

GSEC is a business plan competition in which
students from around the world
– and across fields of study –
find creative, commercially sustainable solutions
to problems of poverty in the developing world.

As a leading-edge initiative at the University of
Washington, GSEC encourages bolder and less
conventional business solutions to global poverty
and builds the skills of future
global social entrepreneurs.

GSEC is organized by the UW Global Business Center
and made possible through 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/>

Table of Contents

About GSEC	3
Sponsors	4
GSEC Week Events Schedule	5
GSEC Trade Show	5
Coaching Round.....	5
Competition Preliminary Round.....	5
Competition Final Round	5
GSEC Awards Banquet.....	5
Coaching Round Schedule.....	6
Preliminary Round Schedule	7
Final Round Schedule.....	8
About the Teams.....	9
Banquet Keynote Speaker.....	16
Screening Round Judges	17
Selection Committee.....	18
Trade Show Judges & Coaches	19
Preliminary Round Judges	20
Final Round Judges.....	29
Team Mentors	33
Team Ambassadors & GSEC Volunteers	36
UW North Central Campus Map	37

“GSEC was a wonderful introduction to the vibrant community of social entrepreneurs in Seattle. The GSEC staff connected my team with an outstanding mentor that provided excellent support and insight throughout our business plan writing process...Overall, I value my experience at GSEC in that it challenged me and my team to think about how business concepts can be applied effectively in the context of a developing country.” - *2nd Place Team Member, GSEC 2008*

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.

2009 marks the 5th anniversary of GSEC. Since it began over 300 students from 26 countries have participated in the program. This year we received applications from 16 countries, including Australia, Canada, China, Ghana, India, Indonesia, Japan, Nigeria, Singapore, the Netherlands, Uganda, United Kingdom, and Vietnam.

GSEC also encourages the multi-disciplinary collaboration: GSEC teams at the UW alone have had students from the schools of business, engineering, health sciences, international studies, law, and public administration.

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

“GSEC demonstrates the power of a few individuals to change the world. As a reflection of the Microsoft mission to enable people and businesses to realize their full potential, we are proud to be a sponsor of GSEC.” -*Akhtar Badshah, Senior Director, Community Affairs, Microsoft Corporation*

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Peg & Rick Young Foundation

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Sefrioui-Badissy Foundation

UW Center for Global Studies

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Pura Vida

GSEC Week Events Schedule

GSEC Trade Show

Wednesday, February 25, 4:00 - 6:00 p.m., UW HUB West Ballroom

The Trade Show provides the GSEC teams the opportunity to “sell” their business plan ideas to mock investors (judges) to compete for the Investor’s Choice Award. Investors will judge teams’ pitches and plans, based on the GSEC criteria, and will choose the best team.

Coaching Round

Thursday, February 26, 8:45 – 11:00 a.m., UW HUB

Teams present their business plans and receive feedback from participants in academia and the private sector. See schedule on page 6.

Competition Preliminary Round

Friday, February 27, 8:45 – 11:00 a.m., UW HUB

All teams present their business plan in the Preliminary Round and finalists teams are selected to compete in the Final Round for prize money. See schedule on page 7.

Competition Final Round

Friday, February 27, 1:50 – 4:30 p.m., Douglas Forum, Bank of America Executive Education Center, Foster School of Business

Finalist team presentation schedule will be posted online as soon as they are determined at http://foster.washington.edu/gsec/GSEC09_Final4.html.

GSEC Awards Banquet

Friday, February 29, 6:30 - 10:30 p.m., Fremont Studios

Please join us to celebrate 5 years of GSEC -- the world-class program that develops leaders who think differently and make a difference!

Featuring keynote speaker **Dr. William Foege**, the GSEC banquet will highlight GSEC teams’ innovative business solutions to problems of global poverty. You will have the chance to meet the teams during the reception and see prizes awarded to the winning teams. You won’t want to miss this inspirational and leading-edge event—including a surprise guest!

Advance registration for this event is required to attend; please register by Wednesday, February 25 at <https://www.brownpapertickets.com/event/54298>.

Coaching Round Schedule

Thursday, February 26: The Coaching Round will take place in the following rooms in the Husky Union Building (HUB) on the UW Campus (campus map on page 38).

