



EndPoverty

...Strictly Business

CHANGING THE PARADIGM OF THE POVERTY REDUCTION INDUSTRY

A weekly newsletter of the Social Ventures Foundation, a non-profit, non-sectarian organization focused on identifying, promoting and investing in businesses and startups that have developed products, services and/or jobs which sustainably lift the livelihoods of the poor.

THOUGHT LEADER

SPOTLIGHT



Marc Blumenthal
Executive Director
Social Ventures Foundation

Each week, we will feature a leading business thought leader from various industries and market sectors. This week, we present our Executive Director with his thoughts about the inspiration behind the EndPoverty Business Summit 2017. Endpoverty2017.org

About 15 years ago I began studying a very old paradigm, the *poverty reduction industry*. I quickly realized that the business community had delegated responsibility for this industry to unsustainable governmental agencies and organizations. I visited a wide variety of these shops including the World Bank, Inter-American Development Bank, OAS and UNDP. My walk away: *a lot of dedicated people in paradigms that did not foster sustainability*.

I then met a few pioneers of a new paradigm involving businesses focusing on bringing the poor into the free enterprise system *on a sustainable basis*. These individuals included Stuart Hart co-author of the cutting edge study, "[The Bottom of the Pyramid](#)" and Mohammed Yunus, founder of the first big business play in poverty reduction, the Microcredit lender, Grameen Bank *and I was inspired*.

Fast forward to today and we are witnessing a huge rise in domestic poverty and a federal budget proposal that eliminates all foreign government sponsored poverty reduction programs. (Continued)

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ENDPOVERTY 2017 BUSINESS SUMMIT NEWS

The Social Ventures Foundation introduces EndPoverty 2017 Strictly Business Virtual Summit - the most important Business Summit of the year, focused on ushering in a new poverty reduction paradigm in response to the proposed Federal cutbacks in national and international poverty programs. The new paradigm focuses on a sustainable alternative to unsustainable charitable and federal donations. This alternative is business.



In many parts of the world, businesses and startups have "stepped up" to the challenge to employ the poor or develop sustainable and affordable products and services within their "wheel houses" that lift the livelihoods of the poor and promote their brand to a population that exceeds 3 to 4 billion people on the planet. Businesses which share this vision will be best positioned to recruit the brightest graduating business and engineering students who see "business with a purpose" as an additional recruitment drawing card. And startups have the world as their oyster given that innovation is key to meet the needs and lift the livelihoods of the 3 to 4 billion people who have been excluded from the free enterprise system.

[CLICK HERE TO REGISTER FOR THE ENDPOVERTY BUSINESS SUMMIT](#)

Poverty is the major cause of war, disease and environmental degradation, and since businesses are already investors in the old paradigm through unsustainable donations and taxes, I asked myself why can't business become directly engaged in developing "wheelhouse related" product(s), service(s) or job(s) which can sustainably lift the livelihoods of the poor? So being an entrepreneur, I formed a startup, The Social Ventures Foundation.

Our mission 1) Identify and Vet those investors, businesses and startups that have developed sustainable products, services or jobs that lift the livelihoods of the poor 2) Spread the word: put on global conferences to have these businesses present their case studies to other businesses and the public at large 3) Present awards to the best of the best and 4) Invest in awardees: begin formation of a balanced investment fund.

The foundation itself requires startup capital to scale (hello donations!) but will eventually become self-sufficient by charging a management fee for the fund (hello sustainability!) In summary, we will practice what we preach. We will become sustainable. Since you are one of the select few to receive this inaugural newsletter, I would like you to get involved in our community and our paradigm shift in the poverty reduction industry. Please accept my invitation to register for the EndPoverty 2017 Strictly Business Virtual Summit. I look forward to hearing from you and meeting you virtually on November 17. Many thanks.

Marc

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THOUGHT LEADER

STORIES WANTED

We want to hear your stories!

Do you have a personal or enterprise success story that you would like to submit?

The best encouragement often comes in the form of a well-timed anecdote about our own personal struggles and consequential triumphs.

If you have a story to tell, and would like to submit it to be featured in a future edition, please contact: Jordan@socialventuresfoundation.org.

[CLICK HERE TO DONATE TO THE SOCIAL VENTURES FOUNDATION](#)

ENDPOVERTY BUSINESS SPOTLIGHTS

Each week, we will feature Businesses and Startups that have invested in products, services, and/or jobs that lift the livelihoods of the poor. Each will be asked to present their case studies and the most outstanding will receive the EndPoverty Business 2017 Awards during the Virtual EndPoverty Business Summit on November 17, 2017.

ENDPOVERTY LARGE CAP



Problem: Low-Income access to affordable internet, data, and calling plans.

Solution: For two years, AT&T has offered internet browsing services to qualifying low-income families for \$5 each month. They also take part in the Lifeline program run by the FCC, which offers calling and data plans to low-income families for around \$15 each month. This program includes an even greater discount for residents of federally protected tribal lands. The company's CEO is Randall Stephenson. (Continued next page)

ENDPOVERTY BIZ CHALLENGE

Each week we will feature a pressing Biz Challenge that addresses a global poverty problem. We invite our readers to sign up to virtually work in teams on a solution to the Challenge. Biz Challenge Team will be present their outcomes at the Summit.

