



**2009 Global Social
Entrepreneurship Competition
Business Plan Summaries**

Global Social Entrepreneurship Competition 2009 Business Plan Summary

Aahar: Meals for Poor at 10 cents

Narsee Monjee Institute of Management Studies University, Mumbai, India

Our vision is “to fuel India’s hunger for achievement by providing nutritious meals to the most common of common man”. A common man, especially the one at the bottom of the pyramid of the society is, today emerging as the most important driver of the growth of emerging economies. The concept is being used to design products from a shampoo sachet to cheap cars. Providing means to advance and develop the commonest of common man by targeting one of their core problems, hunger, gives impetus to the nation’s desire for achievement and growth that it aims for.

Our mission is to provide nutritious meals to slum dwellers at 5 rupees (10 cents) in a disposable ready-to-eat packet available for breakfast and dinner (lunch is eaten at work or at school). The meal will have rice, Masoor Dal, jaggery and one seasonal vegetable (peel) . The menu has been planned taking into account the Recommended Dietary Allowance (RDA) 1800 kilocalories per day; each pack contains approximately 700 kilocalories. Masoor Dal has been chosen because it is the cheapest and the Chilka version of the Dal provides more nutritional value.

In addition, we will be empowering women within the area by hiring them to compile these packets while paying them a higher wage rate and providing them with free food packets for their family.

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Bright Credit

University of Washington, USA

Bright Credit is a Seattle-based organization that offers micro-loans for both business and secondary education to micro-microfinance beneficiaries in Ghana. Our mission is to leverage the microfinance industry to instill the value of secondary education to loan beneficiaries and their families.

By utilizing advanced social networking tools, Bright Credit connects members of the developed world directly to Ghanaian children in need of funding for their education. Micro-finance has become increasingly more recognized in recent years for its potential to eradicate poverty by providing small loans to impoverished entrepreneurs.

By piggy-backing on the existing infrastructure created by a micro-finance institute, Bright Credit introduces a unique approach to child sponsorship and benefits from easier access to low income clients who have already been identified. The incentive to our clients is a reduced interest rate on their entire loan package, including both education loans and a small decrease in enterprise loans.

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Golden Waste

National Institute of Industrial Engineering (NITIE), Mumbai India

At Golden Waste we believe in converting waste into “gold” i.e. converting household and organizational waste into VermiCompost. Golden Waste (GOWA) is a business that simultaneously takes into account the society, environment, health, and of course return on investment. Vermicomposting utilizes earthworms to convert organic waste e.g. food waste, plant material and animal manure, into vermicompost which acts as a natural manure.

GOWA will follow a Collective Social business model in which the society, industry and GOWA will work for the mutual benefit. This business is still in the planning phase and some pilot projects have been carried out to assure proper functioning of the model. One such pilot project is carried out at National Institute of Industrial Engineering (Mumbai, India).

GOWA will solve societal problem of waste disposal, will prevent environmental degradation by promoting the use natural vermicompost manure and provide our society with healthy organic food. In the process we make a sustainable and profitable business. The Social Return on Investment (SROI) will include quantitative and qualitative parameters

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GreenOil: Decentralized Bio-fuel Centres for Rural Energy Sufficiency

S.P. Jain Institute of Management & Research; and Applied Environmental Research Foundation, Mumbai, India

Fuel prices have fluctuated by record levels over the last year, affecting inflation as well as growth. For a developing country like India, which imports up to 85% of its fuel requirements every year, this does not augur well, especially when it is struggling to achieve inclusive growth in the rural parts of the country. There are innumerable parts of rural India which have a huge potential for growth, but lack the most basic necessity of a reliable source of electric power and the access to basic power backed tools for agriculture (like tractors, electric irrigation systems, etcetera). This, for a rural economy which strives almost entirely on agriculture.

