

Mister Lingua Business Model Integration for Sustainability: A Systematic Literature Review From Potential to Problems

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Abstract:

Wawonduru Village in Dompu Regency, West Nusa Tenggara, is an area with rich natural and social resources that have the potential to be developed through a community-based social entrepreneurship approach. However, challenges such as limited access to education, energy, and markets hinder the optimization of this potential. This article aims to develop a conceptual and strategic framework for a sustainable social business model with a case study of the development of "Mister Lingua by Dreams Foundation", which integrates five micro-business units: Fun Farm (livestock agrotourism), Bamboo School (SDGs education and village technology), Mini Tulip Studio (green photo tourism), PasangDIKita.ID (household solar power installation), and Ice and Coffee (local herbal drink innovation). This study uses a systematic literature review method by examining 32 scientific articles, international organization reports, and global case studies, especially from MIT D-Lab and sustainable businesses in New York City. The results of the thematic analysis show that the integration of ESG (Environmental, Social, Governance) principles, social innovation, and experiential learning approaches are important elements in supporting the sustainability of village-based business models.

Mister Lingua was developed as a socio-economic ecosystem that connects education, energy, agriculture, and the creative economy in one collaborative model that can be replicated. Benchmarks such as Brooklyn Grange Farm, Solar One, and Devoción Coffee from the United States are key references in designing a system that is adaptive, inclusive, and locally relevant. The conclusion shows that this business model can be a village transformation strategy that not only relies on economic growth, but also builds long-term social and environmental resilience. Recommendations are directed at developing pilot projects, digitizing education and marketing systems, and strengthening global partnerships for the expansion of sustainability and advocacy for village development policies.

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Keywords:

Social Bussines Model, Rural Sustainability, Community Based Innovation, Renewable Energy, Local Based Entrepreneurship.

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1. Introduction

Wawonduru Village in Dompu Regency, West Nusa Tenggara, is an area with rich natural and social resources that have the potential to be

developed through a community-based social entrepreneurship approach. However, challenges such as limited access to education, energy, and markets hinder the optimization of this potential. This article aims to develop a conceptual and strategic framework for a sustainable social business model with a case study of the development of "Mister Lingua by Dreams Foundation", which integrates five micro-business units: Fun Farm (livestock agrotourism), Bamboo School (SDGs education and village technology), Mini Tulip Studio (green photo tourism), PasangDIKita.ID (household solar power installation), and Ice and Coffee (local herbal drink innovation). This study uses a systematic literature review method by examining 32 scientific articles, international organization reports, and global case studies, especially from MIT D-Lab and sustainable businesses in New York City. The results of the thematic analysis show that the integration of ESG (Environmental, Social, Governance) principles, social innovation, and experiential learning approaches are important elements in supporting the sustainability of village-based business models.

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Wawonduru Village, located on the southern coast of **Dompu Regency, West Nusa Tenggara, Indonesia** is an area with significant ecological and socio-cultural wealth. The fertile natural landscape, tropical climate, and biodiversity make it potential for the development of community-based agriculture, livestock, and tourism sectors. Main commodities such as rice, bananas, papaya, and free-range chickens are the backbone of the community's economy. In addition, the existence of land that has not been optimally managed opens up great opportunities for diversification of local-based businesses with innovative and sustainable approaches. Another potential that is developing in the community is the interest of young people in the digital world, photography, and foreign languages. Although not yet well facilitated, this potential can be the foundation for the transformation of a village-based creative economy. The culture of mutual cooperation, local wisdom values, and community experience in managing farmer groups, MSMEs, and village institutions are social forces that can be mobilized in an inclusive community business model.

The presence of "**Mister Lingua by Dreams Foundation**" as an idea for sustainable social entrepreneurship is relevant amidst the village's need for integration between education, clean energy, technology, and the creative economy. This model carries the principles of sustainability and cross-sector collaboration. The approach proposed through Mister Lingua combines several business units: Fun Farm (livestock agrotourism), Bamboo School (alternative SDGs education), Mini Tulip Studio (green photo tourism), PasangDIKita.ID (solar energy installation), and Ice and Coffee (local herbal product innovation). All of these units are based on village potential and global practice benchmarks.

