with exponential change.

But, what does exponential change mean? To us at the Centre for Exponential Change (C4EC), it means change that inspires more and rapid changes. Each change induced is a domino that has the capability to trigger bigger dominoes of changes that can eventually solve the problem.

To illustrate, far and wide across India, waves of change are visible – from street vendors to farmers to temple idols – the economy is supercharged with digital payments through Unified Payments Interface (UPI). In 2016, UPI was just an idea. Today, it is the backbone for many sweeping changes in financial inclusion at an unprecedented pace. For e.g. What was once expected to take 50 years – banking access for 80% of adults – was achieved in under 10. A single innovation became a domino, tipping an entire economy toward inclusion.

Or look to Africa, where the Africa Frontline First Catalytic Fund (AFF-CF) is reimagining healthcare. Despite the proven impact of community health workers, they remain underfunded and unsupported. AFF-CF addresses this head-on by mobilizing capital and forging alliances across sectors. The result: \$100 million secured to train and empower 200,000 health workers in 10 countries.

**Exponential change isn't just possible – it's already happening.**

The question is: How do we harness it to solve social problems at scale, globally?

## WHY CENTRE FOR EXPONENTIAL CHANGE?

These examples raise an important question –

**What will it take to solve exponential challenges, for all, in our lifetime?**

Most successful social innovations scale because of the collective work of many problem solvers across communities, civil society, government, and the private sector (Samaaj, Sarkaar, Bazaar).

To drive exponential change, what is needed most are **System Orchestrators** – change leaders who shape a new paradigm – a different plane of thinking and doing that enables impact at scale. When System Orchestrators are networked and resourced, they can “conduct” social change symphonies and trigger domino effects of positive change. But, how do we rekindle the imagination of a System Orchestrator, reinforce their capabilities and reduce the friction they face?

To address these questions, our Co-founders (Instituto Beja, New Profit, Nilekani Philanthropies, Waverley Street Foundation, Skoll Foundation and Yellowwoods) came together to establish the Centre For Exponential Change (C4EC). Discover the vision of C4EC and the need for exponential solving (via this video & article.)

C4EC serves as a **global network** of support that **rekindles the imagination** of and enables **System Orchestrators** who catalyse **positive exponential change** towards building a better society.

## FOUNDING PRINCIPLES OF THE CENTRE

The C4EC network is woven with a set of principles that clarify intent, nurture trust, retain focus, guide decisions, and enable value exchange amongst its participants.



1. C4EC is co-created by a global network of values-aligned participants. It is a welcoming space that nurtures diversity. It is not a proprietary institution of any one-member organisation.
2. C4EC is an open network that embraces all relevant fields of knowledge and experiences. All its assets are shared as open public goods and all members operate with generosity and abundance.
3. C4EC is a co-traveller, in step with System Orchestrators, on a journey to address social challenges, together.
4. C4EC is an orchestrator of interactions between System Orchestrators, enablers, and influencers. It does not pool resources.
5. C4EC is a contributor, motivated by sustained progress and success of System Orchestrators. It does not claim attribution for impact.

## CENTRE'S APPROACH TO EXPONENTIAL CHANGE

### Exponential = Scale + Speed + Change that sustains

C4EC leverages Societal Thinking to co-travel with System Orchestrators on their journey to learn, reimagine and design for exponential change. Societal Thinking has been curated through a deep study of social movements around the globe, innovations and transformations across history, exponential patterns in nature as well as, through walking the exponential change journeys with 500+ ideas in over 20+ countries.

## CENTRE'S OFFERINGS

System Orchestrators are on a quest to reimagine and realise a better world for all. Along the journey, they face many chasms. To anticipate and overcome these chasms, System Orchestrators need a network of support. C4EC network offers:

