

Social Startups in the Food Service Sector: A Comparative Study of China and the U.S.

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Abstract. The period of globalization is marked by the contributions of American startups, in boosting economic progress and promoting innovation and social transformation. The study intends to examine startups in the food service sector in China and the U.S. comparing their approaches and how they blend societal and business objectives with regard to various factors, like governmental policies, social demand and cultural traditions that influence each country's setting. This study delves into the methods of adjusting the tactics used in Shenzhen and Silicon Valley. Renowned hubs, for entrepreneurship activities. It also examines the increasing significance of startups that are dedicated to pursuing objectives with as much vigor as they pursue business triumphs. By studying the experiences of Hinichijou in China and Everytable in the U.S. it uncovers solutions to challenges such, as attracting clients securing backing for a business venture and recruiting individuals. The study findings help us understand how vital it is for every business model to be localized and provide advice, for startups looking to integrate responsibility into their strategies while aiming for success at the highest levels of achievement. This research significantly contributes to both local knowledge of connections and provides a clear path, for promoting sustainable social entrepreneurship.

Keywords: Social startups, Catering industry, Policy support, Market demand, Cultural background.

1. Introduction

In the era of globalization startups are vital, for driving growth sparking innovation and fostering transformation. Known as hubs for startup activity on a scale China and the United States have become magnets for entrepreneurs and investors. Experts like Gao and Mou highlight that regions fostering innovation and entrepreneurship have emerged as destinations for top tier entrepreneurs and investors worldwide. Presently China and the United States stand out as leading players, in the landscape [1]. China and the United States stand out as hubs, for endeavors in the East and West respectively due to their distinct geographical features. Shenzhens business environment is heavily influenced by government regulations and market needs in contrast, to Silicon Valleys emphasis, on creativity and financial support systems. These distinct methods showcase the business strategies of

each region within the market arena that cater to their circumstances and demands. Regarding the reinforcement of their expansion plans Shenzhen receives assistance from the government in the form of incentives and financial backing while Silicon Valleys advancement is driven by a venture capital network and market trends. When it comes to the landscape and consumer needs aspect of things Shenzhen has solidified its position, as a center for cutting edge technology and electronics thanks to its market. On the hand Silicon Valley attracts a variety of markets due to its leading role in technological progress. The comparison between these two places also emphasizes their progress and innovative foundations; Silicon Valley is home to research institutions and major players in the tech industry while Shenzhen has rapidly transformed into a hub of innovation through investments, in research and development efforts [2]. Additionally the talent available, in both areas is remarkable; nevertheless Silicon Valley distinguishes itself with its perspective and lively entrepreneurial environment. By comparing the roles of Shenzhen and Silicon Valley in the ecosystem and exploring how they influence technological advancement based on their settings and needs one can gain valuable insights, for researching the global entrepreneurial scene.

In recent years, due to shifts in global business dynamics, staying ahead of the curve and promoting social good alongside financial gains has become a focal point for many companies worldwide. This trend has led to the rise of social enterprises as an innovative business model gaining traction globally, including in the United States and China. An entrepreneurial social enterprise is a type of company dedicated to achieving social objectives through its commercial operations from inception. Researcher Wang Shiqiang highlights the growing interest in social enterprises as an organizational model across various sectors of society [2]. Since the 1980s, scholars in Europe and the United States have used the term "social enterprise" to describe businesses prioritizing social objectives while employing business management principles. These businesses integrate commercial strategies with social welfare initiatives to achieve long-term sustainability. Social enterprises hold a position, in the economy by fostering job opportunities and combating social exclusion particularly during economic downturn periods. Throughout the world they have played a role, in promoting development through the establishment of job opportunities for disadvantaged communities. These companies prioritize more than profitability; they also aim to benefit society and the environment by aligning objectives, with business tactics.

Social startups distinguish themselves by prioritizing concerns, from the beginning. A departure from businesses that mainly focus on maximizing profits. These companies integrate their goals into the core of their business strategy to ensure that pursuing these objectives is central to all their activities than being an afterthought. They are committed, to securing the long term viability of their business while concurrently working towards these objectives. Social enterprises secure funding, through channels like sales income and government grants well as donations to support their financial sustainability and uphold their social missions. A three pronged approach is typically followed by startups that emphasize profits alongside environmental impacts. One prominent example is Patagonia, a clothing company committed to conservation. From its inception Patagonia has integrated stewardship, into its business model by using profits to support environmental efforts and promote fair trade practices. This strategy promotes both conservation. Effectively blends social goals, with business activities in a seamless manner that serves as a standard for social enterprises worldwide. This framework demonstrates how social startups can impact market trends and societal advancement by transforming product promotion into a means for promoting transformation. Furthermore Charitable organizations typically depend on government funding and contributions, from companies and individuals; a framework that offers stability but may lack assertiveness. During economic downturns, such as during the 2008 financial crisis, total giving fell 7 percent in

inflation-adjusted dollars, from \$326.6 billion to \$303.8 billion. The situation worsened further in 2009, when charitable giving fell another 6.2 percent, to about \$284.9 billion [3].