This project seeks to empower villages by providing them with a sustainable and independent source of energy based on Straight Vegetable Oil (SVO), especially the Pongamia Straight Vegetable Oil (PSVO). By establishing decentralized bio-fuel resource centres based on SVO, this project endeavors to provide a continuous and reliable source of energy in the rural part of the country, which would inevitably result in the economic development of the region and its people. The SVO can be used in any of fossil diesel powered instruments like electricity generators, tractors and irrigation pump sets.

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Gyan: Language Education for the Bottom of the Pyramid

Kellogg School of Management, Illinois, USA

GYAN means —*knowledge* in Hindi. We identify and train education entrepreneurs to launch their own GYAN vocational English centers. Each entrepreneur receives a micro-franchise-in-a-box containing computers, relevant and effective English instruction and business content, as well as consulting and operational support. In turn, these entrepreneurs recruit qualified teachers in the local community who utilize the provided solution to teach vocational English to rural students. These students will be equipped with the skills they need to seek more lucrative jobs that require English language skills.

The overall goal of GYAN is to formulate a robust, sustainable and practical learning ecosystem that will create lasting, meaningful change for the bottom of the pyramid. We will bring economic benefit to local entrepreneurs, teachers and students and enable the rural poor to compete in an increasingly competitive world.

GYAN franchises target ambitious youth between the ages of 15 – 21. To maintain quality, GYAN corporate is responsible for creating content, marketing, and growing the GYAN brand. Quarterly audits and follow-up training of entrepreneurs and teachers ensure continued quality of vocational training. Our chief differentiators are 1) customized vocational training for the students 2) quality guarantee for the employers and 3) scalability of centers throughout the country.

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Llamadas Pedaleadas: Pedal-Powered Telephone System

University of Alberta, Alberta, Canada

Llamadas Pedaleadas is a ready-made, renewable energy business that sells national and international phone calls from a modified bicycle. In the developing world, bicycles perform numerous functions – from selling ice cream to taxiing people – and now, to make phone calls. The units (including the bicycle, telephones and system) are sold at cost and profit is generated from the reselling of national and international minutes to the entrepreneur. The vision is to create a ready-made business for local entrepreneurs to increase access to affordable communications for bottom of the pyramid customers.

Using a car alternator and car battery to power the phone systems attached to the front of bicycles, people can gain access to cost effective communication services almost anywhere within the country; and there is no need for electricity as the battery is recharged on renewable energy – the cyclist. By providing a ready-made and fully transportable business, local entrepreneurs can take advantage of the many festivals and concerts that are celebrated around the country by setting up communication centers or cycle around towns, villages, and communities to provide communication access to those that do not have it. The rechargeable battery has a secondary asset to the entrepreneur as it can be used as a power source after work hours.

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MiNGO

University of Washington, USA

MiNGO's vision is that effective NGOs in Latin America have the financial resources they need to meet the challenges they face. To this end, MiNGO builds donor networks of ex- international volunteers to financially support their host NGOs.

International volunteers have powerful, life changing experiences working with NGOs in developing countries. Through these experiences, volunteers become personally invested in and loyal advocates of their NGOs. Unfortunately, these relationships often end once the volunteers return home, as staying connected in meaningful ways is logistically challenging. Still, these veteran volunteers represent an enormous, untapped resource. MiNGO will create stable funding streams for NGOs by tracking, cultivating and soliciting these exvolunteers.

The resulting donor networks will help NGOs increase their capacity in a reliable manner, and therefore allow them to have an even greater impact. Our goal is to be self-sustaining in 4 – 6 years through a fee-for-service approach, applied to contributions. MiNGO will launch its service with an initial focus on Guatemala and El Salvador, and scale its own operations as lessons are learned from our initial NGO partnerships.

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Naqua

Singapore Management University, Singapore

Naqua's vision is to raise the standard of living for people living in rural Nepal through the involvement of the community to engage in self-sustainable village-owned water treatment. A Singapore company has developed a low-cost manually-driven water treatment module which makes use of ultra-filtration membrane technology to deliver clean and hygienic drinking water. Our plan is to tap on this technology and install the water treatment module at the village level to raise the standard of living for those living in rural Nepal.

