

GLOBAL SOCIAL ENTREPRENEURSHIP COMPETITION

FEBRUARY 25 – 29, 2008

GSEC Week Program



THE UW BUSINESS SCHOOL IS NOW THE MICHAEL G. FOSTER SCHOOL OF BUSINESS

The Global Social Entrepreneurship Competition (GSEC) is a business plan competition that invites students from around the world to find creative and commercially sustainable ways to reduce poverty through new business development.

GSEC is organized by
the UW Global Business Center,
Michael G. Foster School of Business,
University of Washington

GSEC is made possible by the UW Global Business Center
and the generous support of our sponsors, mentors,
judges, team hosts, and volunteers.

Thank you!

To get involved with the Global Social Entrepreneurship Competition,
please contact the UW Global Business Center, at gsec@u.washington.edu
or call 206-685-3432.

GSEC Website: <http://foster.washington.edu/gsec/>

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"Competing in the GSEC is challenging in the sense that our team needs to think beyond just running a successful business, but one that is beneficial to the society. With that in mind, our team focused on building a business model that would generate the most social benefit."

- Team Member, GSEC 2007

About GSEC

The Global Social Entrepreneurship Competition (GSEC) is an international business plan competition in which students from around the world find creative, commercially sustainable ways to address problems of poverty in the developing world. It is a leading edge approach to "doing well by doing good" in that it teaches and promotes the use of business principles, by young people, for positive social change on a global scale. In addition, GSEC:

- Furthers collaborative and interdisciplinary partnerships both within and among university campuses;
- Builds the skills of future global business leaders;
- Contributes to the understanding of culture and business practices in other countries;
- Unites the business, non-profit and academic sectors in learning about and supporting innovative and financially feasible solutions to global poverty.

GSEC brings together a wide range of expertise in the community and academic sectors to learn about innovative solutions to global poverty through business development. GSEC participants increase their global awareness and develop their knowledge and understanding of how to take a business plan from inception to implementation with the advice and involvement of a wide base of knowledgeable contributors. GSEC has engaged UW campus units in public policy, international studies, global health, environmental studies, health sciences, and law.

GSEC 2008 attracted 80 business plan submissions from 14 countries. Fifteen interdisciplinary teams from schools around the world have been selected to compete and learn at the Michael G. Foster School of Business on the University of Washington campus February 25-29, 2008.

For more information: www.foster.washington.edu/gsec

Special Thanks to the Event Sponsors:

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2008 GLOBAL SOCIAL ENTREPRENEURSHIP COMPETITION

The Global Social Entrepreneurship Competition is a complex event involving large numbers of people and a lot of coordination and cooperation. We are grateful to the many volunteers who helped us make GSEC 2008 a fantastic success!

INVESTORS

Lynne Aebi	Clark Collins	Kristie Lanum	Scott Rabinowitz
Mary Anderson	Emer Dooley	Shaula Massena	Pamela Rhodes
Julie Bolz	Maryel Duzan	Robert Ness	Gary Ritner
Bill Center	Mick Fleming	Villette Nolon	Susan Schreter
Amit Chopra	Cathi Hatch	David Parker	Joanne Young

PANELISTS, SOCIAL ENTREPRENEURSHIP IN SEATTLE PANEL

Chris Brookfield, Director, Unitus Equity Fund
Anne Buffardi, Graduate, UW Public Policy and Management
Jack Faris, President, Washington Biotechnology & Biomedical Association
Nina Marini, Senior Product Manager, Microsoft Unlimited Potential Group
Susan Schreter, Lecturer, Foster School of Business
Jeff Williams, CEO, HaloSource

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Department of Global Health

TEAM HOSTS/AMBASSADORS (GSEC Program, page 39)

TEAM MENTORS (page 34)

SPONSORS (page 4)

JUDGES: PRELIMINARY ROUND (page 25), FINAL ROUND (page 31)

Dean DeCrease replaced Ron Lattin as a preliminary round judge. Mr. DeCrease is Founder and President of The Fourth Element (<http://thefourthelement.org/>), an organization dedicated to creating natural habitats for better living -- restaurants, natural products, communities and sustainable lifestyles. He is a specialist in international business and has lived and worked in Europe, Asia and The Americas, with projects in paper & forestry, food packaging, restaurants and the environment.

Until 2007, Mr. DeCrease was an executive of Weyerhaeuser Company, leading their \$250 million food packaging materials business. He received a BS in Applied Science from Pennsylvania State University and an MS in Physical Chemistry from Northwestern University in Chicago.

Ron Lattin and **David Edwards** were unable to join us this year as preliminary round judges; we hope they will be able to participate in the future.

For 2008, we have made efforts to make GSEC more environmentally friendly, including using recycled/recyclable materials and cutting back on waste produced. Suggestions for continued innovations in this area are welcome. GSEC is organized by the Global Business Center, Michael G. Foster School of Business at the University of Washington.

GSEC Week Events Schedule

Meet the GSEC Teams Welcome Event

Monday, February 25, 4:00 - 6:00 p.m., Balmer Commons, Balmer Hall

Come meet the 2008 GSEC finalist teams, learn about their business ideas, and "kick-off" the competition by voting on some special prizes. Teams will "sell" their business plan ideas and attendees will have a chance to vote for the People's Choice award. A group of invited judges (the "investors") will also evaluate all teams and select one for the Investor's Choice Prize (\$500). All prizes will be announced at the Awards Banquet on 2/29/08.

All attendees at this event will be eligible for socially-conscious raffle prizes. Must be present to win. Special thanks to the Peg and Rick Young Foundation for sponsoring this event and the Investor's Choice Prize.

Coaching Round

Tuesday, February 26, 9:00 a.m. - Noon, Bank of America Executive Education Ctr

Teams practice their PowerPoint presentations and receive feedback. See schedule on page 6.

Social Entrepreneurship in Seattle: A Panel Discussion

Wednesday, February 27, 10:30 - Noon, Bank of America Executive Education Ctr, Rm 310

GSEC teams and the UW community will have the chance to hear first-hand accounts from prominent Seattle experts involved in social entrepreneurship. World renowned for innovative and leading-edge social entrepreneurship organizations, Seattle provides GSEC participants with a unique opportunity to interact with experts in such areas as global health, microfinance, alternative energy, and technology.

Competition Preliminary Round

Thursday, February 28, 8:00 - 10:15 a.m., Bank of America Executive Education Ctr

15 GSEC teams will present a formal pitch of their business plan to a panel of judges from Seattle private, non-profit, and academic sectors. Teams will compete to advance to the Final Round. See schedule on page 7.

Competition Final Round

Friday, February 29, 2:00 - 6:00 p.m., Bank of America Executive Ed Ctr, Douglas Forum

Team presentation schedule will be available on Thursday, February 28, 2008.

GSEC Awards Banquet

Friday, February 29, 6:30 - 10:30 p.m., Bell Harbor Conference Center, Pier 66, Seattle

Learn how students participating in the UW Global Social Entrepreneurship Competition are using business principles to redress global poverty issues. Featuring keynote speaker Bill Clapp, co-founder and chair of Global Partnerships, the banquet will highlight current and past GSEC participants and Mr. Clapp will discuss the successes and impacts of social entrepreneurship as a means for redressing global poverty. Prizes for the competition winners will be awarded. ***Advance registration for this event is required to attend; please register online at <http://www.brownpapertickets.com/event/26854> by Wednesday, February 27 to join this event.***

Coaching Round Schedule

Tuesday, February 26: The Coaching Round will take place in the following rooms in the Bank of America Executive Education Center, Michael G. Foster School of Business.

Seminar Room	Time	Business Plan Name	Country
	9:00 - 9:30	WTR Compost	China
	9:30 - 10:00	Embrace Global	U.S.A.
	10:00 - 10:30	Help for Malaria, Songre pour le Paludisme	U.S.A.
	10:30- 10:45	<i>BREAK</i>	
	10:45 - 11:15	Build Your Own Village	South Africa
	11:15 - 11:45	International Leadership Academy of Ethiopia	U.S.A
Room 310	Time	Business Plan Name	Country
	9:00 - 9:30	Banque pour Tous	U.S.A.
	9:30 - 10:00	Rabuor Sunflower Farm	U.S.A.
	10:00 - 10:30	Two Wheeled Foundation, Inc.	U.S.A.
	10:30- 10:45	<i>BREAK</i>	
	10:45 - 11:15	PRIME- Powering Rural India by Micro	India
	11:15 - 11:45	KAITE-Social Investment in Zimbabwe	Germany
Douglas Forum	Time	Business Plan Name	Country
	9:00 - 9:30	Solar Light Delivery Solutions (SOLIDS)	India
	9:30 - 10:00	Smart Start Birth Kits: Empowering Women, Delivering Health	U.S.A.
	10:00 - 10:30	Slag Bloc, Ltd.	Trinidad and Tobago
	10:30- 10:45	<i>BREAK</i>	
	10:45 - 11:15	WaterPLUS	U.S.A.
	11:15 - 11:45	Akan Energy	U.S.A.