However, a number of fundamental challenges still hinder the development of this model, such as low access to entrepreneurship training, limited digital infrastructure, and the absence of an integrated management system for village MSMEs. The level of financial and technological literacy among the Dompu community is also still relatively low, so a sustainable mentoring program is needed so that business ideas do not just stop at the initiation stage, but grow into real, productive businesses.

| Kabupaten Dompu | IPM Kabupaten Dompu | |
|-----------------|---------------------|-------|
| | 2022 | |
| Kabupaten Dompu | | 69,15 |
| Kabupaten Dompu | IPM Kabupaten Dompu | |
| | 2021 | |
| Kabupaten Dompu | | 68,45 |
| Kabupaten Dompu | IPM Kabupaten Dompu | |
| | 2020 | |
| Kabupaten Dompu | | 67,84 |
| Kabupaten Dompu | IPM Kabupaten Dompu | |
| | 2019 | |
| Kabupaten Dompu | | 67,83 |
| Kabupaten Dompu | IPM Kabupaten Dompu | |
| | 2018 | |
| Kabupaten Dompu | | 66,97 |

Figure 1.1 Human Development Index (HDI) of Dompu Regency (2018-2022)

| Indikator Kemiskinan | Profil Kemiskinan Kabupaten Dompu | |
|--|-----------------------------------|------------|
| | 2024 | |
| Garis Kemiskinan (Rupiah/kapita/bulan) | | 469.647,00 |
| Persentase Penduduk Miskin (P0) | | 11,59 |
| Jumlah Penduduk Miskin (Ribu Jiwa) | | 32,08 |
| Indeks Kedalaman Kemiskinan (P1) | | 1,62 |
| Indeks Keparahan Kemiskinan (P2) | | 0,32 |
| Indikator Kemiskinan | Profil Kemiskinan Kabupaten Dompu | |
| | 2023 | |
| Garis Kemiskinan (Rupiah/kapita/bulan) | | 442.451,00 |
| Persentase Penduduk Miskin (P0) | | 12,62 |
| Jumlah Penduduk Miskin (Ribu Jiwa) | | 34,38 |
| Indeks Kedalaman Kemiskinan (P1) | | 1,84 |
| Indeks Keparahan Kemiskinan (P2) | | 0,39 |

Figure 1.2 Poverty Profile of Dompu Regency (2023-2024)

The Human Development Index (HDI) of Dompu Regency (2018-2022) has shown an increasing trend over the past five years. Although the increase is not too drastic, this pattern shows ongoing efforts from various parties to encourage improvements in the quality of life of the community, especially in the aspects of education, health, and income. This stable increase in the HDI indicates that human resource development in Dompu is starting to show results, although not yet significant. Major challenges remain, especially in terms of equal access to education and health services, which are the main components in calculating the HDI.

One of the most visible challenges is the disparity between HDI growth and poverty conditions which are still quite high. Although the HDI has increased, poverty data shows that most Dompu people still live below the poverty line. This indicates that improvements in quality of life have not been fully distributed or have touched vulnerable groups. There has been a decrease in the number of poor people in the past year. However, this decline has not been enough to change Dompu's status as one of the

areas with a fairly high poverty rate in this province. Economic inequality is still a major issue that affects the overall welfare index.

In addition, when viewed from the indicators of poverty depth and severity, it appears that although the number of poor people has decreased, those who are still in the poor category are actually experiencing quite difficult conditions economically. This is reflected in the still high poverty depth and severity index. The increase in the poverty line also shows that the basic needs for a decent life are getting higher, indicating inflation in the price of basic goods or an increase in the minimum standard of living. This can be an additional pressure for poor people whose incomes do not increase in proportion to the increase in the cost of living.

This phenomenon shows that even though development is underway, inequality and social vulnerability are still big homework in Dompu. Therefore, regional development strategies need to consider not only macroeconomic growth, but also support for structural poverty alleviation. In this challenge, the integration of social, economic, and community empowerment approaches through village-based business models such as Mister Lingua is very relevant to implement. A model like this can bridge the growth of the HDI and the reduction of poverty rates more effectively because it touches the root of the problem directly at the community level.