- Open practical knowledge: System Orchestrators need access to ideas, experiences, methods, practices, and tools that answer the why, what, and how of exponential change. Collective wisdom of the C4EC network will be made available through **eExplore** – an AI-powered companion (under development).
- Deep design and prototyping: System Orchestrators need open building blocks (around ideas, experiences, methods, practices, and tools) to experiment, iterate and prototype solutions for exponential change. **exChange Partners** offer these building blocks along with guidance on how to put these blocks together.
- Paradigm shifting grants: System Orchestrators need patient capital that allows them to reimagine a new paradigm and prototype new ideas. C4EC supports System Orchestrators to access **Paradigm Grants** (of up to \$500k, from a pool of \$60M set aside by the Co-founders) and also helps them develop strategies for fund orchestration to fuel their momentum towards creating impact at scale.
- Amplify leaders' self-efficacy: The journey of System Orchestrators is as much inward as it is outward, requiring a belief in one's ability to hold complexity, move systems, and shape transformation at scale. The **Leader's Lab Network** offers a nurturing space to pause, reflect, and grow together in community.
- Hands-on mentors' network: The right **mentor**, who extends pragmatic insights at the right time, may have a profound impact on the complex journeys of System Orchestrators. C4EC will onboard a network of global practitioners and experts who will work with our Journey Partners on their exponential change journey.

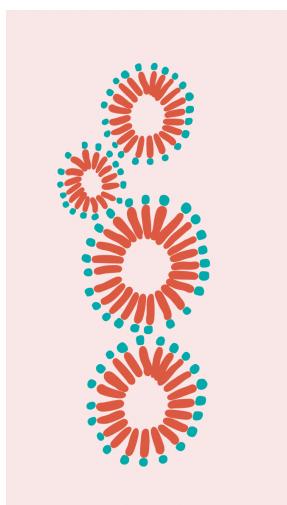
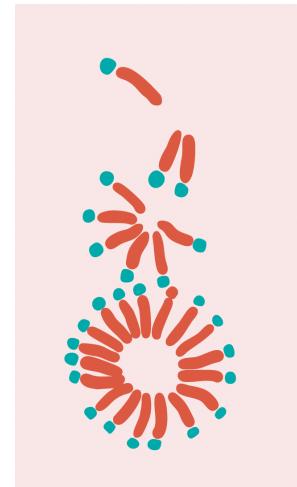
## THE CENTRE'S NETWORK

System Orchestrators are change leaders on a quest to shape a new paradigm – they ask big questions, envision changes at societal scale and embark on audacious adventures. In their quest, they let go of custodianship to build a shared narrative around the problem and create an enabling ecosystem of diverse solvers.

C4EC network co-travels with them on this journey – offering and exchanging knowledge, mentorship, infrastructure and community at the right place, right time.

**Co-founders:** C4EC visionary co-founders ([Instituto Beja](#), [New Profit](#), [Nilekani Philanthropies](#), [Waverley Street Foundation](#), [Skoll Foundation](#) and [Yellowwoods](#)) extend catalytic paradigm grants of upto \$500K (adding to a total of \$10 million over 5 years) and also, guide the functioning of the centre, as its advisory board.

**exChange Partners:** exChange Partners provide open assets and frameworks that act as building blocks and co-travel with System Orchestrators to stitch them together to prototype solutions for exponential change.