Hearing Aids for the Poor

There are more than 360 Million people worldwide with impaired hearing. Most of them cannot afford hearing tests or hearing aids. The Social Ventures Foundation has issued a business challenge to develop a smart phone hearing diagnostic application that can be administered with minimal training and an affordable hi quality hearing aid that is priced under \$50 for a single ear and can be recharged easily.

[CLICK HERE TO PARTICIPATE IN THIS BUSINESS CHALLENGE](#)

ENDPOVERTY BUSINESS SPOTLIGHTS

ENDPOVERTY EMPLOYER



Problem: Rural villagers (especially women) in Africa have no access to franchised employment based on crafts and skills familiar to them

Solution: Soko allows rural artisans to practice their own crafts relative to accessory production using a microfranchise model of employment. They also train their employees on new skills so they can expand their craft. The products are sold in department stores across the US and abroad. The company was founded by Gwendolyn Floyd, Catherine Mahugu, and Ella Peinovich.

ENDPOVERTY SMALL CAP



Problem: Child care and support services for families that normally would not have access to care training or affordable day care services

Solution: Bright Horizons Family Solutions offers a wide variety of affordable childcare services at facilities including training services for new parents on topics ranging from daily care to emergency scenarios across the USA.. The organisation's CEO is David Lissy.

ENDPOVERTY STARTUPS



Problem: Rural hospitals' lack access to medical equipment

Solution: MDaaS collects would-be discarded equipment from wealthy hospitals in the US. They refurbish the machines into working condition. They then sell them at very low rates to hospitals in rural Africa, training clients on how to use and maintain each piece. The company is lead by CEO Oluwasoga Oni.

ENDPOVERTY EMPLOYER



Problem: Global Refugee and Military Veteran access to employment opportunities that are also flexible to their situations.

Solution: Starbucks has made a name for itself as a leader in providing employment opportunities to military veterans in the US. To date, they have employed several hundred thousand vets many of whom are making difficult transitions to civilian life. In addition Starbucks has extended an open employment invitation to well over two hundred thousand refugees in Europe. Kevin Johnson is CEO of this company.

ENDPOVERTY SMALL CAP



Problem: Rural community and low-income families' access to life-saving medical tests at an affordable price.

Solution: OraSure Technologies developed the world's first in-home HIV test kit in 2002. A price comparison reveals that the cost of this test is roughly half of traditional in-office tests cost. The company's CEO is Douglas Michels.

ENDPOVERTY STARTUPS



Problem: Lack of affordable renewable energy system for low-income communities

Solution: Solstice brings solar to rural and low income communities, even in inner cities, via their unique business model. Instead of charging one family for their own solar panels, Solstice Initiative installs solar panels that power entire housing complexes. The President and Co-Founder Steve Moilanen.

ENDPOVERTY MICROCREDIT



Problem: Low-income access to low-interest, micro credit loans globally, and the US specifically

Solution: ACCION USA, is a division of the global nonprofit micro credit institution. They provide families in the US with loans designed to encourage the growth of personal savings by alleviating the stress of paying larger bills.

ENDPOVERTY INVESTORS

A family office, non-profit, institutional investor, or foundation that has made outstanding sustainable investment(s) in the EndPoverty space.



Since 1999, Jeff Skoll's foundation has invested in ventures from sectors including economic and environmental sustainability, financial inclusion, and education. Their World Forum brings together like minded social entrepreneurs to discuss the future of sustainable investment. The foundation is lead by CEO Sally Osberg.

BIZHARMONY INTERNSHIPS ENDPOVERTY CLASSIFIEDS

Each week, we offer free classifieds for student interns, and startups or businesses looking for interns who are passionate about sustainably lifting the livelihoods of the poor. We hope to make introductions online and then invite potential partners to meet in person at the EndPoverty Business Summit 2017.

Social Ventures Foundation seeks a volunteer or intern to assist our editor in the preparation of our weekly newsletter. Please email: jordan@socialventuresfoundation.org

[CLICK HERE TO SUBMIT
AN INTERNSHIP CLASSIFIED.](#)

ENDPOVERTY MICROCREDIT

SKS/ Bharat



Problem: Microfinance/ Microcredit organizations that are sustainable (i.e. for-profit) but charge interest rates well above what is affordable to the poor.

Solution: SKS Microfinance made waves as one of the first organizations of its kind to enter the public market. Through the transition, SKS managed to keep their interest rates much lower than counters other for-profit MFIs. The company is lead by CEO M. R. Rao.

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GIIN



Founded in 2007, the Global Impact Investing Network has revolutionized the world of impact capital by sustainably investing in and connecting innovative poverty-reducing ventures with a vast bank of investors. Amit Bouri leads the foundation.

ENDPOVERTY BUSINESS 2017 AWARD NOMINATIONS

We would like you our readers to help us identify and nominate EndPoverty small to large cap businesses, startups, microfinance companies, Investors and employers who have been involved in developing sustainable jobs, products or services which lift the livelihoods of the poor. Once vetted we will place them in this weekly newsletter and invite them to make a case presentation at the EndPoverty 2017 Summit. We very much appreciate your help!

[CLICK HERE TO SUBMIT A
ENDPOVERTY NOMINATION](#)