The primary goal of this research is to investigate the distinctions, among social enterprises, in China and the United States and how the diverse national contexts influence the growth of these enterprises. The research will mainly look into the following areas; firstly examining the distinctions, between Chinese and American startup enterprises regarding their operational strategies and how well they balance social and business objectives; secondly assessing how factors such, as domestic policies market needs cultural contexts influence the growth of startup social enterprises will be analyzed To meet these aims the study will begin by defining outlining the features of startup social enterprises. A startup social enterprise is a business that aims to achieve objectives through its operations while also prioritizing impacts, on society and the environment alongside profitability goals. This research will examine the growth trends and obstacles faced by enterprises in varying contexts, within China and the U.S. offering theoretical insights and pragmatic advice to support the sustainable advancement of social enterprises worldwide.

2. Overview of research methodology

In this study, the choice of adopting research methodology will groundwork for the research to understand deeply between startup social enterprises in China and that in the particular areas of the United States along with how certain environmental conditions at home affect its development. In order to make the study systematic and also extremely academic, there will be two main parts used for this research method which are data collection and data analysis.

Firstly, the data source will be varied to make use of multiple sources so that completeness and conclusion of information can be achieved. In particular, culling lesson material from both authoritative industry reports and public resources to better understand operating models, market conditions , and policy environments of startup social enterprises in China versus the United States. The industry reports, public resources support the study in macro level data and is also a data foundation for further analysis.

Secondly, in the context of data analytics this study will employ one or more mix methods on a quantitatively case to depict fully any variance between US and Chinese startup social enterprises along how they operate as well as their balance of business and social missions. In terms of qualitative analysis, the study will mainly use content and thematic analysis to systematically code and classify the qualitative data in the industry reports to identify the key themes and patterns that reflect the differences between US and Chinese social enterprises. Through in-depth interpretation of these data, the study will be able to explore the underlying reasons that lead to the differences in the performance of social enterprises between the two countries in different environments.

In summary, this study will provide scientific and systematic academic support for exploring the operation modes of startup social enterprises in China and the United States and their development in different environments through multi-level data collection and analysis methods.

3. Comparison of social enterprises in different industries

Table 1. Industry-wise comparison of social enterprises' market potential, social influence, and growth

Industry	Market Demand and Growth	Potential Social Influence	Financing and Investment Attractiveness	Talent Attraction and Development	Policy Support and Regulatory	Research Value
Catering	<p>China: China's restaurant industry is huge, exceeding 5 trillion yuan in 2023China's market.</p>	<p>China: Haidilao: Waste Reduction of Ingredients (Innovative Use)</p>	<p>China: In 2022, the number of investment and financing events in China's catering industry was 9, and the amount scale was 2.021 billion yuan.</p>	<p>China: The current job market view of the restaurant industry is favorable, but there are some challenges.</p>	<p>China: Enhancing the quality of food service. Innovate catering consumption scenarios. Enhance the kinetic energy of catering development. Promote excellent catering culture. Promote green development.</p>	<p>1. Cultural and Market Differences: Significant differences between Chinese and American restaurant culture and market strategies. 2. Innovation Patterns: Analyzing the application of innovation in products and services. 3. Consumer Behavior: Comparison of cross-country consumer habits and preferences.</p>
	<p>U.S.: The U.S. food and beverage market in 2023 is about \$899 billion, and in 2024 is expected to reach more than \$900 billion.</p>	<p>U.S.: McDonald's: McDonald's typically uses packaging made from reusable materials, a reminder of the importance of environmental protection</p>	<p>U.S: In 2023, capital investment in the U.S. restaurant industry is expected to be between \$40 billion and \$60 billion.</p>	<p>U.S.: The development of technology has brought different changes in the restaurant industry so people's evaluation of the restaurant industry has also changed.</p>	<p>U.S.: Food safety in the beverage industry is regulated by state and local government health departments, which inspect restaurants before and after they open to ensure compliance with food safety regulations, and small businesses are able to apply for some subsidies from the government, which also provides some tax incentives</p>	