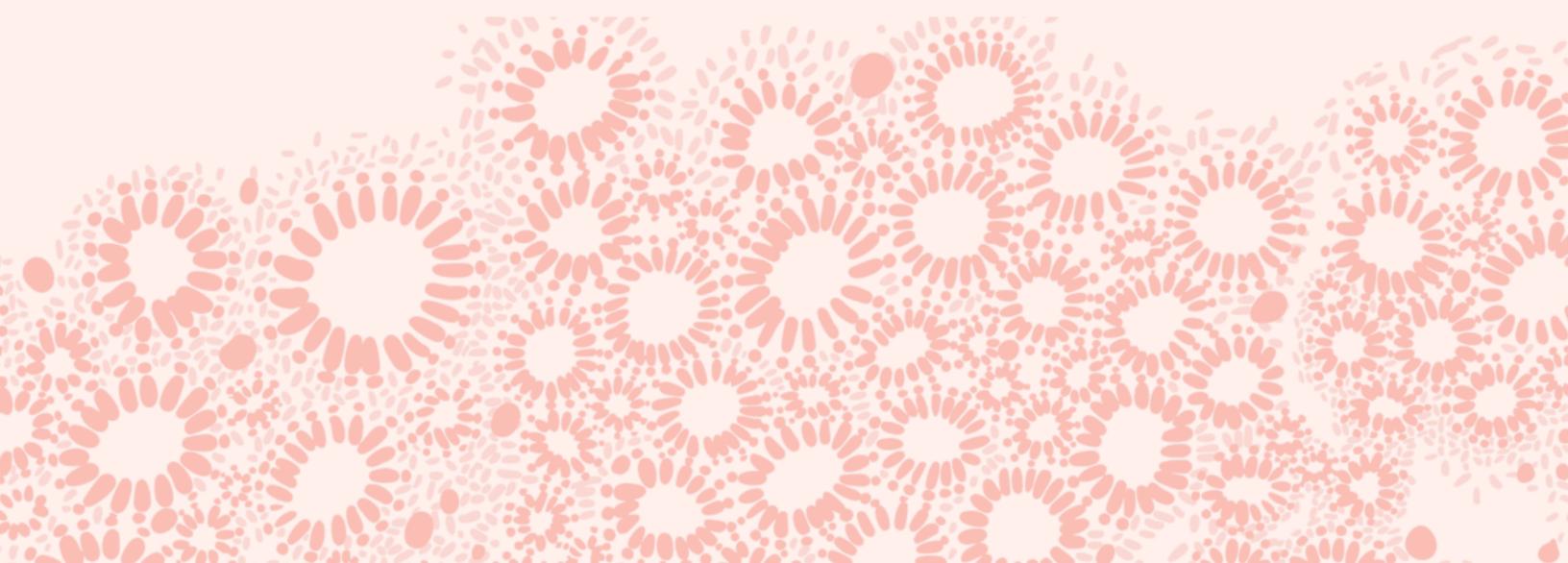


**Momentum Partners:** Effective system orchestration requires effective fund orchestration over extended periods. Momentum Partners (such as philanthropists, philanthropic foundations, funder collaboratives, venture philanthropy networks etc.) who join the network, may provide follow-on funding support to system orchestrators, based on their respective due diligence process.

**C4EC Collaborators:** C4EC is curating a network of institutions such as academia, institutions (research, development & multilateral), collaboratives, incubators and accelerators, consultants etc. to offer one or more of the core offerings of the Centre.

**C4EC Mentors:** C4EC is engaging with eminent practitioners, experts, and thought leaders to weave a network of hands-on mentors who may extend their invaluable advice to System Orchestrators. This Mentor Network will include experienced individuals from across various types of institutions such as civil society organisations, businesses and governments.

Like we strive to conserve natural systems (such as coral reefs and rainforests) that sustain the health of our planet, together C4EC's network strives to enable System Orchestrators, who ensure the health of our society, so we can make rapid progress towards a sustainable and equitable future.



## JOURNEY OF A SYSTEM ORCHESTRATOR

C4EC helps unpack System Orchestrators' big quests by asking questions and exploring answers.

### Theory of Exponential Change

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What does it take to move beyond solving social problems incrementally – 1 to 2 to 3 to solving them exponentially – 10 to 100 to 1,000...?

What works at scale? What can help gain speed? What will make change sustain? What is one change you will

induce that can lead to more and rapid changes?

C4EC network co-travels with System Orchestrators to reframe their big question, explore barriers, develop a Theory of Exponential Change, prototype pathways and then find ways to coordinate with diverse actors and mobilise diverse resources to grow and scale.



### Journey Illustration

Haqdarshak is building the system to support a next-gen welfare delivery service at the last-mile in India. Their current model is designed around a trained support agent (Haqdarshak, translates to “the one who shows one their rights”, empowered by technology, to bring awareness and access to affordable welfare at the last mile. In 9 years, they unlocked benefits worth over \$22M for more than 6.68 million people across India.