Local governments need to promote policies that facilitate the growth of social innovation, productive skills training, and job creation based on local potential. Only with a comprehensive and inclusive strategy can the HDI continue to increase along with a meaningful decline in poverty rates. It is very important for all development actors in government, civil society, the private sector, and academics to use data such as the HDI and poverty profile as a basis for accurate planning. This data is not just numbers, but a real reflection of the conditions and needs of the community that awaits sustainable solutions. Other challenges include limited access to global markets, especially for organic products and village agricultural products. Inefficient distribution and logistics also weaken the competitiveness of local MSME products. On the other hand, vulnerability to climate change, fluctuations in crop yields, and the energy crisis require innovation in local production and consumption systems. The development of solar power plants and appropriate technology is crucial to addressing this challenge. In terms of institutions, the lack of integration of development visions between the education, agriculture, energy, and creative economy sectors is a structural obstacle that must be resolved through a systemic and collaborative approach. Therefore, there needs to be a literature-based business model and international best practices that can be a reference in building a resilient, inclusive, and sustainability-oriented strategic village industrial ecosystem.

A comprehensive literature review of the concepts of ESG (Environmental, Social, and Governance), green entrepreneurship, and circular economy can help formulate the strategic direction of Mister Lingua's development in the medium to long term. This article aims to compile a systematic literature review related to the potential and challenges of developing a social business model in a village based on sustainability, and align it with benchmark practices from the United States and Southeast Asia.

It is hoped that the findings from this review can be the basis for decision-making in social business planning, preparation of village development proposals, and policy advocacy at the local and national levels.

2. Literature Review

2.1. Community-based-enterprise (CBE) concept

Community-based business literacy has become an important topic in village development since the last two decades. A study by Peredo & Chrisman (2006) introduced the concept of community-based enterprise (CBE) as a form of entrepreneurship that not only pursues profit, but also strengthens local social and cultural structures. The CBE model was then further developed with a social innovation approach, as explained by Mulgan et al. (2007), where social innovation becomes a bridge between

community needs and potential economic solutions based on technology, education, and cross-sector collaboration.



Figure 2.1 Building local communities with local culture (Mary Lou Kelley, 2023)

In the Southeast Asian context, the ASEAN Centre for Sustainable Development Studies (2021) report highlights how villages in the region have begun to adopt ESG (Environmental, Social, Governance) principles in managing MSMEs and organic farming as an effort to address the challenges of climate change and social inequality. A study by Bocken et al. (2014) introduced the sustainable business model innovation approach, which includes the integration of sustainability into business model design through four pillars: value creation, value delivery, value capture, and environmental impact mitigation.

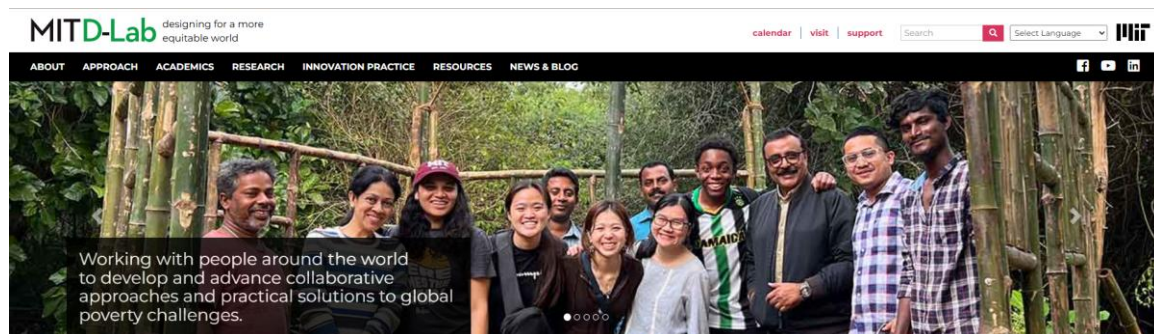


Figure 2.2 Local community development MITD-Lab, USA

In the energy sector, studies by van der Horst (2008) and Maruyama et al. (2010) explain how community solar initiatives are driving local energy resilience while opening up technical entrepreneurship opportunities for rural youth through training and mentoring programs. The integration of renewable energy into village business models is also encouraged by institutions such as IRENA and UNDP, which state that decentralized solar systems are very effective in increasing energy access and supporting socio-economic transformation in rural areas. Meanwhile, community-based education such as the "Green School" model in Bali and the MIT D-Lab approach provide strong inspiration for the development of the Bamboo School Wawonduru. Both institutions show that the combination of SDGs curriculum, appropriate technology, and experiential learning can produce

young innovators from villages. A study by Anderson & Billou (2007) also strengthens this argument by introducing the concept of an inclusive business model for the base of the pyramid (BoP) area, namely a business strategy that targets lower-class communities in an inclusive and participatory manner.