Table 1. (continued)

Education and Training	<p>China: China's vocational skills training market is large, increasing from RMB 88 billion in 2016 to RMB 169.5 billion in 2022, at a CAGR of 11.9%.</p>	<p>China: Most of the training industry in China is promoting internationalization, and New Oriental is a representative example: By providing study abroad exams and English language training, New Oriental enhances people's international outlook and competitiveness.</p>	<p>China: In the first half of 2024, the number of financing in the education industry was only 23, totaling \$481 million, a significant decrease compared to the 113 cases and \$17.658 billion in 2020</p>	<p>China: The Chinese job market has a positive attitude towards the training industry, recognizing its important role in promoting economic development and meeting market demand.</p>	<p>China: The Government supports vocational schools and vocational training institutions organized by enterprises and other social forces through measures such as the purchase of services, the provision of student loans and scholarships.</p>	<p>1. Comparison of education models: analyzing the education systems and policy support in China and the United States. 2. technological innovation: the impact and development of online education technology. 3. Market demand: differences in demand for educational products in different markets.</p>
	<p>US: It accounts for nearly 46% of the global market share. Some research organizations have predicted that the U.S. corporate training market is growing at a CAGR of more than 10% in a given time period.</p>	<p>US: Most of the training industry in the United States is promoting the pursuit of lifelong learning, and Udemy is a representative example: Udemy encourages lifelong learning and provides a platform for learning new technologies and skills.</p>	<p>US: According to Pitchbook, total U.S. venture capital investment in 2022 will fall 31% from \$344.7 billion to \$238.3 billion.</p>	<p>US: The United States job market has a positive attitude towards the training industry, believing that the quality and effectiveness of training can be effectively enhanced through policy support, enterprise participation and technology application.</p>	<p>US: The U.S. education system consists to a large extent of a combination of federal and state laws. The American Education Act details the relationship between the legislature and the courts, and how the two work together to protect the rights and interests of educational actors such as schools, teachers, students and parents.</p>	
Senior care	<p>China: As the aging population grows, China's eldercare market is expected to reach \$800 billion by 2025 and over \$3 trillion by 2030.</p>	<p>China: Ping An offers senior care services that ensure safety and well-being at home.</p>	<p>China: Investment in China's senior living market reached \$1 trillion last year, up from \$200 billion a decade ago.</p>	<p>China: The senior care market will need over 10 million caregivers by 2025 due to rapid aging and a shortage of trained professionals.</p>	<p>China: From 2015 to 2020, the government allocated 5 billion yuan (USD 743 million) to support home-based elderly care in 203 cities.</p>	<p>1. Policy impact: the effect of Chinese and US policies on the elderly care market. 2. Service innovation: new senior care service models and their effects. 3. Population ageing: a study of market demand and service challenges.</p>

Table 1. (continued)

	US: The U.S. senior living market was valued at \$923.2 billion in 2023 and is expected to grow at 4.16% annually due to the aging population.	US: Amedisys and Brookdale improve senior care by providing personalized home care and social living environments, enhancing independence and well-being.	US: About 63% of investors in alternative sectors plan to increase their exposure to the senior care sector in 2024.	US: The U.S. senior care job market is expected to grow 34% from 2020 to 2030, adding over 1.1 million jobs, driven by rising demand for home health aides.	US: The Supporting Older Americans Act of 2020 reauthorizes programs through FY 2024, focusing on removing barriers and increasing caregiver support flexibility.
Healthcare	China: In 2021, the healthcare market's total revenue was estimated at around RMB 10 trillion (approx. USD 1.5 trillion), according to CEC Capital.	China: China's healthcare system, backed by the government, has significantly reduced medical costs, including offering free COVID-19 vaccines to all residents.	China: Healthcare market investment must be at least RMB 20 million (approx. USD 2.9 million), and joint ventures cannot operate for more than 20 years.	China: Active job postings in China's Pharmaceutical and Healthcare sector dropped 26.49% month-over-month and 18.39% since October 2023, reaching 10,689 in January 2024.	China: The "Healthy China 2030" initiative, launched in 2016, aims to grow the healthcare industry to RMB 16 trillion (approx. USD 2.4 trillion) by 2030.
	US: Healthcare profit pools are expected to grow from \$583 billion in 2022 to \$819 billion by 2027, despite 2023 challenges from inflation and labor shortages.	US: Abbott, Johnson & Johnson, and UnitedHealth Group are shifting U.S. healthcare from profit-driven to more patient-centered and empathetic approaches.	US: Fundraising picked up in H1'23, reaching \$6.8B in Q1 and \$6.9B in Q2, driven by hopes for lower Fed rates, valuation resets, and early stock market recovery signs.	US: Healthcare hiring peaked with a 3.9% rate, doubling the 1.5% growth seen in other industries last year.	US: Violations of HIPAA, crucial for patient data protection, can lead to fines ranging from \$100 to \$50,000 per violation, depending on negligence.