Our objectives include (1) educating the villagers on the importance of water cleanliness and hygiene, (2) providing technology to process water to a clean state for the community to raise their quality of health and (3) creating employment opportunities. Our idea is to deliver water that is safe for consumption through a decentralized network of community-owned village enterprises.

Each village will maintain their own Village Water Treatment Enterprise (VWTE) that will provide an affordable source of clean water to their people. With water being supplied through a sustainable business model, villagers are encouraged to become self-sufficient. Naqua will provide a total solution to help alleviate the low access to clean, drinkable water. The company will provide the infrastructure of the system while making use of its partner network to bring in relevant stakeholders to help start-up sustainable community-owned water treatment enterprises.

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Pioneer Healthcare Services

Indian School of Business, Hyderabad, India

Many rural areas in India do not have easily accessible hi-tech and professional healthcare facilities. In an effort to address the concern of this majority of population, we propose building a network of hospitals in rural areas that will be served by a central city hospital in a "Hub and Spoke" model and this setup will provide healthcare services to the entire population in its vicinity.

We plan to launch a 100-bed city hospital in Chennai, a metro city in state of Tamil Nadu, India and one 25-bed rural center each at Ponneri and Guduvancheri, two towns near Chennai in the first phase of the plan. The network of hospitals in a Hub and Spoke arrangement in rural areas is a challenging business value creation process aimed at combining the best of medical facilities and technologies with the knowledge and experience of personnel from healthcare industries to introduce sustainable and affordable solutions tailor-made to meet region specific needs. The model is based on high volume low cost strategy with stress on maximum resource utilization. Extensive use of Telemedicine and 24 Hrs ambulance support will be the predominant means of connectivity of city hospital and rural centers. Local people from villages would be trained as paramedical personnel for generating local employment and tackling human resource challenge. This will provide affordable quality healthcare services to the doorstep of the common man.

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RGI Imigongo Project

University of Washington, USA

RGI Imigongo Project creates a sustainable revenue stream by reviving and selling traditional art, thus funding education, fostering economic empowerment for the community, and creating hope for generations of women.

Rwanda Girls Initiative (RGI) is a pending nonprofit organization with plans to build a school for girls in the Gashora sector of the Bugesera district, which was one of the hardest hit areas of the Rwandan genocide. After the genocide, there were no schools, hospitals, factories, government departments or utilities functioning. Today, significant focus is being paid to this devastated district, including the building of a new, international airport and investments in infrastructure; however, there is still much work to be done. RGI will build a secondary boarding school for girls as its first project in order to positively impact the future of Rwanda.

The objective of the Imigongo Project is to create a sustainable resource to supplement the funding of this academy in an entrepreneurial venture that can also be incorporated into the curriculum to teach the girls valuable career skills. By providing a sustainable revenue stream to support the school, dependency on donations will be reduced and a greater longevity will be guaranteed for the school. This project will also fairly promote the native art and culture of Rwanda around the world through the sale of Rwandan art in international markets, specifically, Imigongo paintings.

Imigongo originates from the Kibungo region, in eastern Rwanda near the Tanzanian border. Intricate yet simplistic geometric designs made of cow dung, minerals, medicinal plants and water, Imigongo paintings are Rwanda's most distinctive art form and dates back to the 18th century. The tradition of Imigongo almost disappeared with the 1994 genocide. This project will also revitalize the community's interest and appreciation of this unique part of Rwandan culture.

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SolarCycle: Solar Oven Systems

Brown University, Rhode Island, USA

SolarCycle began in 2008 in response to the staggering environmental damage and negative health effects caused by contaminated drinking water and indoor air pollution in the developing world. Seeking to address this issue from the ground up with locally-available, low-cost materials, SolarCycle's founders looked to the most unusual of raw materials - trash. We have designed a revolutionary material made from used plastic bags and the aluminized interior of chip bags, which will replace virgin plastics and mirrors in solar concentrating applications.