Social Entrepreneurship in Seattle Panel Discussion

PANELISTS

Chris Brookfield, Director, Unitus Equity Fund, LP

Chris is the Director of the Unitus Equity Fund. Chris has had the opportunity to invest ahead of the curve through the development of four major growth industries. Beginning in 1995, he was a partner in an effort to purchase digital wireless spectrum through the FCC C-Block licenses. Digital wireless has now thoroughly surpassed analog cellular system. Later, in 1999, he began to invest in web based marketing and targeting through companies such as AdRelevance and Sightward. His focus then turned to software for mobile devices through investments in NetMotion, Action Engine and Singlepoint. He then joined with Unitus in 2006 to invest in microfinance institutions in developing markets. His last position as a conventional venture capitalist was as a General Partner with Northwest Venture Associates where he focused on seed and early stage investing. Chris left NWVA in 2004 to form Open Water Investors, an investment company focused on a variety of themes, including companies offering the ability to mitigate the effects of climate change. Chris has served as a Director or observer on the boards of several companies, including SinglePoint, NetMotion Wireless, World2Market, Sightward, AdRelevance, Action Engine and IP Fabrics. Previously, Chris graduated with Honors in Geology from Williams College, worked as analyst in project finance, co-founded Cap & Gown – a youth mentoring program - and served on the Advisory Board of American Rivers, a river conservation group.

Anne Buffardi, Research Scientist, UW Center for AIDS & ST

Anne Buffardi is a Research Scientist with the UW Center for AIDS & STD and a doctoral student at the Evans School of Public Affairs. She has worked on behavioral and biomedical research studies to prevent HIV & STIs in Kenya and Peru, on a corporate social responsibility initiative in Costa Rica, and with domestic NGOs on violence prevention and poverty reduction.

Jack Faris PhD, President of Washington Biotechnology & Biomedical Association (WBBA)

Jack Faris has been president of the Washington Biotechnology & Biomedical Association (WBBA) since February 2005. Dr. Faris earned a bachelor's degree from the University of Washington and a Ph.D. from the University of Chicago. He was an associate professor with tenure at Towson University in Maryland until returning to Seattle. He joined advertising agency Cole & Weber in 1985. He was team leader for the Boeing advertising account for 12 years and was executive vice president and general manager of the agency. In 2000, Dr. Faris was appointed vice president for University Relations at the University of Washington. Dr. Faris also serves on the executive committees of the Greater Seattle Chamber of Commerce and the Alliance for Education. He serves on the boards of United Way of King County, Rural Development

Institute, Pacific Northwest Diabetes Research Institute, Global Partnerships and IslandWood. As the president of WBBA, Dr. Faris is working with leaders across Washington to implement a statewide bioscience strategy that will contribute to better health for people everywhere.

Nina Marini, Senior Product Manager, Unlimited Potential Group, Microsoft Corporation

Nina Marini is Senior Product Manager in Microsoft's Unlimited Potential Group, which develops accessible, affordable and relevant computing solutions for people in emerging markets. Previous to Microsoft, Nina was Co-Founder and Vice President of Ashesi University – a new private, non-profit university in Ghana, West Africa, with a mission to nurture a new generation of ethical, entrepreneurial leaders in Africa. She has also worked as a financial analyst with Horst Frisch Incorporated, an economic consulting firm specializing in international tax and trade issues, and in international public relations at Bridgestone Corporation's global headquarters in Tokyo, Japan. Born and raised in Japan, Nina earned a Bachelor of Arts in history from Haverford College and a Masters of Business Administration from UC Berkeley's Haas School of Business with a certificate in Global Management. She currently serves on the boards of Ashesi University Foundation and the World Affairs Council of Seattle.

Dr. Jeff Williams , PhD, BVSc, MRCVS, Senior Vice President, Chief Technology Officer

Dr. Jeff Williams is a cofounder of HaloSource. Prior to HaloSource, Jeff was professor of microbiology at Michigan State University for 26 years. While at MSU, he served as principal investigator in a series of internationally renowned research programs in infectious diseases, including interdisciplinary biomedical research projects funded primarily by the National Institutes of Health and the World Health Organization. Jeff is an experienced consultant to the research units of major pharmaceutical companies, including Merck (1980-1983) and Pharmacia & Upjohn, where he was a retained consultant from 1983 through 1999. Jeff received BVSc and MRCVS degrees in veterinary medicine from the University of Bristol (UK) in 1964, and in 1968 he received his PhD in pathobiology from the University of Pennsylvania, where he was a Fulbright Scholar. He has published almost 200 scientific papers and book chapters in the fields of tropical and infectious diseases.

Susan Schreter, Guest Lecturer, Michael G. Foster School of Business

Susan Schreter's career experience covers every important aspect of the life cycle of planning, starting, funding, building and then selling a manufacturing or service business. She has served as a commercial lender; investment banker raising debt and equity for emerging companies; corporate joint venture deal maker, middle market buy-out fund principal and advisor; angel investor and ardent entrepreneur with her own business building interests. Today Susan is an advocate of entrepreneurship and devotes most of her time to research, writing, and coaching of entrepreneurs and small business organizations. In twenty years of venture capital and entrepreneurial community involvement, Susan has been keenly interested in reducing entrepreneurial

risk so that more business owners can achieve their own American Dream. Susan is a frequent speaker at regional and national entrepreneurial organizations and is a co-founder of SummitSeeker, a non-profit organization geared to expanding funding and educational training resources for micro-lending organizations in inner cities, enterprise zones and rural areas in the US and overseas. She is also a consultant to micro lending organizations on entrepreneurial curriculum development as well as corporations seeking to provide financial and other services to small business owners.

Preliminary Round Schedule

Thursday, February 28: The Preliminary Round will take place in the Bank of America Executive Education Center, Michael G. Foster School of Business.

Teams will have 10 minutes to present, 10 minutes for Q&A, and 5 minutes of feedback from judges. There will be a 5-minute transition time between teams.

Seminar Room	Presentation Time	Group	Business Plan Title	Country
	8:00 - 8:25	A	Build Your Own Village	South Africa
	8:30 - 8:55	A	Rabuor Sunflower Farm	U.S.A.
	9:00 - 9:25	A	Banque pour Tous	U.S.A.
	9:25 - 9:35	A	<i>BREAK</i>	
	9:40 - 10:05	A	Solar Light Delivery Solutions (SOLIDS)	India
	10:10 - 10:35	A	Embrace Global	U.S.A.
Room 310	Presentation Time	Group	Business Plan Title	Country
	8:00 - 8:25	B	Two Wheeled Foundation, Inc.	U.S.A.
	8:30 - 8:55	B	WaterPLUS	U.S.A.
	9:00 - 9:25	B	Help for Malaria, Songre pour le Paludisme	U.S.A.
	9:25 - 9:35	B	<i>BREAK</i>	
	9:40 - 10:05	B	KAITE-Social Investment in Zimbabwe	Germany
	10:10 - 10:35	B	Slag Bloc, Ltd.	Trinidad and Tobago
Douglas Forum	Presentation Time	Group	Business Plan Title	Country
	8:00 - 8:25	C	Akan Energy	U.S.A.
	8:30 - 8:55	C	WTR Compost	China
	9:00 - 9:25	C	International Leadership Academy of Ethiopia	U.S.A.
	9:25 - 9:35	C	<i>BREAK</i>	
	9:40 - 10:05	C	Smart Start Birth Kits: Empowering Women, Delivering Health	U.S.A.
	10:10 - 10:35	C	PRIME- Powering Rural India by Micro	India

Final Round Schedule

Friday, February 29: The Final Round Schedule showing the teams that have advanced will be available online after the Preliminary Rounds on Thursday, February 28. Visit our website at <http://foster.washington.edu/gsec/schedule.shtml>.

Teams will have 10 minutes to present, 10 minutes for Q&A. There will be a 5-minute transition time between teams.

Time	Agenda
1:55 p.m.	Doors open
2:00 p.m.	Welcoming announcement and overview of competition format: Jane George-Falvy, Faculty Director, Global Social Entrepreneurship Competition
2:05 p.m.	Dr. Judith Wasserheit, Vice Chair, UW Dept of Global Health
2:10 p.m.	Team One Presentation/Q&A
2:35 p.m.	Team Two Presentation/Q&A
3:00 p.m.	Team Three Presentation/Q&A
3:20 - 3:25 p.m.	<i>BREAK</i>
3:30 p.m.	Team Four Presentation/Q&A
3:55 p.m..	Team Five Presentation/Q&A
4:20 p.m.	Team Six Presentation/Q&A
4:40	End/Judges Deliberation

About the Teams

Business Plan Name: Akan Energy

Plan Overview: Akan Energy (AE) will create a distributed network of biofuel production facilities in rural Ghanaian villages, helping the country to meet its growing demand for alternatives to petroleum-based fuels. The business model's competitive advantage is premised on both extensive ownership of the value chain by local entrepreneurs, and the utilization of the oil-seed crop *jatropha*. Cultivation, processing, and consumption will all take place within the local village ecosystem, producing significant financial, social and environmental benefits. AE is focused on empowering the local ecosystem as both producers and consumers, unlike other biofuel initiatives focused on large plantations and export markets.

Team Members:

Scott Brewster: Business, Cornell University, (sab232@cornell.edu)

John Paul: Business, Cornell University, (johnpaul256@gmail.com)

About the Teams

Business Plan Name: Banque pour Tous

Plan Overview: Banque Pour Tous is committed to socially conscious innovation that increases the standard of living and promotes the upward mobility of the largely “unbanked” population of West Africa. We will connect people and communities using our prompt, secure, and reliable mobile payment system which allows all people to protect and utilize their hard-earned wealth.

