



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

CONTINUED



Marc Blumenthal
CEO
Social Ventures Foundation

Work With Purpose

I just read the 2016 Workforce Purpose Index and was depressed by a statement from the study: "Only 30% of the U.S. workforce reports being actively involved, enthusiastic, and committed to their work. There has never been a more crucial time to connect people with their purpose."

I know that many companies focus on enhancing their image and brand by giving contributions and employee volunteer time to nonprofits. But, the fact remains that many of these same companies are struggling with the need to create a "sense of purpose" for their employees in the actual work that the company is undertaking.

The study further reinforces this: "As the economy evolves, purpose and recruiting purpose-oriented talent will be a competitive differentiator. Companies of all sizes and industries are realizing the power of inspiring employees with a strong social mission, and creating an environment that fosters purpose."

Thus the need to "purpose" a company's wheelhouse is essential to creating purpose within the organization. No doubt you know where I am going with this.

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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.

---UPDATE---

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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.

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

"Purpose" fully encapsulates the paradigm shift that we are focused on with the EndPoverty Summit. If a company already has a product, service or jobs program that lifts the livelihoods of the poor, the company has embraced a sense of purpose in its core. Employees will sense this purpose and the company will benefit by both their increased overall productivity and outcomes. And purpose will be a magnet in a highly competitive recruiting environment. This is not rocket science; this is common sense.

Developing a "wheelhouse" related product, service or jobs program that will lift the livelihoods of the poor is a small "ask" for a company. Unless one is a startup with this program at its core, most mid and large cap companies will utilize an extremely small percentage of their resources to enter this market. But the prospective outcomes of this endeavor are potentially huge. The poor represents 3 to 4 billion people on the planet. Early brand awareness and penetration in this market, can have profound long-term implications on a company's bottom line.

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.

PATH



This week, we break the mold a bit to present a wonderful organization that proves it is possible to take on any challenge of the poor and lack of access to existing technology at affordable price points. Path facilitates the set up of these sorts of ventures, and boasts huge successes in this venture. Some notable startups include safe and cleansing water filtration systems, and Aphia, a health integration project in East Africa. The CEO is Steve Davis.

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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



General Electric

Problem: Affordable hospital equipment

Solution: Remarkable innovation is a key feature of GE. For the past few decades, GE has pitted some of that innovative prowess against the juggernaut poverty. One of their great wins in this battle was the MAC 400, an ECG machine. They were able to produce this model, which boasts all the qualities of higher-end models, at an affordable price for poor hospitals in India. Their CEO is John Flannery.

ENDPOVERTY LARGE CAP



Nokia

Problem: Poor access to high quality, affordable cell phones

Solution: Even before certain 'basic' amenities, cell phones have reached the farthest corners of the world and have proven an important platform for several app/ SMS - based life-saving services. Nokia has facilitated this potential with the production of their 105 model, which is sold at very affordable rates to the world's poorest individuals. Their CEO is Rajeev Suri.

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

ENDPOVERTY BUSINESS SPOTLIGHTS

ENDPOVERTY MID CAP



Silver Chef

Problem: Affordable equipment financing and flexible rental contracts

Solution: In 1984, Silver Chef was founded to add a social facet to the growing rental company trend. Their mission is to lift the lives of poor entrepreneurs by providing necessary startup equipment at very affordable fees. They have helped hundreds of thousands of poor individuals out from under the poverty line in Australia. The CEO is Damien Guivarra.

ENDPOVERTY EMPLOYER



Accenture

Problem: Dedicated veteran employment opportunities that extend outside the scope of entry-level trade work positions

Solution: Accenture, provides employment opportunities to underemployed, skilled workers above and beyond entry-level positions. This includes not only veterans but immigrants and refugees as well. The CEO is Pierre Nanterme.

ENDPOVERTY EMPLOYER

Yellow Leaf Hammocks



Problem: Employers of poor women taking advantage of their plight to treat them unfairly

Solution: The employment of poor individuals is a nice start, but does not question working conditions. Yellow Leaf Hammocks responded to the growing demand for hand made products by employing poor women. They ensure, however, that their team is paid well and has the resources to rise above poverty. The CEO is Joe Demin.

ENDPOVERTY STARTUPS



HIVE Uganda

Problem: Employment opportunities for poor individuals with physical disabilities

Solution: Employment opportunities for the poor are severely limited due to a misconception that lack of training is insurmountable. Those doors become even more seldom when faced with disabilities. HIVE Uganda was started to provide poor disabled Ugandans with employment via bee keeping. The (blind) Founder is Simon Ojok.

ENDPOVERTY STARTUPS



re:char

Problem: Sustainable solutions for increased crop yield

Solution: The titular word, char, refers to biochar production. (Biochar helps remove carbon dioxide from the air.) Re:char sells biochar (used as an organic fertilizer) and a kiln to create the product. For each sold, the profits help get the product to farmers in rural communities. The Founder is Jason Aramburu.

ENDPOVERTY STARTUPS

Smart Socket



Problem: Comfortable and affordable prostheses for poor individuals

Solution: Smart Socket is looking to change prosthetic options for the poor. Their design is a composite, which allows the units to be made cheaply, the materials to be sourced locally, and the fit of each piece to be better against patient residual limbs. The founders are Krithika Swaminathan, Erica Green, Trang Luu, Nick Schwartz, and Katelyn Sweeney.

Business Center for New Americans



Problem: Financial resources and consulting for US immigrants

Solution: It can be very difficult for new citizens to get the financial backing and advice needed to establish a solid platform for growth. BCNA is committed to connecting their financial expertise to immigrants. They focus on loans and savings programs that facilitate education, and home business ownership. The CEO is Yanki Tshering.

ENDPOVERTY INVESTORS

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



Sorenson Impact

Focusing primarily on bringing high technology to different concern areas (education, energy, etc.) the Sorenson Center for Social Impact Investing and Funding brings clients to the world of social engagement. Their efforts connect policy with nonprofits with individuals of various net worth for good. The CEO is Jeremy Keele.

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.](#)

Lift Fund



Problem: Poor individuals' lack of access to loans that would help them establish credit

Solution: Since 1994, Lift Fund (once a branch of Accion) has helped poor Americans in the South gain the financial footholds needed to establish lines of credit and apply for larger loans in the future. They are widely recognized for their help in launching businesses for new entrepreneurs. The CEO is Janie Barrera.

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Transform Finance

The vast majority of impact investments focus on social programs that aid communities around the globe. Transform Finance goes a step further than making connections for clients, they also provide financial education services for entrepreneurs for how to best utilize their funds. This includes online webinars, etc. The CEO is co-founder Morgan Simon.

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](#)