Table 2.1 Types of resources

| | |
|---------------------------|--|
| Strategic resource | « A rare resource on the market, generally perceived as positive in terms of performance, i.e. with an expected level of productivity that is greater than its cost (acquisition or development). Such a resource is considered a potential source of rents » |
| Ordinary resource | « A common resource on the market, generally perceived as neutral in terms of performance, i.e. with an expected level of productivity equivalent to its cost (acquisition or development). Such a resource is considered, at best, as ensuring competitive parity » |
| Junk resource | « A resource overlooked or ignored by firms (i.e. not highly valued on the market), generally perceived as negative in terms of performance, i.e. with an expected level of productivity lower than its cost (acquisition or development). Such a resource is considered as a source of costs or as destroying value by the firm that possesses it » |

In the creative sector, Richard & Raymond (2021) in their research on creative tourism showed that photo studios and creative spaces in villages can encourage cultural interaction, eco-friendly tourism, and a locally-based digital economy. A study by UNCTAD (2020) on the creative economy even stated that the creative economy sector is one of the fastest growing sectors in developing countries, especially when combined with digitalization and local culture-based storytelling.

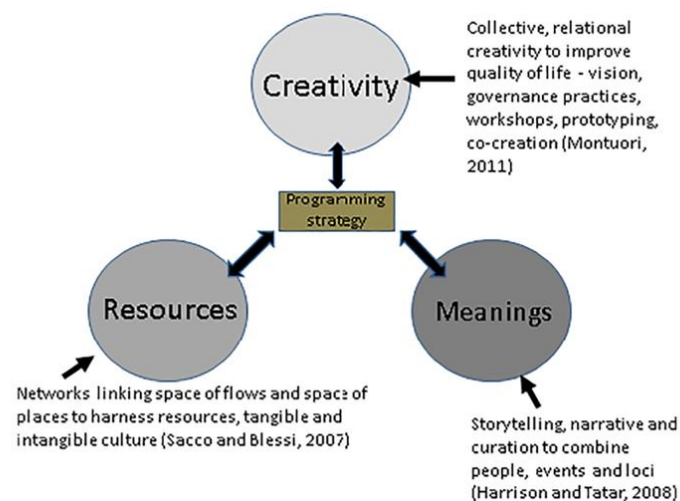


Figure 2.3 Summary of basic design principles for creative placemaking

Meanwhile, literature on botanical beverage innovation shows the trend of herbal drinks as part of a healthy lifestyle and green economy. Research by WHO (2016) emphasizes the importance of research on local natural ingredients such as temulawak, turmeric, and pandan in the development of functional beverage products. In the context of marketing, place branding strategy is important to shape the image of the village. According to Kavaratzis & Hatch (2013), a strong visual identity and local narrative can attract the attention of social investors and tourists without abandoning local values.

A study by McKinsey (2022) highlights the importance of strategic ESG adoption by MSMEs, especially to respond to the increasingly selective global market demand for sustainable and ethical business practices. In Indonesia, a study by Wahyuni (2018) shows that villages that integrate informal

education, applied technology, and natural resource management tend to be more adaptive to social and economic changes.

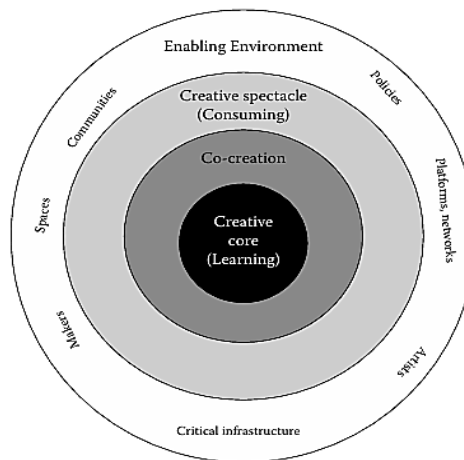


Figure 2.4 Key aspects of creative tourism development and research: an organizing framework (Duxbury, 2019:3)

By referring to the literature and models, the Mister Lingua business model can be positioned as a systemic solution that combines the agriculture, education, energy, creative economy, and ESG sectors. This literature framework is a strong scientific foundation in developing a relevant and applicable social business strategy in the context of Wawonduru Village.