Banque Pour Tous (BPT) will provide retail banking services to the “unbanked” population of West Africa using the SMS capabilities of their existing mobile handsets. The enterprise will be headquartered in Mali, a poor but politically stable, economically progressive, and socially tolerant country in the heart of West Africa. Over time, BPT will expand service into the rest of the Financial Community of Africa, which is a group of former French colonies with a common currency (the CFA Franc), banking regime, and Central Bank. The FCA also includes the countries of Benin, Burkina Faso, Guinea-Bissau, Cote d’Ivoire, Niger, Senegal, and Togo. Mr. Samake, one of the principals in this venture, enjoys close, executive-level connections within the banking and regulatory sectors in Mali. There are larger markets in the region, but we consider Mali an ideal location to set up the venture before scaling it up to the whole region.

Team Members:

Christian Allen: Business, University of Georgia, (locstrategy@gmail.com)

William Harper: Business, University of Georgia, (wch3838@yahoo.com)

Cheick Samake: Business, University of Georgia, (csamak1@uga.edu)

About the Teams

Business Plan Name: Build Your Own Village

Plan Overview: A lack of awareness means that only one in ten American donors uses the internet to donate. Build Your Own Village will revolutionize the way people donate money to good causes by using the power of the internet to link a network of donors directly to the causes they are supporting and embed them in those communities by providing on-going and detailed feedback on the impact of their donations. The aim is to capture the natural activism of the youth and use it as a force for positive change in a world where the younger generations are richer than ever before but are giving less to charity.

Our vision is to fundamentally change the process of giving from a once-off and one-way flow of funds to an on-going and interactive process. In exchange for any money donated, the donor controls the process, receives feedback and is rewarded with a real sense of the positive changes they are bringing to the world. By enabling on-going donations to selected communities and interaction between donors and villagers, donors can become a real part of those community and genuine relationships can be formed.

Team Members:

Brendan le Grange: Business, Gordon institute of Business Science, University of Pretoria, (Blegrange@gmail.com)

Martin Kellerman, (martin@distell.co.uk)

Peter van der Zee, (peterz@idc.co.za)

About the Teams

Business Plan Name: Embrace Global

Plan Overview: Twenty million premature and low-birth-weight (LBW) babies are born every year - 80% of them in rural areas of developing countries. Due to the lack of resources, 3.5 million of these babies die every year and those that do survive grow up with severe health problems. These deaths fortunately can be prevented with a simple incubator that regulates a baby's body temperature. However, traditional incubators cost about \$20,000, and are available only in urban hospitals. Most parents living in rural areas cannot afford to get their child to one of these hospitals.

Embrace's solution is a \$25 incubator. It uses an innovative phase-change material (PCM) in a sleeping bag design to regulate a baby's temperature at 37 degrees Celsius, which is critical for survival. To heat the PCM, the user simply needs to place the pouch in boiling water. The PCM is embedded with a thermochromatic ink, which changes color to indicate when it is at the right temperature. This device uses no electricity, has no moving parts, and works for over 4 hours without intervention. It bridges the gap in healthcare available to an urban-born baby and one in a rural area. Furthermore it enables governments to achieve the UN millennium development goal of reducing infant mortality by 2/3 by 2015.

The technology was developed by Stanford and Harvard University students under the guidance of the top product engineers from the Design School at Stanford and IDEO. We obtained valuable feedback and advice from doctors at Stanford Hospital, as well as doctors and nurses from hospitals and nonprofit organizations in Nepal and Honduras. We plan on proving the product and business concepts in Nepal and India, and then rolling the product out in the rest of the developing world.

Team Members:

Jane Chen: MBA/public policy degree, Stanford/Harvard, (janemarie.chen@gmail.com)

Razmig Hovaghimian: Business, Stanford, (razmigh@gmail.com)

Fabio Tran: Public affairs/ public policy, Harvard University,
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Linus Liang: Engineering, Stanford, (LinusL@stanford.edu)

Naganand Murty: Management Science and Engineering, Stanford,
(naganand@gmail.com)

Rahul Alex Panicker, (rahulap@stanfordalumni.org)

About the Teams

Business Plan Name: Help for Malaria, Songre pour le Paludisme

Plan Overview: We are a non-profit social entrepreneurship venture with the mission to reduce the economic burden of malaria and the poverty associated with later diagnosis and treatment in Burkina Faso. Help for Malaria, Songre pour le Paludisme will approach this mission through providing rapid diagnostic tests, selling inexpensive yet effective combination drug regimens and education through community health workers. Help for Malaria, Songre pour le Paludisme is a non-profit social entrepreneurship venture with the mission to reduce the burden of malaria and the high costs associated with malaria treatment in Burkina Faso.

Help for Malaria, Songre pour le Paludisme will reduce the burden on families and the nation's health care centers by avoiding the high costs of later diagnosis and treatment of complicated malaria. Help for Malaria, Songre pour le Paludisme will provide Community Health Worker (CHW) jobs stimulating local economy and further addressing poverty. Help for Malaria, Songre pour le Paludisme will train CHWs to educate the population about malarial prevention and to recognize the signs of malaria and know effective treatment options when malaria strikes. The Help for Malaria, Songre pour le Paludisme business model is to deliver rapid diagnostic tests (RDTs) and inexpensive combination drug regimens through trained CHW to Burkina Faso. Further this will reduce a financial burden on the population of Burkina Faso through increased productivity.

Team Members:

Nono Akpedje Ayivi Guedehoussou: Health sciences (nursing, medicine), Harvard University, (nayivigu@hsph.harvard.edu)

Erin J. Engelson: Health sciences (nursing, medicine), University of Washington, (eje@u.washington.edu)

Michael Sterner: Law, University of Washington, (mss22@u.washington.edu)

About the Teams

Business Plan Name: International Leadership Academy of Ethiopia

Plan Overview: Our promise to our students and their parents, our funders, partners and the community is to attract, select, challenge and truly inspire the next generation of socially responsible young leaders and equip them with the environment and education that will prepare them to succeed in any of the best colleges in the world. Rooted in our vision of an empowered community where learning is continuous, relevant and adaptive, our commitment is to deliver on this promise by involving and connecting the community, offering a rigorous and challenging curriculum in a sustainable environment that integrates ongoing research and learning with a top notch and bold leadership.

We will educate by delivering our curriculum in a culturally and environmentally relevant structure. The student body will consist of tuition-paying children of expatriates and high-income Ethiopians as well as bright scholarship underprivileged students recruited throughout the country. Dynamic teachers who are passionate about education will be recruited globally through our partners including Teachers Without Borders (TWOB) with the intention of making the school 100% self-sufficient with a majority of local faculty within 5 years of operation.

Team Members:

Haddis D. Tadesse, (haddisdesta@hotmail.com)

Laura Umetsu: Business, University of Washington, (lkumelody@gmail.com)

About the Teams

Business Plan Name: KAITE - Social Investment in Zimbabwe

Plan Overview: Our focus is on social investment. KAITE-Initiative consists out of the commercial arm (KAITE Company) and the non commercial arm (KAITE-Trust).

KAITE-Company is a private company, based in Zimbabwe, engaged in sustainable social entrepreneurship through the cultivation, production, authentication, processing, exporting and marketing of high-quality organic products for the local and international market. KAITE-Company is the commercial part enabling KAITE to achieve the vision.

Our vision is, ultimately, to increase prosperity of Zimbabwe and its people, by employing innovative approaches to the empowerment of small independent farmers. The KAITE-Trust aims to achieve this, by supporting KAITE's activities both financially and conceptually.

To this end, we are committed to the provision of crèches and schooling, assistance for local orphanages, HIV/AIDS counseling, organic herbal and medicinal supplements for the ill and income and employment generation, particularly for female-lead households, through our value-adding processing. KAITE was founded to realize the vision of sustainable human development. A holistic concept encompassing integrated economic, social and cultural development forms the key KAITE vision. Our aim is to raise the social and economic living standards of small farmers in Zimbabwe. Our focus on organic farming reflects long-term commitment to sustainable agriculture and to the prosperity of all our partners.

In the Shona language of Zimbabwe, KAITE means 'a task to be conscientiously fulfilled'. And in old German, it means 'farm of the smallholder'. KAITE hopes that other private companies take our lead in moving beyond short-term financial gain and focusing on long-term commitment to the prosperity of all parties involved, through the conscious merging of sustainable entrepreneurship and social engagement.

Team Members:

Dominikus Collenberg, (info@KAITE.biz)

Linda Ramcke: Development Economics, Christian-Albrechts-Universität,
(l.ramcke@gmx.de)

About the Teams

Business Plan Name: PRIME- Powering Rural India by Micro

Plan Overview: Despite a massive 72% of the Indian Population living in rural areas, one-fifth of its villages are still not electrified. Even amongst those electrified, majority suffer from acute power shortages. Absence of electricity not only means inconvenience and decreased quality of life but also poor healthcare facilities, absence of growth opportunities, reduced agricultural productivity, lack of connectivity and depressed employment opportunities. Given the vastness of country, transmission and distribution efficiencies of state electricity boards, power thefts and rising costs of non-renewable sources of energy, it is very difficult for government to achieve complete electrification of India within foreseeable future.

To tackle this scenario we propose a rural electrification model based on decentralized micro power plants generating electricity by renewable source like biomass. We intend to set up 1MW power plants which will run on wood-stems of the tree *Casurina equistifolia*. This plant would be grown around the power plant in the wastelands. The plant has calorific value of 3500kCal and each hectare of its plantation can generate 40-50 tons of wood-stems per year, which are enough to produce 4kW of electricity. The cost of electricity so produced is only Rs.2.34 per kWh, much lower than that obtained by other methods. Also, since this procedure is carbon neutral it will have no adverse impact on the environment.