Room	Time	Teams
HUB 106B	09:00 AM	GreenOil
	09:30 AM	Naqua
	10:00 AM	<i>BREAK</i>
	10:10 AM	MiNGO
HUB 200ABC	09:00 AM	Llamadas Pedaleadas: Pedal-Powered Telephone System
	09:30 AM	Pioneer Healthcare Services
	10:00 AM	<i>BREAK</i>
	10:10 AM	RGI Imigongo Project
	10:40 AM	Golden Waste
HUB 310	09:00 AM	Gyan: Language Education for the Bottom of the Pyramid
	09:30 AM	Text for Health
	10:00 AM	<i>BREAK</i>
	10:10 AM	West Africa Consumer-Protection Grid (WAPGRID)
HUB 309	09:00 AM	Youth Education Farms for Swaziland
	09:30 AM	Aahar: Meals for Poor at 10 cents
	10:00 AM	<i>BREAK</i>
	10:10 AM	SolarCycle
	10:40 AM	Bright Credit

Preliminary Round Schedule

Friday, February 27: The Preliminary Round will take place in the UW HUB (campus map on page 38).

Teams will have 10 minutes to present and 10 minutes for Q&A. There will be a 5-minute transition time between teams. Teams receive feedback from judges at the lunch following the Preliminary Rounds.

Room	Time	Teams
HUB 106B	9:00 AM	GreenOil
	9:25 AM	Naqua
	9:50 AM	BREAK
	10:00 AM	MiNGO
HUB 310	9:00 AM	Llamadas Pedaleadas: Pedal-Powered Telephone System
	9:25 AM	Pioneer Healthcare Services
	9:50 AM	BREAK
	10:00 AM	RGI Imigongo Project
	10:25 AM	Golden Waste
HUB 309	9:00 AM	Gyan: Language Education for the Bottom of the Pyramid
	9:25 AM	Text for Health
	9:50 AM	BREAK
	10:00 AM	West Africa Consumer-Protection Grid (WAPGRID)
HUB 209A	9:00 AM	Youth Education Farms for Swaziland
	9:25 AM	Aahar: Meals for Poor at 10 cents
	9:50 AM	BREAK
	10:00 AM	SolarCycle
	10:25 AM	Bright Credit

Final Round Schedule

Friday, February 27: The Final Round will be held in the Douglas Forum in the Bank of America Executive Education Center at the Foster School. Campus map on page 38.

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

Time	Agenda
1:50 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.	Youth Education Farms for Swaziland/Q&A
2:35 p.m.	West Africa Consumer-Protection Grid (WapGrid)/Q&A
3:00 p.m.	Aahar: Meals for poor at 10 cents/Q&A
<i>3:20 - 3:30 p.m.</i>	<i>BREAK</i>
3:35 p.m.	MiNGO/Q&A
4:00 p.m.	SolarCycle: Solar Oven Systems/Q&A
4:25 p.m.	End/Judges Deliberation

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

Aahar: Meal for poor at 10 cents

Narsee Monjee Institute of Management Studies University, Mumbai, India

Our mission is to provide full nutritious meals to slum dwellers at 10 cents in a ready to eat packet consisting of rice, pulses, and vegetable peels. Each of these packets will serve 800 calories. 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.

Team Members:

Rahul Kumar Agarwal*	rahulkumar.agarwal@yahoo.com
Sidharth Bedi	sidharth.bedi@gmail.com
Ankit Jain*	ankitzen@gmail.com
Sreejith N G*	sreejithng1@gmail.com

Bright Credit

University of Washington, Seattle, WA, USA

Bright Credit is a Seattle-based non-profit organization that offers secondary education loans to the children of micro-finance 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.

Team Members:

Brett Horvath*	bretthorvath@gmail.com
Sammie Rayner*	raynes@u.washington.edu
Lindsey Van Zanten	
Avi Zellman*	azellman@u.washington.edu

GSEC was the first competition we did and it moved our business plan along significantly and our presentation to another level. It was a great “learning experience” in professionalizing our business plan and presentation. – *Finalist, 2007 GSEC*

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

Golden Waste

National Institute of Industrial Engineering (NITIE), Mumbai, India

Golden Waste (GW) converts household and organizational waste into vermicompost. With the use of earthworms, organic waste can be converted into vermicompost, which acts as a natural manure. Following the conversion, vermicompost will be sold to farmers to produce organic food products. Free of cost, GW installs and maintains domestic and industrial vermicompost setups. Our mission is to be the best and most efficient producer of organic soil enhancers and related products across the globe. GW will solve the societal problems revolving around waste disposal and prevent environmental degradation by promoting the use of natural vermicompost manure and provide our society with healthy organic food.

Team Members:

Mohd Kaif

mohammedkaif.07@gmail.com

Jayendran Panneerselvam*

jayendran.panneerselvam@gmail.com

GreenOil: Decentralized Bio-fuel Centres for Rural Energy Sufficiency **S.P. Jain Institute of Management & Research; and Applied Environmental Research Foundation, Mumbai, India**

This project seeks to empower villages in India by providing them with a sustainable and independent source of energy based on Straight Vegetable Oil (SVO), in particular the Pongamia Straight Vegetable Oil (PSVO). By establishing decentralized bio-fuel resource centres based on SVO, this project will 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.

