



# 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

### PROFILE



**John Magiro**

Founder

Magiro Hydro Power Project

### Student Come Community Engineer

Our past featured ventures have served to indicate many solutions to the challenges of the poor. Several have focused on removing the need for kerosene lamps by providing replacements in the form of solar or even kinetically powered lamps and generators in general.

While proven to be very effective alternatives, other options serve to strengthen community development - a lesson taught by County Murang'a resident John Magiro.



Like most of histories most notable entrepreneurs, Magiro noticed a gap in the market and elected to fill the need. In his own words, he was tired of watching his mother and other community members walk sometimes more than two kilometers to get fuel for their lamps.

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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.**



**Invite Your Connections to the Conference!**

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](#)

# THOUGHT LEADER

CONTINUED

Using only bits and bobs he had lying around his home, he developed a hydro power generation plant. The resulting company, Magiro Hydro Power, supplies steady streams of electricity to every home in his community.

What's more, he charges only the equivalent of \$2 USD a month for the service. Not only has the innovator brought alternative power to his community, he has achieved infrastructure development - a task that has eluded the world's top policy makers for years.

For more information on John and his Hydro Power Project, visit their company profile at: <http://www.netfund.go.ke/>

# THOUGHT LEADER

WANTED

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

We have featured several personal statements explaining why our venture is necessary and important in the world today. These statements have also given insight into similar efforts by the authors to eliminate poverty globally and locally.

Now that precedence has been set, we want to hear your stories! Have you personally risen out of poverty? Has your business done good work to improve the lives of the poor?

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](mailto: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 EndPoverty Business Virtual Summit on November 17, 2017.*

## ENDPOVERTY SMALL CAP



### Dwell Earth

**Problem:** East access to sustainable and affordable building materials

**Solution:** For millennia human civilizations have used dirt to build their dwellings. Dwell Earth aims to keep that tradition alive by compressing stores of dirt collected locally to create bricks. The company sells the compression machine as a product, but also provides design, consulting services, and training seminars. The founders are Adam and Bob De Jong.

## 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.*

### Livestock Healthcare for Rural Poor

Agriculture is the most widely held occupation worldwide. For those farmers that also tend livestock, the goat holds the rank of most accessible/ cared-for animal on the planet. Many millions of people worldwide live in 'rural' environments, where access to veterinary care is limited to none. The Social Ventures Foundation challenges those entrepreneurs with access to veterinary technology to develop a model for rural goat healthcare at very minimal price points. Will you be the one to solve this problem?

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

# ENDPOVERTY BUSINESS SPOTLIGHTS

## ENDPOVERTY UNIVERSITY

### Stanford University

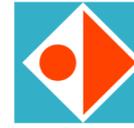


**Problem:** Student access to quality post-secondary education at affordable rates

**Solution:** While it is easy for most universities to feign some ability of its students to apply for "substantial" scholarships or grants, Stanford put its money where its books are. According to Money Magazine, the university is the best in aid for low income families. College Green Light echoes the statement, showing that students pay well below that national avg. The University President is Marc Tessier-Lavigne.

## ENDPOVERTY UNIVERSITY

### ReDi School of Digital Integration



**Problem:** Refugee access to education in host country

**Solution:** Our last publication featured the multinational corporation Siemens as an employer providing great aid to local refugees. Also in Germany, the ReDi School has committed to teach Syrian students programming and IT skills. These certifications make it possible to apply for tech positions. The School's CEO is Anne Kjær Riecher.

## ENDPOVERTY EMPLOYER

### Imara Tech



**Problem:** Rural farmers access to equipment that aids in crop processing

**Solution:** What happens when you combine rural farmers, portable crop threshers, and unemployed moped-owners? Micro franchising gold. Imara tech designed a thresher that cut several hours off of crop processing time. Their model franchises moped owners to deliver the machine. The CEO is Elliot Avila.

## ENDPOVERTY EMPLOYER

### XRunner



**Problem:** Access to sanitary waste management in areas with limited infrastructure

**Solution:** XRunner delivers waterless toilets to individuals in poor regions, much like other startups we have featured. They, however, employ local men and women to deliver the waste to composting sites. When the compost has formed, they sell it back to the community. The founder is Raúl Briceño.

## ENDPOVERTY STARTUPS

### Next Drop



**Problem:** Poor access to information about where their water has come from

**Solution:** India's Next Drop startup connects water suppliers with distributors. They also foster transparency on water source and quality for the consumer. As the world turns to emerging markets for growth, the poor stand to be taken advantage of. It is a primary goal of SVF to also foster transparency. The CEO is Anu Sridharan.

## ENDPOVERTY STARTUPS

### Skipping Rocks Lab



**Problem:** Lack of access to fresh water in zero-waste containers

**Solution:** This feature has been a long time coming. The internet shook over Ooho!, Skipping Rocks' seaweed fresh water container. Because the container is algal, the product is not only edible, it is cheaper and easier to produce than even reusable water bottles. The joint CEOs are Rodrigo Garcia Gonzalez and Pierre-Yves Paslier.

# ENDPOVERTY SUPPORT



## Pepperlane

**Problem:** Would-be entrepreneur access to support platforms

**Solution:** The SVF mission hinges on a fulcrum of sustainable development out of poverty. Independence is key. The women at Pepperlane have created a platform that accomplishes just that. Their services help mothers create startups based on existing skills. This model easily applies to poor communities. The CEO is Sharon Kan.

# ENDPOVERTY INVESTORS

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



## Natural Investments

Based in offices across the US, from Hawaii to New York City, Natural Investments portfolio is just as diverse as their Advising team. Awarded by B Corp, Grameen America, and 'Best for the World', the company is a tried and true champion for those who wish to put their money to use helping lift the poor out of poverty, or keeping Mother Earth healthy. One Co-Founder is Hal Brill.

## 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.](#)**

# ENDPOVERTY MICROCREDIT



## Access Bank

**Problem:** Poor access to authentic, affordable microfinancing options

**Solution:** An assessment made several years ago by CGAP noted three main microfinance players in Liberia (one of the least developed countries, and definitely one in dire need of microfinancing options for business owners). Access Bank remains the largest micro financier in Liberia, and has helped countless individuals. The CEO is Jonas Nyaye.

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## Collaborative Fund

Maximizing social good while keeping investor returns competitive with traditional portfolios is sometimes a hard balance to keep. The managers at Collaborative Fund have found a formula that works. They have supported such startups as Lyft, Quora, and Tala - a recent feature of ours. They are proof that big change can come from one office! The Founder is Craig Shapiro.

## 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](#)**