At the same time, our project would provide direct and indirect employment to approximately 250-270 people per 1MW plant; will raise the income levels of farmers and would lead to many intangible benefits like improved quality of life, enhanced employment opportunities and better educational and health facilities. Overall our project would help villages reach self-sustenance with regards to their energy requirements, and would have a cascading effect on initiation of numerous other self-sustaining developmental activities in the rural areas.

Team Members:

Maruthi Gowda: Masters Degree, Indian Institute of Management, Ahmedabad (IIM-A), (6maruthig@iimahd.ernet.in)

Chirag Adatia: Business, Indian Institute of Management, Ahmedabad (IIM-A), (6chiraga@iimahd.ernet.in)

Koushik Bhattacharyya: Business, Indian Institute of Management, Ahmedabad (IIM-A), (6koushikb@iimahd.ernet.in)

Maurya Patnaik: Business, Indian Institute of Management, Ahmedabad (IIM-A), (mauryapatnaik@gmail.com)

Prasoon Agarwal: Doctoral Public Systems, Indian Institute of Management, Ahmedabad (IIM-A), (prasoon@iimahd.ernet.in)

About the Teams

Business Plan Name: Rabuor Sunflower Farm

Plan Overview: Rabuor Sunflower Farm is committed to providing its customers with affordable, high quality cooking oil as well as providing economic opportunities for underserved communities in rural Kenya.

In 1998, a group of women in the village of Rabuor, Kenya banded together to create sustainable solutions for bringing their community out of poverty. Their efforts led them to discover the income generating potential of sunflower oil. Production of sunflower oil has empowered and changed the status of women in Rabuor by making it possible for them to generate income while simultaneously fulfilling family obligations. In addition, it addresses the great need for cooking oil in the surrounding community.

The pilot project began with 10 women who farmed a total of 12 acres. At present the number of participating farmers has grown to 60. The sunflower oil business is still in its infancy, and has the potential for having a remarkable impact given the proper organization, strategy, and plan for future expansion. Our business plan aims to accomplish these goals, and we have chosen to name the operation Rabuor Sunflower Farm (RSF).

Team Members:

Maria Leon Guerrero: Business, University of Washington, (tsunami@u.washington.edu)

Cortilia Lin: Business, University of Washington, (guannlin@u.washington.edu)

Loyce Mbewa-Ong'udi: Public affairs/ public policy, University of Washington, (loyce@rabuorvillageproject.org)

Adrian Walter: Business, University of Washington (awalter@u.washington.edu)

About the Teams

Business Plan Name: Slag Bloc Ltd.

Plan Overview: Slag Bloc Ltd. is driven by integrity and commitment to our customers by providing unparalleled service, efficient lead times and a culture of anticipating customer needs and continually exceeding them. Our mission is that whether it is through our competitive prices, unmatched customer service or simply our efficient lead times from the point of placing an order to actual delivery of the product, Slag Bloc Ltd has the right qualities to propel our business to premier status.

Continuing in those illustrious words about Slag Bloc Ltd's reason for operating, it is the distinct vision of this company to be the "industry's leading supplier of quality and low cost masonry solutions", whether it be in the buoyant local market or the international arena.

It is the distinct goal of this company to be the leading manufacturer and supplier of slag masonry units (slag construction blocks) to the local Trinidad and Tobago market and ultimately be one of the largest suppliers of masonry blocks in the Caribbean. This, in an effort to provide customers with an alternative construction material in lieu of the gross shortage and unmet needs as a result of tremendous demand for concrete blocks as is being experienced at present and is projected to continue throughout the next decade. Slag Bloc Ltd. has the intention of not just stimulating supply but actually fulfilling it. Our company will outdo the competitors because we are not constrained by aggregate supply and availability. Our raw material, steel slag, is available in large sustainable quantities. It is the distinct vision of this company to be the "industry's leading supplier of quality and low cost masonry solutions", whether it be in the buoyant local market or the international arena.

With the potential to satisfy regional demands Slag Bloc Ltd's unique process can act as a template for similar type operations to be established globally at each of the Mittal steel plants, which is our main raw material supplier and partner in this intuitive business venture.

Team Members:

Charlene Mendez: University of Trinidad and Tobago, (charlenemendez@gmail.com)

Shaad Subhan: Engineering, University of Trinidad and Tobago,
(shaadsubhan@gmail.com)

Daniel White: University of Trinidad and Tobago, (daniel.white@utt.edu.tt)

About the Teams

Business Plan Name: Smart Start Birth Kits: Empowering Women, Delivering Health

Plan Overview: Despite improving access to health care in developing countries, many women still choose to use the services of traditional birth attendants (TBAs) rather than trained health care professionals during delivery. These countries have the highest rates of infant morbidity and mortality, due in large part to infections contracted during delivery. These infections are often not associated with the TBA due to the length of the incubation period. Many governments offer training in infection control practices to TBAs, but utilization of the practices is infrequent.

Our company intends to reduce incidence of neonatal infection by providing a product that allows expectant mothers to perform their own infection control while still utilizing TBA services. Most hospitals have a standard package of sterile tools used in the birthing process. Our intention is to repackage these kits into a consumer-friendly bag which expectant mothers can purchase. When the mother visits the TBA, she brings the kit for the TBA to use during delivery, assuring her that sterile equipment is used and that the risk of neonatal infection is lowered.

In addition to direct infant health benefits, the delivery kits will empower women to take a more active role in ensuring their and their children's health during delivery. Empowering their consumers will improve TBAs' adherence to government training, making all deliveries safer. The information included in kits will encourage women's use of antenatal health care services. The distribution channels and goodwill generated by the kits can be leveraged for other public health initiatives, such as immunization programs and hospital deliveries.

Team Members:

Anthony Omokheowa Anani: Emory University (Tony_Anani@bus.emory.edu)

Brian Goebel: Business, Emory University, (brian_goebel@bus.emory.edu)

Andrew Osterman: Business, Emory University, (aposterman77@yahoo.com)

Jessica L. Prince: Business and Public Health, Emory University, (jlprinc@bus.emory.edu)

About the Teams

Business Plan Name: Solar Light Delivery Solutions (SOLIDS) - by Solar Reach

Plan Overview: SOLIDS aims to bring light to millions who live with no access to regular electricity through the production of solar lamps, making safe, reliable light accessible and affordable through a daily rental scheme. In the short term, the company will provide solar energy lamps and create opportunities for entrepreneurs to start rental businesses. Solar lamps will bring extra hours of daylight for people to continue to work and children to study, while decreasing the use of expensive and highly polluting kerosene lamps. Initial market is India, but growth worldwide.

The Service: Solar Light Delivery Solutions (SOLIDS) is smokeless, safe and affordable delivery of solar lantern at affordable rent. This service provides: 1) Much brighter light anytime, anywhere; 2) pay-per-use; 3) no more dependence on limited kerosene quota: no more blackouts; 4) reduced/eliminated health and fire hazards, no smoke, soot and CO₂.

High initial capital, lack of financing, maintenance issues deters wide scale adoption of solar power despite superior benefits. The service address these issues by many innovations in product, delivery (rental), financing (micro-finance), creating a win-win for stakeholders.

Team Members:

Sanjeev Ranjan Sinha, (sanjeev_r_sinha@yahoo.com)

Praveen R Sinha: Business, Indian Institute of Management Calcutta (IIMC),
(praveens2008@email.iimcal.ac.in; sinha.pr@gmail.com)

Shayal Taunk: Business, XLRI Jamshedpur, (shayaltaunk@gmail.com)

About the Teams

Business Plan Name: Two Wheeled Foundation, Inc.

Plan Overview: Over the last year 2,000 bicycles were collected from Canadian homes and sent to rural African villages. The Canadian groups realized that hundreds of thousands of bicycles sit idle and unused in people's garages, and these same bicycles have enormous potential for good use in rural Africa. The reallocation movement is catching wind in the United States, with groups in New England and Denver organizing bicycle collections for the spring of 2008. Observing the Canadian reallocation system over the last year, a problematic "social gap" has surfaced. Bicycles shipped to the rural communities arrive without addressing issues of management and technical needs. Receiving African organizations did not send stewardship back to collection groups, and so the great potential of bicycles for Africa is falling short. *Two Wheeled Foundation Inc.* (TWF) brings together a team of international experts to carry out a global social entrepreneurial venture that fills the social gap with a "cycle for health" initiative.

Team Members:

Joseph Agoada, (jagoada@msn.com)

John Baptist Niwagaba: Medicine/Surgery, Makerere University,
(jbnwagaba@yahoo.com)

Lucy Wanjiru Njagi: Social sciences, Brandeis University, (lucywn@yahoo.com)

Jenna Klink: International public health & development, Tulane University,
(jenna.klink@gmail.com)

Jacqueline Callihan: Engineering, University of Washington, (callihan@u.washington.edu)

About the Teams

Business Plan Name: WaterPLUS

Plan Overview: Waterborne pathogens are among the leading causes of disease worldwide, resulting in four billion clinical episodes of diarrhea and three million deaths per year, of which 88% (3.5 billion cases and 2.6 million deaths) are due to unsafe drinking water. Water-borne diseases represent 20% of the total mortality in children under five in developing countries, and an estimated 94% of this burden is preventable (World Health Organization, World Health Report 2004). Contamination of water frequently occurs at the household level due to unsanitary conditions and unsafe water storage practices. Thus, point-of-use (POU) devices, which require the least capital and maintenance and can address the health burden of household level contamination, are ideal for developing communities. We are building a device to purify water by employing recently developed UV-LED's that are cheaper, require less energy, consume less space, and are less toxic to the environment when retired than other UV radiation technologies.