Using this "upcycled" manufacturing process, SolarCycle produces the most durable, sustainable, and financially accessible solar cookers and water pasteurizers on the market and turns an urban trash problem into a potential solution for diarrheal illnesses and respiratory diseases. We plan to market our products in Sub-Saharan Africa (beginning in Tanzania) through partnerships with microfinance groups.

While we ultimately plan to make a profit on the sale of our material, we are also creating economic opportunity on a local scale: a microentrepreneur could obtain a loan in order to purchase a pasteurizer and sell clean water as a business, or a woman could buy a batch of cookers and sell them at her roadside stand alongside food or crafts. Our marketing and sales team will focus on building NGO partnerships to facilitate the microfinance loans and our work with the local communities—from health education to installation workshops – that that will help promote our products, make the microentrepreneurs' jobs easier, and, ultimately, improve villages' health and welfare.

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Text for Health

Johns Hopkins School of Public Health; Yale School of Medicine, Connecticut, USA

Text for Health is a project designed to utilize increasing mobile phone usage in rural Ghana to give individuals access to more accurate disease and therapy information. Through a network based on mobile phones, we will connect licensed chemical sellers (LCS) in Ghana with individuals who need medication by getting them the correct drugs and by making sure they take their medications properly. The information stored in our system will serve as a databank of medical information that will be used by health institutions for research purposes.

The Text for Health service is a new, innovative diagnosis system for licensed chemical sellers in the rural areas of Ghana, based on the recent increase in cell phone use in the country. Our product is a subscription service via text messaging that can provide rural LCS with better diagnosing information to help sell appropriate drugs to the public. The steps for using our product are as follows:

1. Customer goes to licensed chemical seller (LCS).
2. LCS texts symptoms to our service using a specific input format.
3. An automatic response from the server at the Text for Health center recommending what drugs should be sold to person is sent to the LCS.
4. LCS sells drug to customer and texts us back with drug sold and dosage.

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West Africa Consumer-Protection Grid

IMANI, Ghana; Princeton University, USA

Across the developing world, especially in West Africa where WapGrid intends to operate, the issue of fake and counterfeit medication has degenerated into a crisis due to the lack of an economically accessible, technically feasible and literacy-neutral system that can assist consumers and regulators quickly distinguish between fake and genuine drugs at the point of sale or purchase. The WHO estimates that in most emerging markets, up to 30% of drugs are compromised.

The mPedigree system, a mobile-phone based platform that protects consumers and patients from dangerous counterfeit medicines, is currently deployed in Ghana and has been tested in a successful pilot over the course of three months in 2008. WapGrid is a franchise operator that will extend the mPedigree platform to other West African countries by developing a uniform deployment model. The mPedigree platform is financially self-sustaining and commercially viable through fees charged per successful authentication, advertising, and customer service revenues. WapGrid will extend the platform across West Africa.

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Youth Education Farms for Swaziland

University of British Columbia; Face of Today Foundation, British Columbia, Canada

Youth Education Farms (YEF) is a project that will develop farm land in already operating farms near schools in rural areas. Local students will then work alongside full time farm employees part time throughout their elementary to high school tenure. Profits from the sales of farm produce will be used to fund the students' tuition fees and fund either University tuition or local business initiatives created by the students. Our vision is to provide an environment for the sustainable development of orphans and communities in rural Swaziland through farming, while funding their future education and endeavors.

The challenges and obstacles of ineffective aid, a diminishing agricultural community, undependable climate conditions, inaccessible loans and increasing cost of capital compounded by rising rates of return, lend little hope for the safe and nurturing development of Swaziland's many orphaned children who represent Swaziland's future. YEF will not only be responsible for improving the living conditions of the students and employees of each farm, but will contribute to the current and future stability of rural communities in Swaziland.

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