Team Members:

Ravish Ralhen

ravishralhen@gmail.com

Rahul Ramchandani*

rahul.ramchandani@gmail.com

Siddharth Natarajan

natarajan.siddharth@gmail.com

About the Teams

* Team members marked with an asterisk are in Seattle for GSEC 2009.

Gyan: Language Education for the Bottom of the Pyramid

Kellogg School of Management, Evanston, IL, USA

Gyan is a for-profit education franchise delivering vocational English courses and business skills to rural youth in India. We provide a unique business-in-a-box offering that teaches business skills to education entrepreneurs and enables them to generate income through vocational English instruction to their rural communities. The business-in-a-box is an interactive education platform using laptops, wireless technology and the most effective English content to provide cutting-edge vocational training to Gyan's students. From this training, our rural students will gain access to more lucrative job opportunities requiring English knowledge. The overall goal of Gyan is to formulate a robust, sustainable and practical learning ecosystem that can transform language education for India's rural poor who need to learn English to compete in an increasingly competitive world economy.

Team Members:

Navin Advani	nadvani2009@kellogg.northwestern.edu
Esther Choy*	echoy2009@kellogg.northwestern.edu
Supina Mapon*	smapon2009@kellogg.northwestern.edu
Pavan Singh	psingh2009@kellogg.northwestern.edu
Ramya Singh	rsingh2009@kellogg.northwestern.edu
Tiffany Urrechaga	turrechaga2009@kellogg.northwestern.edu

Llamadas Pedaleadas: Pedal-Powered Telephone System

University of Alberta, Edmonton, AB, Canada

Pedal-powered telephone system in Nicaragua 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.

Team Members:

Horacio Cuevas*	horacio@ualberta.ca
Sophie Genty*	sophie.genty@edhec.com
Paul Mathew Cheruvathur*	cheruvat@ualberta.ca
Richard Tuck*	rtuck@ualberta.ca

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

MiNGO

University of Washington, Seattle, WA, USA

MiNGO focuses on building donor networks of ex- international volunteers to financially support their host NGOs in Latin America. This will diversify and strengthen the NGOs' current revenue streams. MiNGO's vision is that effective NGOs in developing countries have the financial resources to meet the challenges they face. MiNGO creates the infrastructure, methods and timeframes for NGOs to track, cultivate and financially-leverage their ex-volunteers.

Team Members:

Mike Foote*	mdfoote@u.washington.edu
Mari Hickmann*	hickmm@u.washington.edu
Patrick Tsao*	pattsao@u.washington.edu

Naqua

Singapore Management University, Singapore

Naqua is a water treatment project with the vision of increasing access to drinkable water within the rural regions of Nepal. 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 business model aims to deliver water that is truly safe for consumption through a decentralized network of villages. Each village will maintain their own water treatment modules which will provide an affordable source of clean water to their people. With the water being supplied through a sustainable business model, the villagers are encouraged to become self-sufficient instead of relying on external aid.

Team Members:

Kelvin Low*	kelvin.low.2006@smu.edu.sg
Leonard Tan Qirong*	leonard.tan.2007@smu.edu.sg
Jamie Ko Weiling*	jamie.ko.2007@smu.edu.sg

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

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 this concern, Pioneer Healthcare Services proposes to build a network of hospitals in rural areas that will be served by a central city hospital in a Hub and Spoke model. This will provide affordable quality healthcare services to the doorstep of the common man.

Team Members:

Radhika Vasanthakumar*	Radhika_Vasanthakumar@pgp2009.isb.edu
Manish Sundaresan Laligam*	Manish_Laligam@pgp2009.isb.edu
Rajarshi Ray *	Rajarshi_Ray@pgp2009.isb.edu
Ritesh Dogra*	Ritesh_Dogra@pgp2009.isb.edu
Ritu Garg*	Ritu_Garg@pgp2009.isb.edu

RGI Imigongo Project

University of Washington, Seattle, WA, USA

After the genocide in the Bugesera District of Rwanda, significant focus is being paid to this devastated district. Rwanda Girls Initiative (RGI) will build a secondary boarding school for girls as its first project in order to positively impact the future of the district and of Rwanda. The RGI Dung Painting Project will partner with artists to sell uniquely Rwandan products, such as cow dung paintings. RGI students will assist in designing and running the website, online communication, ecommerce, marketing, and advertising. The vision of the Dung Painting Project is to create a sustainable additional resource to supplement the funding of this academy in an entrepreneurial venture that can be incorporated into the curriculum to teach students valuable career skills.