Not only do waterborne diseases pose an enormous development burden on countries and communities across the globe, but we can inexpensively prevent it. The provision of safe water through home-based water treatment has been labeled as one of the "10 cheap ways to save the world" and is considered a global best buy (Johns Hopkins Public Health Magazine, 2005). Finally, since we need to reach individual homes in dynamic geographic and demographic populations, social entrepreneurship using market mechanisms is uniquely suited to achieve maximum scale.

Team Members:

Will Patrick: Engineering, Duke University, (wgpatrick@gmail.com)

Naman Shah: Health sciences (nursing, medicine), University of North Carolina, (topnaman@gmail.com)

Kari Leech: Engineering, University of North Carolina, (kari.leech@gmail.com)

Saket Vora: Engineering, University of North Carolina, (saket.vora@gmail.com)

Joel Thomas: Social work (employment, family and minority population services), University of North Carolina, (joel@nourishinternational.org)

Win Bassett: Law, University of North Carolina, (winbassett@gmail.com)

About the Teams

Business Plan Name: WTR Compost

Plan Overview: WTR Corporation employs microorganism technology to biodegrade the organic waste and to convert it into quality organic compost under appropriate aerobic conditions. WTR Environmental Investment Corporation, as China's leading provider of environmental management services, is committed to offering a comprehensive range of environmental solutions to industries, specializing in waste collection, waste treatment, and waste-to-resource procession.

The WTR Corporation employs microorganism technology to biodegrade the organic waste and to convert it into quality organic compost under appropriate aerobic conditions. The WTR compost is richer in organic matters and nutrients than traditional fertilizer, and its full-scale and balanced types of elements and nutrients make it more stable in supplying and more lasting in effects than the fertilizer. Furthermore, the WTR compost contains some essential elements that the fertilizer lacks, for example: amino acids, proteins, carbohydrates, fats, etc.

WTR will reduce waste pollution and waste sent to incineration and landfills. Additional social benefits include profits made from improvement on productivity and increased employee income taxes as well as tax dollars saved when WTR employees reduce their dependence on public assistance and other government-supported services.

Team Members:

Tianyu Gou: Business, Nanjing University, (goutianyu@163.com)

Jianxuan Li: Business, Nanjing University, (kiki828@126.com)

Yao Zhang: Business, Nanjing University, (jiayin328@163.com)

Yuan Liu: Social sciences, Nanjing University, (darcy007_cool@hotmail.com)

Chenjiang Wu: Social sciences, Nanjing University, (chenj.wu@gmail.com)

Keynote Speaker: Bill Clapp, Chair, Global Partnerships

A businessman with more than 30 years of experience running a variety of companies in the Pacific Northwest, Alaska and Hawaii, Bill Clapp co-founded Global Partnerships with his wife Paula Clapp in 1994. Bill retired from Matthew G. Norton Co., an investment holding company where he is still chairman, and became CEO of Global Partnerships in early 2001. In 2002 he co-founded the Initiative for Global Development. In addition to serving on the boards of Weyerhaeuser and Alaska Airlines, he served on several community and nonprofit boards and has been actively involved in the microcredit industry since 1993. Bill served on many industry panels and advisory committees, speaking widely on development issues. He was also an investor in the early microcredit investment funds.

Preliminary Round Judges

(listed alphabetically)

Mike Brady helped found Agile Securities, Inc. in 1996, a brokerage firm registered with the National Association of Securities Dealers (NASD). In 1996 Mr. Brady co-founded and was president of Agile Allocation Services, LLC, a Registered Investment Advisory firm allocating over \$500 million dollars by 2006. He was co-founder and President of a number of hedge funds including Agile Safety Fund, LLC, Agile Performance Fund, LLC, Agile Variable Fund, and a public mutual fund Agile Multi-Strategy Fund. He is the co-author on two booklets *Avoid Pitfalls and Traps When You Receive Your Retirement Distribution* and *Estate Planning Made Simple*. Mr. Brady left the Securities Industry in 2006 to devote his time to various charities, peacemaking activities, and is involved in starting two businesses in Uganda, Africa.

David Edwards grew up in Albuquerque and stayed to attend the University of New Mexico where he earned BS degrees in Biology and Psychology. His first experience in global health was in Calcutta in Mother Teresa's clinics and hospices after his freshman year. While attending Duke University School of Medicine, he also completed the MPH program in Epidemiology at UNC Chapel Hill. His thesis research took him to the Democratic Republic of Congo where he worked on diagnostic issues surrounding pediatric tuberculosis and HIV. In addition to his MD from Duke, he earned the graduate certificate in Health Policy. At UNC he also completed graduate certificate programs in Global Health and International Development. He has received a Doris Duke Clinical Research Fellowship, an Albert Schweitzer Fellowship, the National Leadership Award from the AMA Foundation, the Leonard Tow Humanism in Medicine Award, and the Physician of Tomorrow award from the AMA.

For his global health work Mr. Edwards has received an AOA Student Research Fellowship, an AMA Seed Grant, the Benjamin Kean Fellowship from the American Society of Tropical Medicine and Hygiene, and has been selected as a New Investigator in Global Health by the Global Health Council. He has published in the journals JAIDS, IJTLD, Academic Medicine, and the Journal of Parasitology. His research has been presented at the Global Health Council meeting, the ICAAC conference, the IUATLD meeting (Paris), and the International AIDS Conference (Bangkok). His first experience in South Africa was in Durban as a Fogarty International Clinical Research Scholar where he was involved in the development of a large clinical trial for patients co-infected with HIV and TB and helped to manage an urban clinic that enrolled recent TB patients with HIV infection for free antiretroviral medications. He then spent three months as Global Health Policy Fellow at UNAIDS in Geneva. Mr. Edwards is now continuing his work in HIV and TB in Cape Town, South Africa, as a Fulbright Fellow at the Desmond Tutu HIV Centre and its HIV treatment clinic located in Gugulethu Township. He serves as a reviewer for the Albert Schweitzer Fellowship, the Robert Bryan Public Service Fellowship, the NIH Fogarty Scholar program, and the CURES competition through Engineering World Health.

David Eschenbach, Professor, Women's Health; Chairman, Dept. of Obstetrics and Gynecology

Tom Garland is currently president and COO of European Soaps, LLC a brand management and distribution company specializing in European-sourced personal care products. The company owns and distributes the brand *Pre de Provence* across North America and parts of Asia. Prior experience includes senior level positions in corporate development, operations, information technology and accounting for several corporations in the Northwest (Washington Dental Service, PACCAR, Inc, K2 Ski Company, Raleigh Bicycle Company and Maryatt Industries). Mr. Garland holds a Masters Degree in Business Administration from the University of Washington. His outside interests include family, friends, golf, reading, hiking and his passion is education based philanthropy.

Ron Lattin serves as Executive Director of Caux Round Table USA. The Caux Round Table (CRT) is an international network of experienced business leaders, who work with business and political leaders to design the intellectual strategies, management tools and practices to strengthen private enterprise and public governance to improve our global community. Before coming to the CRT, Mr. Lattin worked for over a decade as a public affairs consultant, working on statewide ballot initiatives and on over a dozen political campaigns for offices such as mayor, governor, state Supreme Court, U.S. House of Representatives, and U.S. Senate. Mr. Lattin is a board member of FairVote MN, Minnesota Public Policy Forum, Nobel Peace Prize Festival (co-chair), Vessey Leadership Academy charter high school and World Citizen, Inc. Mr. Lattin earned a B.A. in history from the University of California, Los Angeles (UCLA), and is married to Julie Hoff.

Mike Mathieu is a high tech social entrepreneur and founder of Front Seat Management, a Seattle-based team dedicated to leveraging technology to make the world a better place. Founded in early 2007 following the successful sale of Mr. Mathieu's internet publishing company to a private equity firm, Front Seat Management's projects currently focus on provoking social discourse in the U.S. around important issues. Mr. Mathieu is the founder and former CEO of All Star Directories, an INC 500-listed publisher of online and career school directories that he launched just before September 11th, and bootstrapped into one of the fastest growing private companies in the country. A former product group executive at Microsoft, Mr. Mathieu was the General Manager of MSN.com and the MSN Search engine, and held a variety of leadership roles in creating new versions of Microsoft Office applications. He is a partner and former lead partner in Social Venture Partners (www.svpseattle.org), a leading U.S. venture philanthropy network in 25 cities across North America and Japan, and a member of the Conference Committee for the 10th Anniversary SVP International Conference. He is the former Board President of the Technology Access Foundation (www.techaccess.org), which prepares underserved children of color for higher education and professional success by providing a rigorous and relevant K-12

curriculum. He holds a BA, Magna Cum Laude in the History of Science from Harvard University.