3. Data and Methodology

This study uses a qualitative approach with a systematic literature review method to examine the integration of sustainability-based social business models in the village context, especially in the case of Wawonduru Village, Dompu Regency. The selection of this method is based on the aim of formulating the theoretical and conceptual basis of the “Mister Lingua by Dreams Foundation” business model through a comprehensive analysis of scientific publications, international agency reports, and best field practices.

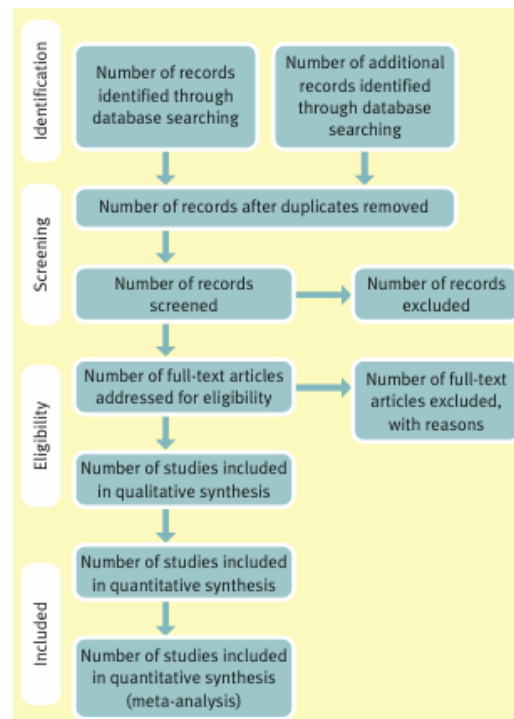


Figure 3.1 systematic literature review (Alison, 2009:3)

The main data sources in this study consist of Scopus and WoS indexed journal articles, policy reports from international institutions (UNDP, IRENA, ASEAN SDGs Center), and publications from Harvard Business Review, McKinsey, and think tanks such as the Brookings Institution. Inclusion criteria for article selection include: (1) direct relevance to the themes of sustainability, ESG, social entrepreneurship, and community-based enterprise; (2) published in the period 2006–2024; and (3) using a theoretical or empirical approach that is applicable to village development.

Data collection was carried out using Scopus, JSTOR, and ProQuest literature: “sustainable rural entrepreneurship”, “community-based innovation”, “green economy village”, and “ESG for SMEs”. After the abstract and duplication screening process, 12 articles were selected for further thematic analysis and narrative synthesis.

The analysis was conducted using a thematic content analysis approach that groups the contents of the articles into five main themes: (1) village-based social innovation, (2) sustainable business models, (3) ESG integration into MSMEs, (4) energy and food entrepreneurship, and (5) place-based entrepreneurship strategies. In addition to literature reviews, this study also uses a desk research method on local community reports, previously documented field observations, and comparisons with business model benchmarks from the United States and Southeast Asia.

Data validity is strengthened by source triangulation: namely comparing conclusions from scientific journals with policy reports and field studies (case studies) in innovative villages such as Tembi (Indonesia), Mae Kampong (Thailand), and Reno (Nevada, USA). The validity of the interpretation is maintained through repeated reading (iterative), discussions with village empowerment experts, and critical reflection on the local context of Dompu and global dynamics such as climate change and digital transformation.

This study does not collect primary field data, but focuses on compiling a conceptual framework and developing applied theories based on best practices. The data obtained is mapped in a synthesis matrix

that shows the relationship between ESG principles, social innovation, and strengthening village MSMEs. This matrix is a tool to design the “Mister Lingua” integrative model.

This study also uses a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework for the actual conditions of Wawonduru Village to connect theory and field reality contextually. To enrich the implementation approach, a logic model is also prepared that describes the relationship between input, activity, output, outcome, and impact of each business sub-unit in the Mister Lingua business model. The results of this method are expected to be a strategic reference for program designers, academics, and policy makers who want to replicate or adapt village-based sustainable business models.