Team Members:

David Coyle*	david.coyle@us.army.mil
Matthew Olsen*	olse0193@u.washington.edu
Kat Wickersham*	katwickersham@gmail.com
Michelle Yang*	mhy@u.washington.edu

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

Solar Oven Systems

Brown University, Providence, RI, USA

Solar Oven Systems' mission is to respond to the need for alternative cooking technologies in Africa by manufacturing and distributing, at cost, simple and sustainable solar ovens made from locally available waste materials. A variety of solar ovens are already in use in a patchwork of locations across Africa. However, these ovens are too expensive and their distribution too localized to address the massive scope of the energy problem in rural Africa. Our ovens contain two principal innovations, one structural and one material, that will allow Solar Oven Systems to provide a sustainable and scalable solution to this challenge.

Team Members:

Drew Durbin	drew.durbin@gmail.com
Cory Goerdt*	cjgoerdt@yahoo.com
John Duffy Tilleman*	john.tilleman@gmail.com

Text for Health

Johns Hopkins School of Public Health, Baltimore, MD, USA; Yale School of Medicine, New Haven, CT, USA

Text for Health is a project designed to increase mobile phone usage in rural Ghana to give individuals increased access to more accurate disease and therapy information. Through a network based on mobile phones, we will connect licensed chemical sellers 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.

Team Members:

Ada Kwan*	kwantada@gmail.com
Yehoda Martei*	yehoda.martei@gmail.com
Denise A. F. Twum*	denise.twum@gmail.com

About the Teams

** Team members marked with an asterisk are in Seattle for GSEC 2009.*

West Africa Consumer-Protection Grid

IMANI, Accra, Ghana; Princeton University, Princeton, NJ, USA

According to WHO, more than 30% of pharmaceuticals sold in the developing world are counterfeit or fake. MPedigree proposes a global platform to stop the deadly catastrophe of counterfeit and fake pharmaceuticals sold in many developing world countries, with a focus on Africa and the Indian sub-continent using stakeholder networking and appropriate technology. 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.

Team Members:

Kathryn Boateng*	kayboatic@gmail.com
Bright B. Simons*	BBSimons@gmail.com

Youth Education Farms for Swaziland

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

Youth Education Farms 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 idle orphans and communities in rural Swaziland through farming, while funding their future education and endeavors.

Team Members:

David Mandell*	davemandell@hotmail.com
Ada Cheung*	ada.chingyin@gmail.com
Joanne Chui*	joanne.h.chui@gmail.com
Richard Mari *	rickmari@actionview.ca
Riley Mari *	rmari@interchange.ubc.ca

Banquet Keynote Speaker

Dr. William Foege, Senior Fellow, Global Health Program, Bill & Melinda Gates Foundation

William H. Foege is an epidemiologist who worked in the successful campaign to eradicate smallpox in the 1970s. Dr. Foege became Chief of the CDC Smallpox Eradication Program, and was appointed director of the U.S. Centers for Disease Control in 1977. He attended Pacific Lutheran University, received his medical degree from the University of Washington, and his Master's in Public Health from Harvard University.

In 1984, Foege and several colleagues formed the Task Force for Child Survival, a working group for the World Health Organization, UNICEF, The World Bank, the United Nations Development Program, and the Rockefeller Foundation. Its success in accelerating childhood immunization led to an expansion of its mandate in 1991 to include other issues which diminish the quality of life for children.

Dr. Foege joined the Carter Center in 1986 as Executive Director, Fellow for Health Policy and Executive Director of Global 2000. In 1992, he resigned as executive director of the Carter Center, but continued in his role as a Fellow and as Executive Director of the Task Force for Child Survival and Development. In January 1997, he joined the faculty of Emory University, where he was Presidential Distinguished Professor of International Health at the Rollins School of Public Health. In September 1999, Dr. Foege became a Senior Medical Advisor for the Bill and Melinda Gates Foundation. In October 1999, Dr. Foege resigned as Executive Director of the Task Force for Child Survival and Development. Dr. Foege retired from Emory University in December of 2001, however he remains active as Presidential Distinguished Professor Emeritus of International Health. He continues his work at the Gates foundation as Senior Fellow, in the Global Health Program.