Byron McCann is CEO of Just Cause (www.justcauseit.com), an integrated media company focused on consumer philanthropy; is CEO of Ascent Partners Group, an advisory firm in clean technology; and a venture partner at Prism Capital. He was formerly President /CEO of Service Intelligence, Inc., the North American customer experience measurement leader focused on supporting major global brands. He has initiated and completed many mergers between public and private firms such as Amazon, Computer Associates, Omnicom, and Microsoft. Mr. McCann also helped early stage firms secure important funding such as HouseValues, which became a public company through an IPO. He was co-founder and COO of genSoft, producers of the first Windows database software application, which was acquired by Computer Associates. He was Vice President/General Manager of Pacific Communications/Cable Advertising Network, which was acquired by Tele-communications, Inc.

Mr. McCann was formerly a senior telecommunications consultant for Ernst & Young with clients such as IBM and Xerox, served on the board of the WSA (formerly the Washington Software Alliance), and is a member of angel investing networks such as the Keiretsu Forum, Northwest Energy Angels, and Hawaii Angels. Mr. McCann is on the Board of Directors of the Northwest Entrepreneur Network (NWEN), Northwest Energy Angels (NWEA), Nature Mapping Foundation, and serves on the board of Broadway Bound, children's theatre group focused on musicals. He has an undergraduate degree cum laude from Harvard College and an MBA from the Stanford Graduate School of Business, and is the co-author of *The Investors' Guide to Fidelity Funds*, published by John Wiley & Sons.

Shannon GL Mills is currently the director of executive education at the Evans School of Public Affairs, University of Washington. She also owns and operates SGL Mills Financial Services, a business servicing as a CFO for small businesses. Ms. Mills is a graduate of the Evans School and the Jackson School of International studies where she focused on development, social return on investment analysis, and financial management. She teaches social return on investment analysis within the financial management courses in the MPA and Executive MPA programs at the Evans School. Ms. Mills has been involved with GSEC since its inaugural year, first as a participant, next as a judge for the special John Hoover prize honoring her teammate, and then as a preliminary round judge.

Cassidy Murphy

Craig Nakagawa began his career in global health and economic development at the investment bank Lehman Brothers, where he was a member of the firm's global pharmaceuticals practice. From Lehman Brothers in Tokyo, Mr. Nakagawa focused primarily on Japanese pharma companies, but also covered drug, food, and nutrition companies throughout Asia. Mr. Nakagawa's investment banking experience centered on fundamental company analysis, corporate finance, and derivative finance. In 1999,

he joined Teledesic, a global satellite venture started by Craig McCaw and Bill Gates, to bridge the digital divide by enabling broadband communications anywhere in the world. Beyond his daytime duties of strategy and corporate development at Teledesic, Mr. Nakagawa helped his colleague Blaise Judja-Sato with his vision of bringing essential health services to the poor in Africa and beyond. Mr. Judja-Sato later founded VillageReach in 2000, and Mr. Nakagawa joined him in 2001. As VillageReach's Acting President, he has grown the organization from a venture of two people in Seattle to an organization of 40 with five offices in two countries. Mr. Nakagawa has an MBA from the University of Chicago and a BA from the Jackson School of International Studies at the University of Washington.

Gail Romero is responsible for developing and integrating a cohesive communications and development strategy for RDI's increasing global land policy work, micro-land ownership, gender and post conflict resolution programs throughout China, India, Africa, Indonesia, and Russia. As part of the executive team she works to ensure that all media relations, policy makers, philanthropy, board of directors, business development and consultants provide and enhance the necessary framework to continue their efforts in poverty alleviation.

Ms. Romero has served on various boards and currently works with Seattle University's Albers School of Business and Economics where she focuses on their International Economic Development program, is a consistent presenter and speaker on international issues and communications strategies. She is a long standing member of Rotary International where she has held a variety of leadership roles and is a Paul Harris Fellow. Ms. Romero also holds memberships in a diverse group of organizations including Leader to Leader Institute, WBO and AFP and is a graduate of Northpark University's Graduate School of Nonprofit Management and University of Wisconsin's Madison School of Business, Capital Campaigns - AHP program. She received her CFRE confirmation in 2005. Her forthcoming book – *Getting to Tilt – taking a nonprofit to and through "The Tipping Point"* will be available spring 2008.

Mark Schlansky founded Uplift International as a non-profit corporation in 1997. Uplift International is a health and human rights organization. It pursues the right to health for all individuals as provided under international human rights law. This right can be understood as a right to health care and a right to healthy conditions. The World Health Organization defines health broadly as physical, mental and social well-being and not merely the absence of disease or infirmity. The right to health is understood to be an inalienable human right, enjoyed by people everywhere, regardless of whether or not their country has ratified the relevant human rights treaties.

Mr. Schlansky's interest in health and development projects in Southeast Asia was sparked by his work as an executive with McDonnell Douglas (subsequently merged with The Boeing Company) where he worked with an NGO to organize an airlift of medicine and medical supplies from the U.S. to Vietnam. Prior to joining Uplift International on a full-time basis, Mr. Schlansky was Director of International Trade Policy for The Boeing Company in its Washington, DC office. Prior to the merger with The Boeing Company in August 1997, Mr. Schlansky was Director of Commercial

Aircraft in the Washington, D.C. office of McDonnell Douglas. He held other managerial positions with McDonnell Douglas in its Douglas Aircraft division in Long Beach, CA. He also served as Manager of Market Analysis and Planning for Continental Airlines and began his career in airport management. Mr. Schlansky holds a B.A. in Anthropology from the University of Colorado and a M.A. in Geography from San Diego State University.

Don Schlosser joined Varolii Corporation as CFO in early 2002 and has been a key member of management team growing this VC-backed company to 300+ employees and revenues to approximately \$80m. The company recently filed its S-1 in anticipation of a possible public offering. He has more than 30 years experience in financial, M&A, and new business development roles in media, telecom, and software industries, including roles with Vision Compass (BPM software, a subsidiary of Satyam Computer), Myrio (IP-based video), ConneXt (utility CIS software, a subsidiary of PSE), AEI Music Networks (international development of music services), King Broadcasting (cable tv, broadcasting), and Arthur D. Little (international consulting in wireless & satellite). Mr. Schlosser was born and grew up in the Philippines and has his BA (Latin American History) and MBA (Marketing & Finance) from the University of Washington. He has been active in early-stage companies and has a particular interest in microfinance and global development issues.

David Smukowski is CEO of Sensors in Motion (SIM), a technology spin-out from the California Institute of Technology and NASA's Jet Propulsion Labs. Prior to SIM, he was Managing Director of Boeing Ventures where he founded MessageGate, a message filtering company to manage e-mail content for corporate networks. He also created and was interim CEO of Exostar, the world's largest business-to-business internet company. He was President and Chief Operating Officer of Berkshire-Hathaway controlled FlightSafetyBoeing Training International, a global joint venture company. Collectively, he has raised over \$221M external to fund ventures. Before that, he spent 15 years in general management and business strategy, including corporate M&A activity. These include the formation of multiple internal growth divisions and multi billion dollar acquisitions. Mr. Smukowski was instrumental in developing lean initiatives, enterprise computing systems, core competencies and competitive strategies. He was a Whitehouse and DoD advisor on environmental policy.

Mr. Smukowski co-founded Sustainable Seattle in 1990 and is active in a variety of academic and global issues of sustainability and poorest of the poor solutions. Smukowski started with a degree in engineering from the University of Wisconsin-Madison. He lectures and is a Board member of the UW Center for Innovation and Entrepreneurialism and advises University of Pennsylvania - Wharton School and the University of Wisconsin on Corporate Innovation. He participates on multiple business, trade and civic boards. Mr. Smukowski was chosen as U.S. Congress Employee of Excellence, honored by Congress and President George H. Bush.

Tom Trimbath is the author of the series of nature essays *Twelve Months at Barclay Lake*, *Twelve Months at Lake Valhalla*, and *Twelve Months at Merritt Lake*, and the cultural

essay *Just Keep Pedaling* (stories learned from bicycling across America). He is also a photographer, self-publisher and martial artist. He retired at 38 after a career as an aerospace engineer at Boeing working on commercial airplanes, satellites and rockets.

Final Round Judges

(listed alphabetically)

Stan Emert is Director of Corporate Social Responsibility for Symetra Financial, a Puget Sound based national company owned by a Berkshire Hathaway-led investor group, Emert works in the field that is the subject of the PBS Request for Proposals. He created projects for the company that have involved millions of people in nearly every state, including "Recovering Normalcy." There, the largest play structure near Biloxi, Mississippi was built and completed with volunteers following Katrina, to help the area's children gain a sense of normalcy again.

Mr. Emert has led the company's global involvement and serves on the Seattle Steering Committee for the Initiative for Global Development; the Leadership Council at PATH; and the Board of the World Affairs Council. Additionally, he is a guest lecturer at in the Seattle University College of Arts and Sciences Institute for Public Service, and has recently joined the University of Washington as an Adjunct Faculty member teaching a senior level class in business, government and society.

Mr. Emert is a co-founder, producer and host of *Public Exposure*, a Seattle-based current affairs television program. This weekly program has been on since October 1992. The show has been compared by the Seattle Weekly newspaper to the *Lehrer Report*, and has hosted guests from all levels of the US government, the ambassador from China, many NGO representatives, people from developing countries, etc. Mr. Emert is also the creator of a documentary television series about global corporate social responsibility tentatively scheduled for release in the summer of 2008.