1. Policy impact: the effect of Chinese and US policies on the elderly care market.
2. Service innovation: new senior care service models and their effects.
3. Population ageing: a study of market demand and service challenges.

Table 1 provided details an examination of enterprises, across four sectors. Food and beverage; education and training; senior care; and healthcare. In both China and the United States. Through evaluating aspects such, as market demand and growth potential, funding attractiveness, talent acquisition and cultivation government support and regulations and research significance researchers can pinpoint discrepancies and shared hurdles in these industries across the two countries.

Responsible businesses, in the restaurant sector demonstrate market expansion opportunities in both China and the United States. Chinas food and beverage industry swiftly rebounded post pandemic and is projected to hit RMB 5 trillion by 2023; emphasis is placed on ingredient utilization and waste minimization. On the hand the U.S market is forecasted to reach \$899 billion by 2023. Is anticipated to surpass \$900 billion by 2024 with a focus, on environmentally friendly packaging and sustainability emerging as pivotal trends. The cultural diversity and market variations, between the two nations play a role in the importance of examining enterprises operating in the food and beverage sector due, to varying levels of technology uptake.

Social businesses operating in the field of care are encountering both challenges and opportunities due, to the growing population of adults. It is anticipated that the Chinese market will achieve a value of US \$800 billion by 2025 with backing for inventive senior care approaches. In the U.S. the market is expanding at a compound growth rate (CAGR) of 4;16% projected to continue through 2030 as there is a rising need for in home care and community based services for aging individuals. The disparities in policy support mechanisms and service structures, alongside

varying market demands serve as elements for conducting an evaluation of social enterprises functioning within this sector.

In the healthcare sector of both China and the United States research suggests that government policies play a role, in supporting enterprises. China is focused on advancing its Healthy China 2030 initiative due to its market potential. While the U.S. market is projected to reach \$819 billion by 2027, it encounters obstacles such as rising inflation and a shortage of labor. The variations in healthcare regulations, size of market and technology integration between these two nations contribute to the research importance held by enterprises, in the healthcare industry.

Social enterprises operating in the restaurant and healthcare sectors show the research potential when compared to other industries because of the distinct challenges and variations present, in the U.S. China market landscape. The food and beverage sector possesses a market, in China that is forecasted to hit RMB 5 trillion by 2023; meanwhile in the U.S. it is set to reach \$899 billion by 2023. Is anticipated to surpass \$900 billion by 2024. The expansive marketplace offers opportunities for enterprises to showcase their entrepreneurial prowess and foster innovation in a dynamic environment. Chinese companies are adapting swiftly to evolving market needs by exploring ingredient usage and efficiency measures while focusing intently on improving customer satisfaction. In contrast, to this approach is the U.S., where companies lead in packaging solutions and digital innovations to address growing consumer interests, in eco practices. These advancements not just boost competitiveness. Also offer enterprises fresh insights, into using resources efficiently and safeguarding the environment.

4. Analyzing a company in China and the United States as an example

This section will analyze Hinichijou, a restaurant startup social business in China, and a restaurant startup social business in the U.S. This section will explore the similarities and differences between Chinese and U.S. startups in terms of their characteristics, methods of customer acquisition, financing methods, talent acquisition strategies, and opportunities for founders and employees.

4.1. Introduction to Hinichijou

Hinichijou demonstrates the typical characteristics of Chinese startups that find a balance between pursuing business success and fulfilling social responsibility through the combination of its social responsibility and business model. Focusing on providing employment opportunities for deaf people, the company employs a unique service approach (e.g., delivering coffee through a hole in the wall) to address staff communication barriers while enhancing the customer experience. This model not only fulfills the business purpose but also reflects the social value of the company, and is representative of modern Chinese startups that tend to combine social responsibility and innovation [4].