4. Result and Discussion

The results of a systematic literature review show that village-based social business models have great potential to be integrated across sectors, especially through collaborative approaches and appropriate technology. Mister Lingua by Dreams Foundation shows concrete potential in implementing this integration. Among the five business units designed, Fun Farm has proven to be in accordance with the principles of agroecology and community-supported agriculture (CSA), as implemented by Brooklyn Grange Urban Farm in New York. This practice has succeeded in answering local food challenges with an educational and business approach.

Table 4.1 Startup ecosystem components and business models in Nevada

| Category | Description | Entities/Elements |
|-------------------|---|---|
| Entrepreneurs | Source of innovation and business formation | Ideas, intellectual property, teams |
| Capital | Financial backing across various startup stages | Angel investors, venture capital, corporations, initial public offerings |
| Support | Facilitates scaling, mentorship, and growth | Incubators, accelerators, workspaces, mentors, universities, government |
| Service Providers | Provide essential operational and technical services | Legal (incorporation, intellectual property, accounting), information technology services, banking, insurance |
| Infrastructure | Ensures logistics and access to customers and markets | Networks, markets, transportation |
| Culture | Fosters innovation and collaboration within the ecosystem | Entrepreneurial spirit and community mindset |

Sources: NSF, 2025

Fun Farm also adopts a participatory education system that is in line with the principles of MIT D-Lab, namely user-based design and the development of simple but high-impact tools in the agricultural and livestock sectors. In terms of renewable energy, the PasangDIKIta.ID unit is a reflection of practices promoted by organizations such as Solar One (NYC), namely the development of household-scale solar power installations as an inclusive and sustainable energy decentralization solution.

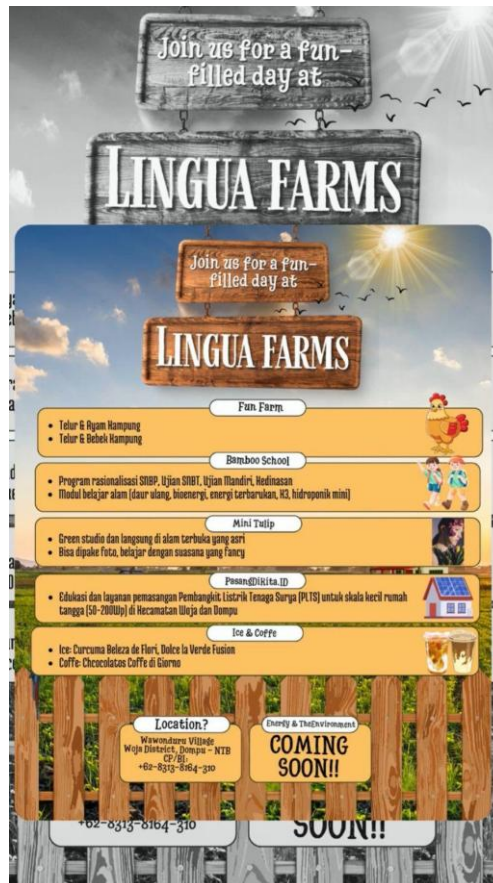


Figure 4.2 Nevada city governance, USA in innovation and entrepreneurship

Based on the literature synthesis matrix and global practice benchmarks, the Bamboo School unit has the potential to become a future village innovation center. The SDGs curriculum and appropriate technology applied are directly inspired by MIT D-Lab and Green School Bali. The uniqueness of Bamboo School is its ability to integrate learning about local food, clean energy, civil defense, and cybersecurity contextually. This is in accordance with the experiential learning approach carried by MIT D-Lab.

In the creative economy sector, Mini Tulip Studio is able to represent the economic potential based on photo tourism and digital content such as Color Factory and the Museum of Ice Cream in New York. The green studio concept applied is also in line with the eco-tourism trend. The Color Factory case study shows that visual and interactive experiences can be the main source of income through tickets, content licensing, and brand collaboration. This strategy can be adopted by Mini Tulip Studio with a local Wawonduru touch.

Ice and Coffee as an innovative beverage line also shows a positive response from the village market analysis. Products like Curcuma Belezza and Chocolatos Coffee di Giorno combine local herbs with urban consumption trends—a strategy successfully used by Devoción Coffee in NYC. One of Mister Lingua's strengths is its interconnectedness across sectors, creating a collaborative business ecosystem. This concept parallels hub-based entrepreneurship implemented by business incubators at US universities.



