



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.

ENDPOVERTY 2017 SUMMIT KEY NOTE SPEAKER



Stuart L. Hart
Professor/Author,
and Founder of the
BoP Global Network

We are very excited to announce the first of the Summit's Keynote Speakers!

Stuart L. Hart is one of the world's top authorities on the implications of environment and poverty for business strategy. According to Bloomberg Businessweek, he is "one of the founding fathers of the 'base of the pyramid' economic theory."

Hart is the Steven Grossman Endowed Chair in Sustainable Business at the University of Vermont's Grossman School of Business and Co-Director of the School's Sustainable Innovation MBA Program as well as S.C. Johnson Chair Emeritus in Sustainable Global Enterprise and Professor Emeritus of Management at Cornell University's Johnson Graduate School of Management, where he founded the Center for Sustainable Global Enterprise. Hart is also Founder and President of Enterprise for a -

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ENDPOVERTY 2017 BUSINESS SUMMIT NEWS

**The Social Ventures Foundation introduces
the EndPoverty 2017 Strictly Business
Virtual Summit
Friday November 17 fro 9 am to 2 pm
The most important Business Summit of
the year!**

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

- Sustainable World, Founder of the BoP Global Network, Founding Director of the Emergent Institute in Bangalore, India, and a member of the Net Impact Board. He has published more than 70 papers and authored or edited eight books with over 30,000 Google Scholar citations.

His article "Beyond Greening: Strategies for a Sustainable World" won the McKinsey Award for Best Article in the Harvard Business Review for 1997 and helped launch the movement for corporate sustainability. With C.K. Prahalad, Hart also wrote the path-breaking 2002 article "The Fortune at the Bottom of the Pyramid," which provided the first articulation of how business could profitably serve the needs of the four billion poor in the developing world. His best-selling book, Capitalism at the Crossroads, published in 2005 was selected by Cambridge University as one of the top 50 books on sustainability of all-time; the third edition of the book was published in 2010.

ENDPOVERTY 2017 SUMMIT CASE PRESENTERS



'Yemisi' Eniola
HSE
Wecyclers

Ayansola Oluwayemisi Eniola is the HSE/Customer Engagement Manager at Wecyclers Nigeria Limited, a graduate of Chemical Engineering from Ladoke Akintola University of Technology and a master's degree holder in Environmental Management from the prestigious University of Lagos .

She pilots most of the community outreaches, redemption programmes for the customers and she serves as the link between the company and her over 15,000 subscribers giving her deep insights into what living in low-income communities entail and how to help her dwellers.

ENDPOVERTY 2017 SUMMIT CASE PRESENTERS



Dr. Fernando
Fernandes, MD
CEO, Sautil

Fernando Fernandes began his professional career in 1994 as a general surgeon, specializing in homeopathic treatments. For more than two decades now he has worked on the public and private sides of the Health Policy and Management services industry of Brazil. He developed four distinct startup ventures, each focusing on a different area of health management and policy in Brazil. From those four startups, he gained a wealth of knowledge pertaining to M&A processes. In 2011, he and Edgard Morato co-founded Sautil - a website that connects families with the best healthcare providers for their needs.

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SOCIAL VENTURES FOUNDATION](#)

ENDPOVERTY 2017 SUMMIT CASE PRESENTERS



'Lorna Solis
Founder, CEO
Lynke, BRC

Lorna Solis is the Founder and CEO of Blue Rose Compass, a nonprofit which impacts conflict regions by identifying brilliant young adults – mostly living in refugee camps – and arranging scholarships for them to world-leading universities, also guiding them through the required exams.

She is also the Founder and CEO of Lynke, a B-corp which engages the private sector to build trust and peace by offering education and employment opportunities to refugees and disadvantaged groups among host communities.

Previously, Lorna was Director for Latin America and Africa at Institutional Investor, focusing on increasing FDI for infrastructure projects.

She graduated from the University of Florida and Harvard Kennedy School's Global Leadership & Public Policy Executive Program.

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.

Standardized Application System for Corporate Discounting

Our research has shown that many large corporations do not have products or services that fit our standards. Most, however, have social responsibility statements that include catch-all discounting programs for low income families. SVF challenges our audience to design a set of common standards for determining a person's access to these corporate discounts. Taking the leg-work out for businesses means the poor get discounts sooner.