4.1.1. Customer acquisition method

Hinichijou's customer acquisition strategy exemplifies the combination of innovation and social impact. Through its unique service model and commitment to social responsibility, the company quickly attracted the attention of the public and the media, becoming a social media sensation and effectively utilizing the “punch card culture” to enhance brand recognition. In addition, the company provides free services on certain public holidays, which enhances public engagement and brand

loyalty. This shows the Chinese startup's keen insight and ability to apply social media and cultural marketing strategies.

4.1.2. Financing approach

From a financing perspective, Hinichijou demonstrates a typical Chinese startup financing model. According to the data provided, the company has raised angel and Series A rounds of financing. Although the exact amount is not disclosed, this phased strategy helps the company to obtain the necessary financial support during different growth periods, laying the foundation for subsequent expansion and sustainable development. This financing method reflects the flexibility and strategy of Chinese startups in capital operation [5].

4.1.3. Talent recruitment

In the realm of talent acquisition Hinichijou has chosen to embrace a approach by prioritizing the recruitment of individuals who are deaf. This initiative not opens up job opportunities, for a community but also boosts their standing and self-assurance within society. Such a talent recruitment strategy showcases the companys dedication to responsibility and inclusivity earning admiration and backing from the public. This serves as an example of how Chinese startups can integrate responsibility, into their human resource practices to bolster their corporate reputation and societal impact.

4.1.4. Opportunities for founders and employees

For founders, by establishing such a business, they can not only pursue economic benefits, but also realize social value and enhance the overall impact of the company. For employees, especially the marginalized groups in society, such employment opportunities not only provide jobs, but also a platform to realize social integration and personal values. This shows that Chinese startups not only pursue business success, but also emphasize the importance of promoting social harmony and progress through corporate activities.

4.2. Everytable introduction

Founded in 2015, Everytable is a social startup in the United States. The idea of this company is to make healthy and nutritious food affordable for all. Additionally the company's business model is based on a sliding scale pricing strategy that adjusts the price of their food according to the overall economic level of the community, an approach that ensures that healthy and nutritious food is affordable for everyone.

Another core concept of Everytable is to address the issue of “food deserts,” communities that lack access to fresh, healthy food. By providing high-quality, affordable meals in these areas, Everytable not only helps to improve the eating habits of local residents, but also promotes social equality and economic diversity. In addition, the company is committed to sustainability, using environmentally friendly materials and methods to minimize the Finally it also supports the community by providing employment opportunities and training.

4.2.1. Customer acquisition methods

Everytable utilizes an innovative customer acquisition strategy that makes great social sense. The company employs a flexible pricing model that offers different prices based on the income level of the community, making healthy food affordable for all walks of life. It also focuses on neighborhoods where healthy food is often inaccessible, filling a gap in the market to attract more customers. This strategy not only broadens market coverage, but also reinforces the brand's socially responsible image, which in turn increases customer loyalty.

4.2.2. Financing approach

Everytable has utilized diverse financing methods, demonstrating its uniqueness as a social enterprise and reflecting the innovation and flexibility of U.S. startups in fundraising. According to relevant data, Everytable has successfully completed several rounds of financing, including a round of C-2 preferred stock financing that raised \$25 million [6]. The funds were mainly used to expand the business and further expand its social presence.

In addition to this, Everytable relies on social impact investing to support its business model. For example, the Cal Wellness and Annenberg Foundations funded the company's franchise training program through a program-related investment (PRI) [7]. This type of financing not only provided Everytable with the capital support it needed, but also helped it further strengthen its mission as a social enterprise to improve the overall health of the community by providing healthy food.

4.2.3. Talent recruitment

When it comes to talent acquisition, Everytable employs a strategy that is both inclusive and socially responsible. The company prioritizes hiring from the local community, especially in economically disadvantaged areas, and also provides employment opportunities for people who have served their sentences. This approach has not only helped the company earn the trust and support of the community, but has also contributed to the overall well-being of the community. This reflects the fact that more and more U.S. startups are hiring not only with an eye toward diversity, but also with a greater focus on the company's positive impact on society.

4.2.4. Opportunities for founders and employees

Everytable has transformed the prospect of a typical franchise program with its clever employment and career development opportunities for founders/aggregators/employees. In addition to sponsoring entrepreneurs from under-served communities, it equips these aspiring small business owners with an intensive training and ongoing support needed for them to maintain a thriving enterprise. That's a model that shows how Startup America can be an engine for economic opportunity and inclusive growth by launching new business models.

