



# 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

### ARTICLE

In lieu of a Thought Leader piece, this week we bring you the following excerpt from the BBC, dated 22 June 2016. We find it very telling of the current dire situation facing citizens of the US. Even more telling is the age of the article. It has been over a year since these warnings were given and still nothing of much impact has been done to drastically better the living conditions of our nation's poor. Our initiative is the much needed solution to this grave issue. Thank you for help in making this foundation a success. - Jordan Mrvos, Editor, SVF

### 'IMF warns the US over high poverty'

The US has been warned about its high poverty rate in the International Monetary Fund's annual assessment of the economy. The fund said about one in seven people were living in poverty and that it needed to be tackled urgently. It recommended raising the minimum wage and offering paid maternity leave to women to encourage them to work. The report also cut the country's growth forecast for 2016 to 2.2% from a previous prediction of 2.4%. Slower global growth and weaker consumer spending were blamed. US economic growth slowed to an annual pace of 0.5% during the first three months of the year. (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.**

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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.

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down sharply from 1.4% in the last three months of 2015.

### 'Social strains'

But the stronger labour market meant that overall "the US economy is in good shape", said the IMF's managing director Christine Lagarde. May's unemployment figures showed the rate at an eight-year low of 4.7%.

However Ms Lagarde warned that "not only does poverty create significant social strains, it also eats into labour force participation, and undermines the ability to invest in education and improve health outcomes".

"Our assessment is that, if left unchecked, these four forces - participation, productivity, polarisation and poverty - will corrode the underpinnings of growth and hold back gains in US living standards," she added.

The report called on the US to invest more in education, as well as implement better social programmes such as childcare to help poorer Americans get jobs.

## ENDPOVERTY BIZ CHALLENGE

*Each week we will feature a pressing Business 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 Teams will present their outcomes at the Summit.*

### Ride Sharing for the Poor

One of the greatest challenges for the poor, ride sharing remains the black sheep of the poverty reduction industry. *But what about Uber and Lyft?* Both companies have been cited for not only charging more than a low-income daily commuter could afford, but also treating their employees as expendable and cheap. The US ride sharing market lacks an organized, for-profit-but-low-cost transportation service like Ola taxi service in India. The Social Ventures Foundation challenges capable entrepreneurs to put rubber to the road and solve this ever-present obstacle of the poor.

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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 Virtual EndPoverty Business Summit on November 17, 2017.

### ENDPOVERTY LARGE CAP



#### Dollar General

**Problem:** Poor access to single price point household items.

**Solution:** For generations Dollar General has been the name in affordable name brand products for poor and thrifty individuals alike. More recently, they have developed an extensive line of personally branded products. These include medicines, personal hygiene, baby products, and food stuffs. Although only a quarter of their product remains under a dollar, their model has always been affordability. The CEO is Todd J. Vasos.

### ENDPOVERTY LARGE CAP

#### Proctor and Gamble

**Problem:** Lack of large corporations' genuine interest in betting low-income living conditions

**Solution:** Most corporations view emerging markets as another cash cow to milk for profits or to corner a new geographic location's market. P&G has been hard at work, however, developing products at affordable price points (from personal hygiene to medical equipment) to help the world's poor. The CEO is Davis Taylor.

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

# ENDPOVERTY BUSINESS SPOTLIGHTS

## ENDPOVERTY SMALL CAP



### Motivate

**Problem:** Poor access to transportation to and from work

**Solution:** Motivate is a leading example of successful initiatives for the poor. While most other bikeshares can be too expensive, Motivate remains low cost while also helping to maintain cleaner cities. For those who even can't afford the regular low rate, they have further financial assistance programs. The CEO is Jay Walder.

## ENDPOVERTY EMPLOYER



### Anka Cooperative

**Problem:** Employment opportunities that support preexisting skill sets of women

**Solution:** Since 2012, when the project was founded in a Syrian Refugee camp, Anka has given refugees with no employment opportunities access to readily available work and therefore a steady income from which they can build a new a new life. The 'Volunteer' CEO is co-founder Neslihan.

## ENDPOVERTY EMPLOYER



### LinkedIn

**Problem:** Refugee and migrant access to employment opportunities

**Solution:** LinkedIn has been an incredibly efficient platform for business connections since its inception in 2002. Recently, however, the online social media site has placed specific emphasis on various programs designed to connect refugees to potential employment in their new environments. The CEO of LinkedIn is Jeff Weiner.

## ENDPOVERTY STARTUPS



### iamsick

**Problem:** Migrant and Refugee knowledge of where and how to receive medical attention

**Solution:** Since 2012, iamsick has proved a lifesaving application. They provide users with information about the nearest medical facilities with various qualities. These include which are closest, which provide care in select languages, and which are open after hours and on weekends. The President is co-founder Ryan Doherty.

## ENDPOVERTY STARTUPS



### Eat Offbeat

**Problem:** Employment opportunities that support preexisting skill sets of immigrants

**Solution:** Established in New York City, Eat Offbeat recognized the untapped potential of sharing refugee culture with the world. Via menus that feature cuisine from all over the world (made by refugee chefs in NYC), Eat Offbeat realizes their goal of supporting resettled peoples. The CEO is Mahal Kahi.

## ENDPOVERTY STARTUPS



### Angaza Design

**Problem:** Sustainable energy solutions are unavailable to poor individuals due to high cost

**Solution:** Operating out of San Fransisco and Nairobi, Angaza brings sustainable solar energy to poor individuals via an innovative pay-as-you-go business model, integrating their own payment management system. The model eliminate hefty up-front costs to low-income consumers and payments are made flexible. The CEO is Lesley Marincola.



## Oportun

**Problem:** Low-income lack of access to small loans to establish credit

**Solution:** Situated in Redwood City, California but operating all over the state, Oportun provides individual borrowers with small loans. Since 2005, it has been their goal that these loans help any person with no credit history, establish a base that will open the door to credit cards and larger homes. The CEO is Raul Vazquez.

## ENDPOVERTY INVESTORS

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



## Arborview Capital

Focusing on the ever more important triple bottom line, Arborview Capital has designed sustainably oriented portfolios since 2008. Very much like our mission, they have kept their finger on the pulse of businesses most authentically oriented toward creating a better future for the world. We find they are a great model for other firms to follow. The Co-founders are Karl Khoury and Joseph Lipscomb.

## 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.](#)**



## Lendup

**Problem:** Limited access to small loans or credit cards for those with no credit history

**Solution:** Like Oportun, Lendup also operates out of California.. They also share a goal of allowing individuals the opportunity to establish credit. However, Lendup goes the extra mile by offering educational courses to help manage finance and offering their own credit card to clients. This way, their impact exceeds establishing credit. The CEO is Sasha Orloff.

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## Bridges Fund

Much of the energy put into building an investment portfolio is focused traditionally on how to maximize client returns down the line. What impact investments have shown us is that socially oriented portfolios aren't always bare of fruit later on. Bridges helps their clients realize this potential by designing impactful portfolios based on independent research. Elizabeth Burgess heads the US sustainable growth fund.

## 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](#)**