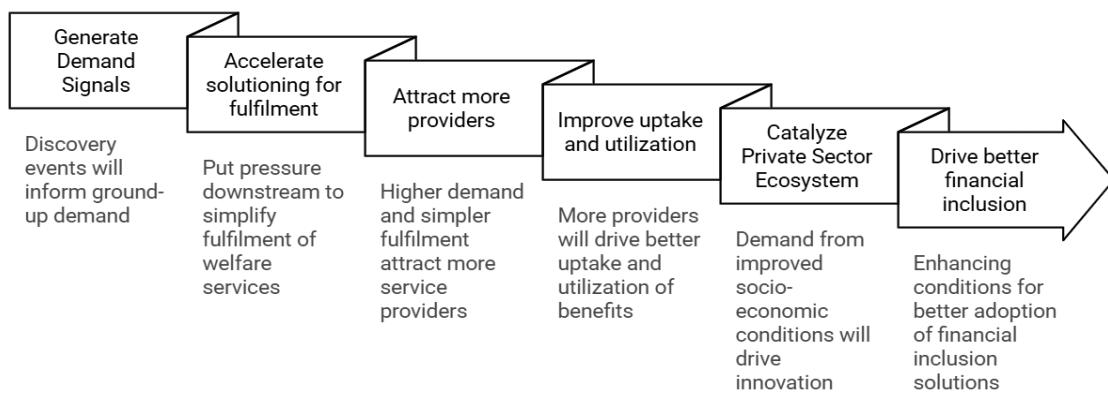
But the need for “[right welfare at the right time](#)” is acute for 100M people in India.

Discovery of welfare at scale that:

- Enables people to find schemes easily at the right time and the right place.
- Enables schemes to find citizens when they need welfare support the most, through their lifetime
- Allows an open network of solvers to become a Haqdarshak

### Theory of Exponential Change

They believe that [discovery at scale](#) will trigger a domino effect of change.



Haqdarshak is now working with eXchange partners like [FIDE](#) to build prototypes across diverse use cases and with others in C4EC network are experimenting the approach with various communities across India, Kenya, Brazil.

## FAQ's

### **What does it take to induce exponential change?**

An exponential change journey seeks to restore agency, nurture dignity, and strengthen the ability to make informed and meaningful choices for all participants (individuals and institutions) of society. It requires reimagining what works at scale, who needs to be the solver, who needs to be the enabler, what infrastructure is needed for solving at scale and most importantly what mindset shifts one needs to undergo to take on such an immense endeavour. This journey is not about building a program or a way to grow an organisation, it is a way to solve any exponentially growing problem by inducing change that inspires more and rapid change.

### **What does an exponential change journey look like?**

For every System Orchestrator, the exponential change journey depends on their context – the size of the problem, the complexity of the problem, what infrastructure exists to solve the problem and what needs to be built, what networks can add to the idea / take it forward, what conditions exist that can make change exponential and more. Over the next few years, we aim to co-travel on 100+ exponential journeys with System Orchestrators who “conduct” symphonies of positive societal change. Here are our [Journey Partners](#) and the journeys they are embarking upon.

### **How can C4EC help one in their exponential change journey?**

C4EC network offers open ideas, experiences, methods, practices, and tools that answer the why, what, and how of exponential change. Anyone who is exploring their exponential change will be able to access this knowledge through [eXplore](#) – an AI-powered engine powered by the collective wisdom of the network (Under development). In an age where information is abundant but insight is scarce, eXplore is being built to unlock diverse perspectives from people and organisations who are actively working on ways to induce exponential change.

Unlike traditional AI that uses all of the internet as a source, eXplore will act as a trusted companion – offering contextual and realistic stories, insights, and illustrations from the experiences of C4EC network (each of which can be traced to the original source of knowledge). This is knowledge you can trust.

### **How can one apply for the paradigm grant?**

The Centre does not pool funds or make direct grants. We work with our Co-founders to curate and validate high-potential opportunities that they then fund directly. Currently, we are not accepting direct proposals and are working only with nominations from our Co-Founders. Follow us on [Linkedin](#) or [subscribe](#) to our newsletter for updates.

### **How can one become a Mentor, Collaborator or an exChange Partner of the Centre?**

To join the C4EC network as a Mentor, Collaborator or an exChange Partner, please reach us at [info@c4ec.org](mailto:info@c4ec.org) answering the following questions:

- I believe in the idea of exponential change because...
- As a Mentor/Collaborator/exChange Partner, I can support System Orchestrators in their exponential change journey by ...
- As a Mentor/Collaborator/exChange Partner, I can support the Centre by...
- As a Mentor/Collaborator/exChange Partner, the Centre can help me in...

### **How can one become a Momentum Partner of the Centre?**

To join us as a momentum partner to fund the exponential change, please reach us at [fundinghub@C4EC.org](mailto:fundinghub@C4EC.org).

### **How can one learn more about the Centre?**

Follow us on [Linkedin](#) or [subscribe](#) to our newsletter for updates.