But through the cases of Hinichijou and Everytable, we can also see how Chinese socially oriented companies pursue business success by practicing social responsibility in a way that mirrors U.S. practice on a wide range of strategies and approaches. Again, Hinichijou addresses community inclusiveness by offering these particular groups employment opportunities and Everytable solves a social issue in another manner — food deserts while addressing the aforementioned entrepreneurial opportunity for folks from all walks of life through cost-conduit.

Both are for profit entities with business models that save money whilst creating a positive social impact — their strategies and operations vary based on the environment in which they were

founded. While Hinichijou aims at supporting particular groups by giving them a job directly, on the flip side Everytable has specifically worked out ways to make healthy food affordable and sustainable through their pricing of product and business model. Sustainability. He said each of the cases underlines social enterprises in the present day public sphere, and how they address issues that difference individuals are not addressing. The profitability of these models therefore not only enhances their economic sustainability, but also demonstrates a business model for change that proves doing good and building great market share are one in the same.

It provides universal lessons for startups around the world who are considering how they can embed social purpose into their business model and fuel societal progress through corporate action.

5. Discussion and further analysis

5.1. Analysis of similarities and differences

In today's economic environment, both Hinichijou and Everytable have shown their own characteristics as startups that integrate social responsibility with creativity.

5.1.1. Similarities

First, both companies have emphasized social responsibility, with Hinichijou working to provide employment opportunities for the deaf and improve their social involvement, and Everytable working to address food deserts and provide healthy food to low-income communities.

Second, creative customer engagement is a common factor for both companies, with Hinichijou attracting customers through unique services and Everytable using a variable pricing strategy to appeal to consumers of all income levels.

Hinichijou prioritized hiring deaf people while Everytable focused on hiring people from the local community, which reflects the social responsibility and corporate culture of both companies.

5.1.2. Differences

Hinichijou focuses on a select group of Deaf people, while Everytable serves a community that suffers from a lack of access to healthy food.

In terms of funding strategies, hinichijou uses a staged approach such as angel and Series A rounds, while Everytable receives funding through a mix of multiple rounds and social impact investments.

They also differ in terms of customer experience: hinichijou improves the customer experience through concrete services, while Everytable builds economic touch points through its positioning strategy.

5.2. Environmental impact analysis

5.2.1. Environment in China

In China, government policies to support entrepreneurship are becoming more common, especially in terms of combining social responsibility with innovation. This promotes a sense of social service, while social media and a “punch card culture” have increased public participation.

5.2.2. The US environment

Mature social enterprise funding facilities and a focus on social impact in the US provide Everytable with the flexibility to support its financial and social objectives. The widespread acceptance of community involvement and inclusive hiring also enhanced social responsibility.

5.3. Startup successes and failures

For success examples, Hinichijou attracted the public with its unique service and its strong sense of social responsibility, and rapidly expanded its market. On the other hand, Everytable became a success story through its variable pricing and social responsibility.

5.4. Disadvantages

Hinichijou may face challenges in market expansion and diversity, especially the service model's dependence on specific groups. In addition, a key problem is how to continue to innovative and control costs.

While attracting customers through variable pricing on a sliding scale, Everytable faces pressure on long-term profitability and market position, especially compared to its competitors. Reliance on social impact investments may also expose it to financing risks.

6. Conclusion

This study compares the delineation of social startups in China and US, focusing on four sectors: catering, education, senior care & nursing home as well as healthcare. These sectors are shaped by different market demands, policy environments and cultural contexts as the findings illustrate. An example is "Healthy China 2030" in the PRC affecting healthtech startups, and potential differences related to a mature venture capital industry such as in U.S. For instance, while entrepreneurs are well-advised to calibrate their strategy according with the market conditions — scaling up VCs in China take due notice of demand patterns and expand accordingly across categories; VC investments focused on innovation are often banked by IP-led ventures that serve either as a complementary or competitor (as is seen from agriculture-tech) more studies would provide correlation analysis across multiple sectors within US vs. India/China markets for social start-ups; this includes research which encompasses technological parameters like AI/blockchain inclusion at inception stages. These triangulated data may provide further illumination of resilient and exportable business models, perhaps helping to elucidate the need for sustainable ones. The policy implications are evident: governments need to promote conditions favorable for social startups that cultivate innovation and societal gains, while businesses have a mandate to synergize business goals with societal objectives to be economically successful as well as benefit the world. In short, it is as important to grasp the complexities of how market and policy factors interact in this new world order that globalization presents us with before we can craft strategies for sustainable growth and social progress.

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