



# 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.*

## CONFERENCE

### UPDATE



**Marc Blumenthal**  
CEO  
Social Ventures Foundation

### EndPoverty Summit Goes Virtual!

Based upon our extensive global research, the cap size breakout of businesses that have authentic and sustainable products, services, or job programs that lift the livelihoods of the poor break out as follows: 80% startups, 15% small and mid-cap and 5% large cap. Most all of the startups which have been nominated for the EndPoverty2017 awards have indicated a desire to attend the EndPoverty Summit but they don't have the financial resources to do so. Since they are in the majority and since we want them and the general public to "attend", we have decided to make the conference both virtual and free! Registration will be required.

We will hold the EndPoverty 2017 Strictly Business Virtual Summit on November 17th from 9 am to 2 pm EST and we have adjusted the program accordingly.

There will be case presentations by our nominees. No "Shark Tank" for us, our presenters are "Dolphin", free spirited entrepreneurs working in "Pods", and doing business with a purpose.

In the morning we will "Skype in" nominees from Europe, Asia and the Mideast. In the afternoon we will "Skype in" nominees from North, Central and South America.

(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](#)

## UPDATE CONTINUED

Mid-day we will conduct two Business Round Tables. The first, "Dolphin Adoption", will be made up of representatives of major Business Associations. They will discuss how poverty impacts their business members and the communities in which they operate. They will then discuss how businesses can strategically adopt, partner and or invest in "wheelhouse" related startups to facilitate sustainable business strategies to lift the livelihoods of the poor.

Social venture startups face uphill battles to finance commercialization. We anticipate that this adoption discussion will eventually lead to some serious strategic matchmaking that will enable the scale up struggling startups.

The second Business Roundtable will focus on "Dolphin Challenges". Successful business entrepreneurs and engineers will address several pressing EndPoverty Business Challenges related to unsolved problems that need solutions in health, transportation, housing, education and the environment. We anticipate that several startups will eventually spring from this round table.

At 1:30 PM EST, The Social Venture Foundation will announce the End Poverty 2017 Business Awards for those businesses, and startups that have developed the most outstanding sustainable products, services and jobs that lift the livelihoods of the poor.

The Awards categories are: EndPoverty 2017 Business Large Cap, EndPoverty 2017 Business Mid/Small Cap, EndPoverty 2017 Business Startup, EndPoverty 2017 Business Job Creation, EndPoverty 2017 Business MicroCredit and EndPoverty 2017 Investments. We look forward to your registration and participation!

Many Thanks  
Marc

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## 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 EndPoverty Business Virtual Summit on November 17, 2017.*

### ENDPOVERTY LARGE CAP

#### Orange



**Problem:** Startups' inability to reach scale and rural access to internet resources offline

**Solution:** The French/ multinational mobile tech giant, Orange has long managed a startup adoption program in-house to help startups reach scale. Their Madagascar division has also worked in partnership with the US nonprofit HNI to bring offline internet services to citizens all across the island. The CEO is Stephane Richard.

## ENDPOVERTY BIZ CHALLENGE

*We invite our readers to sign up to virtually work in teams on a solution to the Weekly Challenge. Biz Challenge Teams will present at the Summit.*

#### Sustainable Building Materials

Professor from commends the work of urban impoverished persons all over the globe for their ability to accomplish modular housing with limited materials and financial resources. Often built from cinder blocks, after several years of work, some families can achieve very large and well-polished homes. The Social Ventures Foundation challenges an intrepid entrepreneur to develop a business model that provides legal, and sustainably constructed modular housing construction to the world's poor.

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

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# ENDPOVERTY BUSINESS SPOTLIGHTS

## ENDPOVERTY UNIVERSITY



### Amherst College

**Problem:** Affordable access to high-quality post-secondary education

**Solution:** Very close to the SVF HQ in New Hampshire lies the picturesque Amherst College. According to a study done by the independent College Greenlight, low-income students of the institution pay less than \$4,000 USD to attend. However, the most impressive statistic is the 94% graduation rate boasted by these individuals. The college President is Carolyn Martin.

## ENDPOVERTY EMPLOYER

### Siemens



**Problem:** European-native businesses' lack of refugee employment opportunities

**Solution:** The world has seen very little effort on the part of large European corporations to employ the displaced individuals. Siemens has been an outstanding exception to that norm. Their refugee hiring and training programs has proven a very successful model for others to follow. The CEO is Joe Kaeser.

## ENDPOVERTY STARTUPS

### Apis Cor



**Problem:** Lack of access to affordable, and sustainable housing options

**Solution:** The Moscow-based startup Apis Cor has larger than life goals that extend even beyond our planet. Before they become the first company to build colonies on Mars, they aim to allow each poor and homeless family on Earth the opportunity to be a homeowner. Their 3D printing technology will make that happen. The CEO is Nikita Cheniuntai.

## ENDPOVERTY UNIVERSITY



### Colgate University

**Problem:** Affordable access to high-quality post-secondary education

**Solution:** Colgate University, while not as affordable as previously featured institutions, claims another impressive title. Their program is the only one we have found so far that can genuinely claim a 100% graduation rate among its low-income and Pell Grant students. Education quality and student success rates are equally important as program affordability. The university President is Brian Casey.

## ENDPOVERTY EMPLOYER

### Chipotle



**Problem:** Lack of immigrant or refugee opportunities for promotion within organizations

**Solution:** It is by no factor uncommon for chain restaurants to employ immigrants. It is uncommon, however, for those businesses to consistently and genuinely offer those employees equal opportunities at promotion and professional growth. Chipotle is a perfect exception to the norm. The CEO is Steve Ells.

## ENDPOVERTY STARTUPS

### Warrior Centric Health



**Problem:** Health Care plans that cater to the needs of veterans and close the coverage gap

**Solution:** When an entrepreneur and military veteran noticed that only one third of the US veteran population annually receives treatment from VA hospitals, he sought to provide a treatment option for the other two-thirds. Warrior Centric Health was born, and now gives care to all veterans and their families. The Founder is Ronald J. Steptoe.

## Ecobank



**Problem:** Lack of genuine micro-finance programs from established banks

**Solution:** Ecobank is one of the largest banks across the African continent. Their success as ostensibly the most wide-spread bank in Africa has even been credited with strengthening the Pan-African Alliance. Of most repute, however, is their micro-finance program, that has helped several million of Africa's poor rise out of poverty. The CEO is Albert Essien.

## ENDPOVERTY INVESTORS

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



### Capria Ventures

Based in Seattle, Capria's portfolio focuses on emerging markets internationally. Their most highly acclaimed fund is the Unitus Seed Fund. Operating in India, the fund provides seed capital to startups with a concept rooted in lifting the livelihoods of every Indian citizen. Capria also trains first-time fund managers via their own accelerator program. The Principal is Jack Knellinger.

**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](mailto:jordan@socialventuresfoundation.org)**

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

## Zidisha



**Problem:** Micro lending platforms that are managed locally, and charge little interest

**Solution:** Zidisha operates on a model that removes the outsourcing of loan management to banks at a price of higher interest rates for the borrower. Using an Ebay-style virtual marketplace, lenders and borrowers now can interact directly, only being limited by the borrowers repayment history. The CEO is Julia Kurnia.

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### Creation Investments

Creation Investments also works exclusively on an international scale. They are dedicated to supporting micro-finance institutions and other financially-oriented businesses for the "BOP". Their mission shares our own sentiment that charitable giving is a dead end, but meaningful investment can make all the difference for the world's poor. The Managing Partner is Patrick Fisher.

**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](#)**