Mr. Emert is the co-author of *Powertalk! The Influence of Talk Radio* (Ebbets Publishing, May, 2004); *Mariners Magical Season* (Merril Press, December 2001); and assisted Dr. Lester Sauvage write three books with multiple editions: *The Open Heart: Secret to Happiness* forewords by Mother Teresa and Dr. C. Everett Koop (Better Life Press, 1998); *You Can Beat Heart Disease: How to Defeat America's # 1 Killer* (Better Life Press, 2002); *Better Life Diet* (Better Life Press, 2000); *The Bookweb*, WorldWebcast.Net, 1999; *Guest-host*, various talk radio stations on current events – 1993-1998.

Mr. Emert holds a JD from the University of Tennessee, and a BA in European History from Tusculum College.

Loretta Little is a managing director and business development manager at WRF Capital. She concentrates primarily in the areas of healthcare and biotechnology and is responsible for identifying and developing start-up opportunities and investment decisions in new companies. Ms. Little is WRF Capital's investment manager for Globelmmune, Targeted Growth, Pacific Bioscience Laboratories/Clarisonic, Ultreo, Corus Pharma (acquired by Gilead Sciences), Amnis, Therus, EKOS, and Trace Detect. Additionally Ms. Little serves on the board of directors of Accium Biosciences and Imagespace 4D. Previously, she was manager of technology licensing and acquisitions and senior technology licensing manager. Before joining WRF, Ms. Little worked as a

marketing manager and market consultant. She has a bachelor of arts in zoology from Pomona College and a master's in business administration from the University of Arizona.

Ms. Heba Ramzy is Director of Non Commercial partners; Microsoft Unlimited Potential Group (UPG) responsible for developing strategy for partnering with key global NGOs, International Governmental Organizations, and Governments around UPG solutions and strategies. Prior to this Ms. Ramzy was Regional Director for Citizenship & community affairs for Microsoft Middle East and Africa. Joined Microsoft in July 2003 as the MEA region CSR manager, where she has built MEA 3 years strategic CA plan, and developed a strong engagement with NGO, government and international organization across the region. She in collaboration with the team has also created a foundation for Microsoft MEA commitments towards helping people realize their potential; and made good progress in helping disadvantage people across the region to overcome some of the barriers that are limiting their ability to effectively use technology to enhance the quality of their lives.

Prior to Microsoft, Ms. Ramzy had worked with a number of NGOs and international organizations in Egypt and the MEA region, mainly focusing on ICT 4 development. Her dedication to youth development throughout the region initiated a number of programs designed to integrate the use of ICT in learning through her work as the MENA Regional Director of Schools Online as well as the Director of the Kids and Youth Programs for the Regional Informational Technology and Software Engineering Center (RITSEC). In 1997, Ms. Ramzy embarked on her vision to create the first internationally acclaimed Egyptian children gateway as Little Horus. In an effort to pursue her dream she expanded her vision and became the co-founder of 21st Century Kids Clubs, technology centers for youth.

In recognition to her work, she received a number of national and international awards including an honorary award by Egypt's First Lady and Cable & Wireless Childnet International Award for excellence.

Ms. Ramzy is an Eisenhower fellow, and served on a number of national, regional and international NGO boards. She holds an M.Sc. from London School of Economics in Analysis, Design and Management of Information Systems, and a BA in Business Administration from the American University in Cairo.

John W. Stanton helped found McCaw Cellular Communications in 1982, early in his wireless industry career, where he served as Chief Operating Officer and Vice Chairman. McCaw was the largest wireless operator in the U.S. by 1989 and was sold to form AT&T Wireless in 1994. Beginning in 1989, he formed a series of private entities that in 1994 were combined to form Western Wireless Corporation, where he served as Chairman and Chief Executive Officer from 1989 - 2005. Western Wireless was the nation's seventh largest independent cellular company when it merged with Alltel Corporation in August 2005. Western Wireless also operated wireless systems in eleven foreign countries in Europe, Africa and South America. Western Wireless formed VoiceStream Wireless as a subsidiary in 1995, and spun off as an independent public

company in May 1999. Mr. Stanton served as Chairman and Chief Executive Officer of VoiceStream until it was sold to Deutsche Telekom in 2001. Deutsche Telekom changed the name to T-Mobile, which is now the fourth US largest operator. Mr. Stanton served as Chairman and CEO of VoiceStream and T-Mobile USA from 1995 to 2003.

In 2006, Mr. Stanton and several colleagues formed Trilogy Equity Partners, which invests in small wireless related companies, and Trilogy International Partners which operates wireless systems in south and central America. He served as chairman of national wireless associations three times, during the 1980's representing McCaw, the 90's representing Western Wireless and in 2000-01 representing VoiceStream/T-Mobile. He presently serves as a board member of Hutchison Telecommunications International, Columbia Sportswear and as a Trustee of Whitman College. A Seattle native, Mr. Stanton graduated from Whitman College with a Bachelor of Arts in Political Science and received his M.B.A. from Harvard Business School.

Andy Stergachis, Ph.D, RPh, is Professor of Epidemiology and Global Health and Adjunct Professor of Pharmacy, and Associate Dean, School of Public Health and Community Medicine, University of Washington. He served as the University's Interim Chairman of the Department of Pathobiology, Chairman of the Department of Pharmacy, and Founding Director of the Program in Pharmaceutical Outcomes Research and Policy. From 1998-2003, he was Vice President, Chief Pharmacist at drugstore.com. His awards include Burroughs Wellcome Scholar in Pharmacoepidemiology; Research Achievement Award in Economic, Marketing and Management Sciences; one of the 50 Most Influential Pharmacists in U.S; and the Pinnacle Award for career contributions towards improving quality of care through the medication use process. Dr. Stergachis served on the Institute of Medicine's Committee on the Assessment of the U.S. Drug Safety System. In 2006 he was awarded a pilot project grant from the Puget Sound Partners for Global Health to study pharmacovigilance models for pregnancy malaria in Sub-Saharan Africa and spent a sabbatical with the Infectious Diseases Institute, Makerere University, Kampala, Uganda. He directs a global strategy planning grant in pharmacovigilance awarded by the Bill and Melinda Gates Foundation. At the UW, he co-teaches courses in emergency preparedness and response for health professionals and in global health pharmacy.

Team Mentors

(listed alphabetically)

James Dailey is founder and director of Micro Energy Credits a new firm in the energy access sector. He previously worked at the Grameen Technology Center and led the development of the Microfinance Open Source (Mifos) project. He holds a degree in MIS from the University of Notre Dame, and a Masters in international environmental policy from the University of Washington. A long time Board member of Climate Solutions, he has written on the impact of Climate Change on West Africa, where he started his career as a Peace Corps volunteer.

Duane Dunk is Director of Global Drinking Water Markets with HaloSource Inc. His career spans 14+ years in drinking water purification, primarily focused on business development, translating market requirements into product development guidance for household consumer devices. He has written or co-authored twelve published technical articles and conference papers involving various aspects of water treatment technology and is on the Board of Directors of HaloSource Technologies Pvt. Ltd. India. Prior work includes serving as Managing Director at Marathon Ceramics, a former REI subsidiary; Director of International Development at Tandy Corporation for the Memorex® brand; Director of Finance with three software development divisions of Dun & Bradstreet; and as Controller within one of the Clayton W. Williams Jr. group of companies. He is a Texas CPA, with undergraduate degrees in marketing and accounting, and an MBA with dual specializations in marketing and e-commerce. He speaks Portuguese and is conversant in Spanish.

Umit Gokce is the Co-Founder and CEO of MedModule, Inc., an integrator of proprietary multimedia technology and expert medical information founded in 2000. Prior to MedModule, Umit founded and ran four high-tech businesses on four continents over a period of twelve years. This includes an Internet related focus from 1995 to 1999 as Founder / CEO of UBG Digital Media LLC. He served as Executive Vice President of UBG International Inc, a wireless technology company operating from 1993 to 2002 in Eastern Europe and the Middle-East. Prior to that, he was CEO of UBG Communications, a multimedia development company in Chicago and Universal Business Group, a Tokyo based exporter of electronics. Umit serves as a board advisor to the University of Washington Business School's CIBER, a board member of the Around-n-Over educational foundation, and is actively involved in leading the development of community youth sports programs in the Seattle area.

Merrill Grogel has over 30 years of experience working on large capital construction projects both domestically and internationally. His background is in accounting and finance, so he manages the capital cost of those projects. Over his career he has worked with clients in the power, environmental, telecom and chemical fields. Mr. Grogel's degree is a BS in Finance from DePaul University in Chicago.

Amy Hagopian is on the faculty at the UW School of Public Health and Community Medicine, where she teaches, advises students, and conducts research on international health workforce issues. She is senior health workforce policy advisor to Health Alliance International, a non-governmental organization working with Ministries of Health around the world to improve population health. She has led the University of Washington sister university collaboration with Basra University in Iraq, and is principal investigator on a Puget Sound Partners project to gather epidemiology data on pediatric cancers and birth defects in Basra. Her particular research interest is in the area of health worker migration from low-income countries to wealthy countries. Ms. Hagopian is active in the American Public Health Association, and in the Seattle public schools. She serves on the board of College Access Now, which works to assist “first generation” students gain entry to college.

Erica Jacoby, a commercialization officer in PATH’s Technology Solutions Strategic Program, serves as a key resource in the general areas of market development and commercialization activities. Her primary responsibilities include selecting commercial partners; conducting market assessments; developing commercialization strategies; and writing and negotiating legal agreements. In these capacities, she is involved with several different technology development projects at PATH including needle-free injections, vitamin-fortified rice, neonatal resuscitators, cervical cancer vaccine, and HIV/STI prevention technologies such as a woman’s condom.

