



# 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



#### Reid Lohr

Managing Director

EDI Advisory Group LLC

#### A Systemic Approach to Economic Development: It's Time Now

*Mr. Lohr has been active in Economic Development and Poverty Alleviation efforts for years – as a Businessperson, Entrepreneur, and Policy Advisory. He is one of those rare individuals who have been able to transfer his success and skills in the private sector arena to the world of International Development.*

It is unfortunate that the developing world continues to be stuck in yesterday's static paradigm, one that has delivered questionable results. The strain of migration and instability present profound challenges for businesses and communities with deep roots that are now forced to disperse to other regions. Today most of us think this is due to conflict. While this is a real factor, in many more regions it is the result of failed development programs. These programs aimed at improving the wellbeing of people mired in poverty are too often viewed through a western lens. They seldom appreciate the local dynamics and almost never tap into or support the entrepreneurial spirit that exists within these communities.

The development industry (and it is an industry) has failed to encapsulate a systemic, holistic business approach to community-based economic development.

(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.

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ENDPOVERTY BUSINESS SUMMIT](#)

One in which social groups and local businesses spawned within the community are engaged together in addressing their individual needs. Through this inclusive approach the wants of the community are addressed in an open, collaborative process that is theirs to own and theirs to build on and take forward into their future.

The personal involvement of locally owned businesses and community members in all stages and facets of development initiatives has proven to be the only sustainable means for promoting community ownership. This process must integrate economic, academic, and healthcare efforts in a systemic manner in order to produce much impact.

For real change to ensue, it is not sufficient for practitioners to simply challenge community leaders to empower themselves and their communities. It demands a commitment on the part of practitioners to leave their relative comfort zones, both in a physical and intellectual sense, and engage the private sector in a genuinely open, transparent, and collaborative relationships. Such 360 degree interplay demands a paradigm shift from mere product delivery into a dynamic process of consistently engaging business, individual community members, and sharing risks focused on clients' needs, not the wants of the industry.

## 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.*

### 'Blue Apron' for the Poor

The website Blue Apron is heralded as an affordable and innovative way to bring fresh ingredients to customers' (cooking-wiz or not) doorsteps. The Social Ventures Foundation issues a challenge to similarly minded web developers and entrepreneurs to develop a Blue Apron for the Poor. This site would provide the same services, but be compatible with the US EBT card program and similar 'food stamp' services). Different plans would also facilitate diet diversity - including veganism, vegetarianism, and medical-condition related meal plans - in otherwise diet- restrictive environments.

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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

#### Citi Bank



**Problem:** Lack of impoverished communities' access to affordable banking and loan options, and home financing solutions

**Solution:** Citi Bank, long favored by American consumers as one of the nation's best banks, took up the international development torch. Two years ago, Citi began the implementation of a very successful impact investing campaign to end the low-income housing gap in South Africa. Their programs at home and abroad have given families the power to house themselves. This impressive repertoire includes massive support of Grameen's US Branch. Citi's CEO is Barbara Desoer.

### ENDPOVERTY LARGE CAP

#### Brown's Super Stores (Wakefern)



**Problem:** Lack of access to healthy, fresh produce at affordable rates for low-income families in inner-cities

**Solution:** Brown's Super Stores, managed by Wakefern Corp, have taken the challenges of Philadelphia's poor to heart. Their company mission since inception has been to provide the freshest foods at the lowest possible rates to the communities they serve. Brown's CEO and Founder is Jeffrey Brown.

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# ENDPOVERTY BUSINESS SPOTLIGHTS

## ENDPOVERTY EMPLOYER



### General Motors

**Problem:** Veteran access to employment opportunities fostered through dedicated efforts to seek veteran skill sets in a workforce

**Solution:** The US-based auto-manufacturing giant General Motors has a long history of supporting US troops during and after their duty. They do this with substantial military discounts on products. They also maintain a well-established veteran employment program. GM's CEO is Mary Barra.

## ENDPOVERTY EMPLOYER



### Chobani

**Problem:** Refugee access to employment, including those opportunities that do not discriminate based on country of origin

**Solution:** The Greek yogurt producer, Chobani, has not made a recent generous commitment to hiring immigrants and refugees, but rather has held the process as standard practice since their inception in 2005. It takes an immigrant founder and CEO, Hamdi Ulukaya to understand the plight of refugees.

## ENDPOVERTY STARTUPS

### ECO2LIBRIUM



**Problem:** Rural access to affordable alternative fuels, and energy efficient stoves

**Solution:** ECO2LIBRIUM has proven a master at taking-on multiple problems of the poor at once, and integrating solutions. They microfinance the sale of stoves, and produce/sell both renewable biomass fuel and solar technologies. The founders are Dr. Mark Lung, Scott Lung, and Dr. Anton Espira.

## ENDPOVERTY STARTUPS

### Sanergy



**Problem:** Poor rural community access to waste management infrastructure

**Solution:** Sanergy has developed Fresh Life toilets, and has answers for managing every step of the waste collection process. They microfranchise each facility, collect waste each day, and produce salable compost and fertilizer. David Auerbach, Lindsay Stradley, and Ani Vallebhaneni co-founded the venture.

## ENDPOVERTY STARTUPS

### Agromovil



**Problem:** Poor rural farmers limited access to timely transportation to far away markets

**Solution:** Agromovil works on three facets that have never been married together in their target context. 1) An on-demand taxi service is paid for by 2) virtual payment systems, and the company provides 3) 'micro-insurance' to protect their micro-franchised drivers. The concept is a brainchild of Andy Mack.

## ENDPOVERTY STARTUPS

### Evaptainers



**Problem:** Limited powerless cold-storage options for farmers in poor hot/ arid regions

**Solution:** Evaptainers has developed a cold-storage system that uses only a small amount of water to keep farmers' produce cool for several hours. This has allowed more time for transport, and extends the life of the product to mitigate loss due to rotting or wilting. The company CEO is Spencer Taylor.

## St. Mary's Bank



**Problem:** Banking options that genuinely and authentically work for the benefit of the client

**Solution:** St. Mary's Bank, as the first ever credit union, set the tone for all such organizations to follow. As a non-profit banking option that is controlled and managed in-part by the clients themselves, credit unions have long been a very trusted institution. St. Mary's CEO is James C. Garvey.

## ENDPOVERTY INVESTORS

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



## Athena Capital

For well over a decade, Athena Capital has been a pioneer in the field of Impact Investing. They have been instrumental in building a demonstrably successful model of investments targeted at social values including but not limited to community development and poverty reduction. Athena's CIO is Dr. Lisette Cooper.

## 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.](#)

## DEKA Research



**Problem:** Poor access to advances in life-saving technologies

**Solution:** DEKA research forges the path of innovation technology, always keeping in mind international social needs. Some of their "innovations" include a robotic prosthetic arm and a water delivery system for impoverished communities that suffer from a lack of water access. The CEO is visionary Dean Kamen.

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## PG Impact Investments

PG has a slightly different, but nonetheless effective, approach to impact investing. They manage their own portfolio directed at much more specific international social ventures. A few notable examples include a pharmacy in East Africa, a microfinance fund, and a fair-trade and organic tea company. Urs Bauman is the CEO.

## 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!*

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ENDPOVERTY NOMINATION](#)