Figure 4.2 Nevada city governance, USA in innovation and entrepreneurship

The development of this business model also shows the ability to distribute benefits evenly to the community, both in terms of income, access to training, and participation in decision-making. This is the essence of ESG on a community scale. Discussions with village development experts confirm that the success of models such as Mister Lingua is highly dependent on the social context and community readiness. Therefore, local adaptation must be the main principle in implementation.

A comparative study with MIT D-Lab shows that successful innovation is not solely based on advanced technology, but on the success of simplifying solutions and building local capacity consistently. In the context of Wawonduru Village, the implementation of this model is also able to answer three main challenges: (1) dependence on conventional resources, (2) minimal opportunities for the younger generation, and (3) lack of economic diversification.

Literature discussions also show that business models such as Mister Lingua can increase village resilience to economic shocks and climate change, because they rely on the principles of local economy, circularity, and environmental sustainability. The success of this model can also be measured by the ability to replicate to neighboring villages with a train-the-trainer approach. This has been proven in the MIT D-Lab model and the Civic Innovation program in Nevada, New York City.

Table 4.2 Components of the Nevada Business Startup Ecosystem

| Category | Entity | Description |
|-----------------------|--|--|
| Accelerator/Incubator | StartUpNV (AccelerateNV, IncubateNV) | Nevada's statewide startup incubator and accelerator network offering funding, mentorship, and training. |
| Accelerator/Incubator | Gener8tor (Las Vegas chapter) / gBETA | Equity-based accelerator and free pre-accelerator helping local startups grow and secure funding. |
| Accelerator/Incubator | Zero Labs x UNLV Innovation Launchpad | Collaboration hub for student and faculty-led startups, supported by the Black Fire ecosystem. |
| Accelerator/Incubator | Roseman University Incubator | Biotech incubator operated by Roseman University supporting health science and medtech startups. |
| Accelerator/Incubator | Startup Vegas | Founder-led organization hosting events and programs to support early-stage startups and investors in Southern Nevada. |
| Business Development | Nevada Business Opportunity Fund | Provides microloans and small business lending programs to underserved entrepreneurs in Nevada. |
| Business Development | Urban Chamber of Commerce | Supports minority-owned and small businesses through advocacy, networking, and resource sharing. |
| Business Development | Las Vegas Global Economic Alliance (LVGEA) | A regional economic development agency focused on attracting businesses and growing industries in Southern Nevada. |
| Business Development | NV Grow | Small business development program offering free coaching and technical assistance. |
| Event | Las Vegas Robotics Meetup | Monthly meetup group focused on robotics innovation, prototyping, and networking in Las Vegas. |
| Event | Money 20/20 | Global fintech conference held in Las Vegas, connecting startups, investors, and financial leaders. |

Source: Lincy Institute, 2025

ESG studies show that by creating transparency, community engagement, and measurable social impact, village MSMEs are able to build credibility in the eyes of donor partners and the wider market. One important lesson from the benchmark in America is the importance of developing a strong brand narrative and local identity. Mister Lingua has the power of name, values, and visual concepts that can support global village branding.

Digital integration through the MisterLingua by Dreams Foundation platform enables data management, online marketing, social impact reporting, and global connections, strategies that are used effectively by the entrepreneurial community in New York. By referring to the practices of MIT's D-Lab, Solar One NYC, and Devoción Coffee, Mister Lingua can become a pioneer of an integrated village business model that is not only innovative and sustainable, but also inclusive and inspiring for other communities in Indonesia and Southeast Asia.

Table 4.3 Higher education in Nevada with Innovation and Entrepreneurship ecosystem

| | Academy | Academic Bureaucracy | Market | Academic Enterprise |
|---------------------------------|--|---|--|--|
| Animating Purpose | Enlightenment of individual students | Organizational preservation | Profit maximization for owners and shareholders | Social transformation |
| Path to Achieving Public Values | Immersive instruction | Achievement of state-specified goals | Efficiency and cost reduction | Connecting instruction to knowledge generation at society-impacting scale |
| Assumptions of Faculty | Self-governing professionals | Bureaucrats responding to rules | Commodity labor; faculty not entrepreneurial | Knowledge entrepreneurs |
| Assumptions of Management | Management drawn from and blended with faculty | Traditional public managers distinct from faculty | Professional management distinct from faculty and acting entrepreneurially | Management drawn from and blended with faculty, but acting entrepreneurially |
| Accountability Mechanisms | Faculty and management professionalism | Audits, public reporting, standardized testing | Student choice, standardized testing | Demonstrated economic and social progress |
| Primary Funding Mechanisms | Enrollment funding from state, endowments | Enrollment funding from state | Vouchers, performance-based funding from state | Diverse; institutional entrepreneurship |
| Organizational Scale of Impact | Individuals or groups of individuals | Community or state | Indeterminate, any scale from which profit can be derived | Social scale with possible national and global reach |
| Examples | UCLA | UNLV/UNR | University of Phoenix | ASU |