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

ENDPOVERTY BUSINESS SPOTLIGHTS

ENDPOVERTY STARTUPS

Spring Health



Problem: Rural access to fresh, clean drinking water, and employment opportunities

Solution: Using an easy-to-learn, easy-to-use electro-chlorination technology, Spring Health Water has been able to deliver fresh, clean drinking water to hundreds of thousands of poor Indians. The business model provides the mobile technology to employees with motorcycles who clean and sell the water to kiosk owners in over 500 cities across the country. The CEO is Paul Polak.

ENDPOVERTY STARTUPS

Vision Spring



Problem: Emerging markets' access to affordable eyeglasses

Solution: Our past few editions have focused on eyecare for the poor. Vision Spring shares those concerns and has done much to eliminate the problem. Their operation has outfitted over 3 million people with eyeglasses affordably and by employing local workers. The Founder is Dr. Jordan Kassalow.

ENDPOVERTY STARTUPS

Grounds for Change



Problem: Coffee farmers' access to markets that promote their livelihoods

Solution: Most coffee grown globally is done in completely cleared fields that overtake local ecosystems. Grounds for change aims to increase the share of coffee buyers who support sustainably (shade grown) coffee. This model also gives farmers a larger profit share. One co-founder is Kelsey Marshall.

ENDPOVERTY EMPLOYER

Jibu



Problem: Emerging markets entrepreneurs' access to franchising that improves lives

Solution: Most of Africa's population is made of young adults. They are acutely aware of the struggles that face their compatriots and want to do something about it. Jibu holds a solution to the water crisis, but also acts as a ready employer of young entrepreneurs. Jibu now has franchises all over Central Africa - in Kenya, Rwanda, Uganda, and Zimbabwe. The CEO is Co-founder Galen Welsch.

ENDPOVERTY STARTUPS

Edesia



Problem: Poor, rural peoples lack of access to vital nutrients and food stuffs

Solution: Our past feature, Nutriset, created a nutritional and shelf stable food source to end malnutrition. The Startup Edesia is a licensed manufacturer and distributor of Plumpynut. They've gone a step further, though, to expand the product lines to fill nutrient gaps in different regions. The Founder is Navyn Salem.

ENDPOVERTY STARTUPS

Doña Dora



Problem: Poor access to safe cook tops that are efficient, affordable, and clean

Solution: In past newsletters, we featured several kilns and cook tops that increase fuel efficiency, use sustainable fuels, or are safer to use. Doña Dora does all of that with one affordable, easy to install and well-designed metal cook top. The team installs each unit on site. The CEO is co-founder David Evitt.

ENDPOVERTY STARTUPS



Drishtee

Problem: Low-income access to 'enterprise supply chains' and support

Solution: Many willing entrepreneurs with innovative ideas are stopped by a lack of access to outside markets. Drishtee ends this problem by creating a network of "milkman routes" to support several villages at once. They also help foster capital fundraising and needed community infrastructure to support new enterprises. One co-founder is Satyan Mishra.

ENDPOVERTY INVESTOR



Ashoka

Ashoka barely requires explanation here. Their change-maker programs are world renowned for bringing together top entrepreneurs authentically solving crises in their own communities. They are listed here as an investor not only for their life changing financial investment programs, but the time they invest in genuinely supporting their network in multitudes of ways. Their impact is almost not quantifiable. The CEO and Chair is William (Bill) Drayton.

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 UNIVERSITY



Princeton

Problem: Low-income access to affordable, high quality education

Solution: The American academic staple Princeton University has done much during its centuries of operation worth note an commemoration. For our purposes, the greatest feat has been fostering 96% graduation rate among Pell Grant recipients over six years. This level requires a stellar student support structure. The President is Christopher L. Eisgruber.

ENDPOVERTY UNIVERSITY



Brown

Problem: Low-income access to affordable, high quality education

Solution: Brown University stands out among fellow ivy league institutions for its innovative course design. The lack of 'majors' to declare allows each student a personal experience. Low income students are further helped by a generous ~ \$3,000 price tag. The University President is Christina Paxson.

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](#)**