Ajay Jha is the Project Coordinator for Limited Irrigation Agribusiness Management, in Agricultural and Resource Economics at Colorado State University. Mr. Jha is a NCIIA March Madness competition participant, has experience in helping sustainable ventures, has worked with social entrepreneurship in India, and has helped BLI stove start up.

Dipika Matthias leads a variety of business development and commercialization activities at PATH (Program for Appropriate Technology in Health), focusing primarily on developing sustainable markets for novel immunization technologies in the developing world. She has an extensive range of experience forging public/private partnerships to advance, commercialize, and ensure global access to these technologies for populations in need. She also directs the market research, economic and social impact modeling, and advocacy strategies required for developing the value propositions that are needed to engage key buyers, suppliers, and regulatory agencies in these markets. Before joining PATH, Ms. Matthias was a Director of Marketing at a subsidiary of Merck and also worked at the World Bank for several years. Ms. Matthias’ work has been published in several major journals on topics ranging from vaccine delivery to the role of information technology in improving health. She holds an MBA from Yale and a B.S. in Electrical Engineering from the University of Vermont.

Caroline Mitchell is Acting Instructor at the University of Washington, Department of Obstetrics & Gynecology. Dr. Mitchell did her undergraduate degree at Harvard University, majoring in Women's Studies. Her thesis project surveyed health care

providers and community women on attitudes and perceptions of the national family planning program in Nigeria. She then entered the Peace Corps and spent two years teaching secondary school in Lesotho, a small country in Southern Africa. She returned to Harvard Medical School for her MD, graduating in 2002, and moving to Seattle for her residency in Obstetrics & Gynecology. Upon completing residency training in 2006, she was awarded an NIH career development grant to study HIV infection in women. She is currently involved in research projects in the US, Peru, Kenya and Ethiopia.

William Nicolls is a board member for CrookedTrails.com. Seattle Real Estate & Business Consultant with a long-time interest in a variety of Puget Sound NGO's.

Jarrett Payne is an Attorney at Law/Owner, NW Venture Law, PLLC . The company was founded to support small to medium size company business law needs and entrepreneurs in starting their business ventures. Clients ranged from construction companies to fast growing high-tech companies. Mr. Payne is experienced in International Business, Law, and Intellectual Property. Premier customer service oriented, innovative and entrepreneurial, strong communicator, and team player. Broadened perspective through diverse industry and cultural experience including living and working outside of the U.S. Language skills include fluency in German and studies in various other languages.

Russell Saimons is a Financial Advisor with the Investment firm Smith Barney where he is a partner in the Saimons Group. He currently serves on the Board of Sound Mental Health, the South Lake Union Chamber of Commerce, and the Eastlake Community Council. Mr. Saimons is passionate about issues relating to global poverty, education, and economic self determination.

Elaine Shen is a Research Alliance Manager at the Allen Institute for Brain Science where she is responsible for management of large projects and various research collaborations. Prior to joining the Allen Institute, Shen held both scientific and marketing positions in biotechnology and contract research companies and was an Adjunct Assistant Professor at the University of Denver. Shen earned a Ph.D. in Behavioral Neuroscience from Oregon Health and Science University, and received postdoctoral training at the University of California, San Francisco and the Institute for Behavioral Genetics, University of Colorado at Boulder. Shen obtained a Technology Management M.B.A. from the University of Washington (Foster School of Business) in 2005.

Joe Silver is Efficiency Analyst at Unitus, a nonprofit organization that is a leader in scaling innovative solutions to global poverty. As a member of their Microfinance Services team, he focuses on improving efficiency to help MFI's grow. Previously he worked at GE Capital as an analyst in their Financial Management Program, a development program consisting of rotations in various commercial finance businesses. Joe graduated from the University of Washington with a B.A. in Business Administration, focusing in Finance, Marketing and Entrepreneurship.

Gael Tarleton works with UW faculty to identify new research opportunities and help them capture research funding from both private and public institutions. She has served as Director of Corporate and Foundation Relations for the College of Arts and Sciences and as Special Assistant for Global Strategies in the Office of Global Affairs, Office of the Provost. In the near future she will become Manager, Partnerships and New Initiatives, for the Pacific Rim Visualization and Analytics Center in the College of Engineering's Department of Technical Communications. She has helped faculty win more than \$15 million in grants and gifts to support interdisciplinary research with UW and external partners. Ms. Tarleton previously was Vice President and Manager for the international subsidiary, SAIC Global Technology, and also spent nearly 10 years in the U.S. Defense Department as a research analyst. She holds an MA and BS in Foreign Service from Georgetown University, Washington, D.C.

David Tushin is currently the Managing Director of Blue Rhino Consulting Group and has several years of experience working with Fortune 1000 companies. Acting in a consulting role, he is in charge of SEC filings, structuring deals, forming strategic partnerships, and raising capital by working with angels and private equity firms. In addition to working at BRCC, Mr. Tushin is the CFO for Symcell Corporation, a new technology venture which provides aggregate shopping information over a consumer's cellular phone via text to speech technology. When not working, Mr. Tushin enjoys traveling, flying small aircraft, working on future business plans, and spending time with his family. For more information about Mr. Tushin and his projects visit his website at www.davidthushin.com.

Jeff Tuttle graduated from the University of California, Davis in '93 with a Bachelors of Science in Chemistry. He worked for Microsoft as a Medium Business (50-1000 computers) Salesman focused on the New York Metropolitan Area for 12 years. Mr. Tuttle volunteered for the Peace Corps as a Business and NGO Specialist in the Central Asian Republic of Kyrgyzstan. He is currently looking for work in the Relationship Management and/or NGO business realm.

Alan Van Boven is Vice President for Transportation Management Solutions, Infor. He served as the CEO of ShipLogix, which was acquired by Infor in 2007, responsible for market and product strategies, overall business development, organization development and securing financing. He had been the CEO of nPassage, one of the earliest providers of a multi-tenant, web-hosted Transportation Management offering, which merged with ShipLogix in 2001. Prior to his focus on logistics technology, Mr. van Boven managed the delivery of fraud detection, network mediation and billing systems for US Government agencies and wireless service providers. He graduated from the University of Washington with a BS in Mathematics in 1978 with graduate studies at Stanford and Seattle University.

Tim Wood is the Technical Program Manager at the Grameen Foundation. Tim specializes in applying information technology to address the problems of poverty and

health in developing countries. After 12 years at Microsoft working on software development, Tim spent two years consulting with the Bill & Melinda Gates Foundation looking at the intersection of Information Technology and Global Health. He joined Grameen Technology Center in 2002 and pioneered replication of the Grameen Village Phone program, launching sustainable initiatives in Uganda and Rwanda and co-authoring the *Village Phone Replication Manual*. Tim brings a broad range of technical and business expertise, and a valued perspective on technology initiatives for developing countries.

Jenny Zenner currently manages the global marketing strategy for co-branding Fitness by Precor exclusively across Hilton Family Hotels. Before joining Precor she was a client services manager for The Hartman Group, a consumer insights firm specializing in wellness and sustainability. Ms. Zenner's marketing experience spans pharmaceuticals, medical devices, health clubs and professional sports sponsorships. Her efforts within organizations have been to establish common ground for strategic partnerships and co-promotions, build customer relationships, and create consistent branded experiences. Ms. Zenner earned her MBA degree from the Darden Graduate School of Business Administration at the University of Virginia, her MEd degree in sport and exercise psychology from the University of Virginia, and her bachelor's in psychology from Washington State University.

Team Ambassadors & GSEC Volunteers

Team ambassadors are UW students assigned to non-UW teams. Team Ambassador responsibilities include transporting their team to and from the airport, attending GSEC events, spending time with their assigned team, and familiarizing teams with the UW campus and Seattle. If time permits, Team Ambassadors will provide feedback regarding their team's presentation for the competition.

We would like to thank the following Team Ambassadors for their contribution to, support of and interest in GSEC 2008:

Amy Zuckerman: Team Ambassador Coordinator, Human Resource Management, Foster School of Business

Jorge-Alonso Chegade: Build Your Own Village Team Ambassador, Marketing/Entrepreneurship

Andrea Clough: Embrace Global Team Ambassador, Foster School of Business

Ji Hye Kim: Banque pour Tous Team Ambassador, Law

Weishung Liu: Solar Light Delivery Solutions (SOLIDS) Team Ambassador, School of Art and Jackson School of International Studies

Wai Yee (Bertha) Mak: WTR Compost Team Ambassador, Foster School of Business

Paul Meighan: Slag Bloc, Ltd. Team Ambassador, MBA, Foster School of Business

Christina Oh: Akan Energy Team Ambassador, International Studies, Jackson School of International Studies

Amy Parente: KAITE-Social Investment in Zimbabwe Team Ambassador, Evans School of Public Affairs

Eric Reed: WaterPLUS Team Ambassador, Foster School of Business

Radha Sayyaparaju: PRIME- Powering Rural India by Micro Team Ambassador, Finance and Information Systems, Foster School of Business

Pascale Verly: Smart Start Birth Kits Team Ambassador, Organization Leadership Management / UW School of Medicine Staff

We would also like to recognize the generous support of many GSEC 2008 volunteers, who contributed to the program's success.