Source: Lincy Institute, 2025

5. Conclusion

The integrated cross-sector social business model, as developed in Mister Lingua by Dreams Foundation, shows strong potential in addressing the needs and challenges of Wawonduru Village. This approach emphasizes the utilization of sustainable local potential through ESG strategies and community-based innovation. The integrative approach used by Mister Lingua provides a framework that enables social and economic transformation based on the strengths of the village itself. By combining the agriculture, energy, education, and creative economy sectors, this model strengthens the position of the village as a center for social innovation in underdeveloped areas.

From the literature review conducted, it is evident that a community-based business model that prioritizes ESG and sustainability principles can improve welfare, citizen participation, and resilience to global challenges such as climate change and the energy crisis. Inspiration from institutions such as MIT D-Lab in the United States shows that great innovations often emerge from simple approaches rooted in local needs. This is very much in line with the values and spirit of the Wawonduru community. Collaboration between appropriate technology, contextual education, and economic empowerment has proven effective in increasing village capacity. Mister Lingua translates this approach into a dynamic and long-term-oriented socio-economic system.

Each business sub-unit in this model has been designed with measurable social, environmental, and economic impacts in mind. This makes Mister Lingua an example of a holistic social enterprise that is worthy of replication. Fun Farm, Bamboo School, Mini Tulip Studio, PasangDIKIta.ID, and Ice and

Coffee form village business nodes that strengthen each other. The interconnectedness between these units reflects a smart village system that is adaptive to the disruptions of the times.

One of the main strengths of this model is its flexibility in dealing with change and its ability to build networks between local and global actors. The YSEALI alumni network and university partners in America provide opportunities for further collaboration. The application of the experiential learning and train-the-trainer approaches also encourages villagers to become active agents of change, not just beneficiaries. This is important to maintain social and institutional sustainability. The success of the Mister Lingua business model is highly dependent on the quality of local leadership, active community participation, and policy support from local governments and the private sector. Therefore, a strong communication and advocacy strategy is needed.

Digitalization support through online platforms will accelerate business growth and expand impact. This platform serves as a medium for education, marketing, ESG reporting, and collaboration with social investors. It is important to develop a data-based monitoring and evaluation system to measure the success of the model in the short and long term. This system should measure not only economic output, but also social and environmental impacts. Grant and funding opportunities from institutions such as the Acumen Fund, Ford Foundation, or UNDP can be utilized to strengthen the initial infrastructure and stimulate continuous innovation in this business model.

6. Recommendations

It is recommended that this business approach be tested on a limited basis first through a pilot project scheme in 1-2 hamlets in Wawonduru. From the results of this trial, an expansion strategy can be developed based on real learning in the field. The Bamboo School curriculum needs to be designed in a modular and flexible manner so that it can be adjusted to the context of other villages in Dompu or West Nusa Tenggara. Model replication will be stronger if facilitated with an open training system.

Each business unit needs to have a management unit or coordinator that is connected in one village management team. Strengthening management capacity, ESG reporting, and digital marketing are key to the professionalization of this micro-business. The role of women and the younger generation is very important for sustainability. Therefore, gender mainstreaming and digital literacy need to be an integral part of every program and training.

Sustainability strategies also need to consider local cultural diversity, market dynamics, and lifestyle changes. The combination of local adaptation and global benchmarks is the key to success. The Mister Lingua model can be positioned as a national case study in the development of sustainable villages based on innovation. Opportunities for publication and documentation can open the door to future multinational collaborations. In conclusion, Mister Lingua is not just a business model, but a new socio-economic ecosystem born from the village to answer the challenges of the times independently, locally rooted, and globally connected.

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