Dr. Foege has championed many issues, but child survival and development, injury prevention, population, preventive medicine, and public health leadership are of special interest, particularly in the developing world. He is a strong proponent of disease eradication and control, and has taken an active role in the eradication of Guinea worm, polio and measles, and the elimination of River Blindness. By writing and lecturing extensively, Dr. Foege has succeeded in broadening public awareness of these issues and bringing them to the forefront of domestic and international health policies.

Dr. Foege is the recipient of many awards, holds honorary degrees from numerous institutions, and was named a Fellow of the London School of Tropical Medicine and Hygiene in 1997. He is the author of more than 125 professional publications.

Screening Round Judges

(listed alphabetically)

Helen Adams, UW Michael G. Foster School of Business
Jenn Adrien, UW Michael G. Foster School of Business
April Atwood, UW Michael G. Foster School of Business
Chris Bauman, UW Michael G. Foster School of Business
John Castle, UW Michael G. Foster School of Business
Ming Fan, UW Michael G. Foster School of Business
Russ Fish, UW Michael G. Foster School of Business
Greg Fisher, UW Michael G. Foster School of Business
Christina Fong, UW Michael G. Foster School of Business
Mike Giambattista, UW Michael G. Foster School of Business
Brian Glaister, UW Michael G. Foster School of Business
David Harrison, UW Michael G. Foster School of Business
Kathleen Hatch, UW Michael G. Foster School of Business
Frank Hodge, UW Michael G. Foster School of Business
Camille Howells, University of Colorado, Denver
Shailendra Jain, UW Michael G. Foster School of Business
Ajay Jha, Colorado State University
Hugh Judd, UW Michael G. Foster School of Business
Ted Klastorin, UW Michael G. Foster School of Business
Jack Knellinger, Youth Venture Seattle
Jennifer Koski, UW Michael G. Foster School of Business
Subodhta Kumar, UW Michael G. Foster School of Business
Dawn Loeliger, UW Michael G. Foster School of Business
Doug MacLachlan, UW Michael G. Foster School of Business
Hamed Mamani, UW Michael G. Foster School of Business
Lewis Mandell, UW Michael G. Foster School of Business
Rick McPherson, UW Michael G. Foster School of Business
Alan Muller, UW Michael G. Foster School of Business
Abubaker Musuuza, Change Manager, East Africa Programs, Ashoka
Mary Ann Odegaard, UW Michael G. Foster School of Business
Tom Porter, UW Michael G. Foster School of Business
Jennifer Romich, UW Michael G. Foster School of Business
Terry Shevlin, UW Michael G. Foster School of Business
Christopher Somogyi, Intellectual Ventures
Wilson Wan, UW Michael G. Foster School of Business

Selection Committee

(listed alphabetically)

Scott Barnhart, UW School of Medicine/Harborview Medical Center

Michael Burnap, United Commercial Bank

Joseph Chow, Microsoft Corporation

John Diefendorf, Xerox Corporation

Deborah Elvins, Adkins, Plant, Elvins & Black, PLLC

Jeff Harris, UW Health Services

Kathryn Horner, Group Health

Jee-Young Kim, UW School of Social Work

Jeffrey Krida, i-to-i Meaningful Travel

Judy McMillan, UW School of Medicine

Shannon Mills, PATH

William B. "Nick" Niccolls, CrookedTrails.com

Dorothy Paun, UW College of Forest Resources

Peter Peterson, Digital Media Consulting

Russell J. Saimons, Smith Barney

Elaine Shen, Allen Institute for Brain Science

Joe Silver, Unitus

Alan Van Boven, Supply Chain Visions

Nancy Woods, UW School of Nursing

Trade Show Judges

(listed alphabetically)

Ayush Agarwal, Madrona Venture Group
Mary Baker Anderson, Calipa Partners
Amit Chopra, Microsoft Corporation
Dean Decrease, Re-Vision Labs
John Diefendorf, Xerox Corporation
Tim Dubel, Microsoft Community Affairs
Maryel Duzan, Seraph Capital
Deborah Elvins, Adkins, Plant, Elvins & Black PLLC
Nasha Fitter, Microsoft Unlimited Potential Group
Josh Herst, Entrepreneur
Chris Hilderbrand, Microsoft Corporation
Jack Knellinger, Youth Venture Seattle
Loretta Little, WRF Capital
Lewis Mandell, Aspen Institute, UW Michael G. Foster School of Business
Joe Massey, Tuck School of Business, Dartmouth College
Leslie Grace McCune, La Tienda Folk Art Gallery
Jeffrey Miller, Pivotal Lighting Design
Michael Mortier, Finsphere Corporation
Robert Ness, Ness Consulting
David Parker, Independent
Scott Rabinowitz, DHR International
Pamela Rhodes
Gary Ritner, Ritner & Company
Michael Verchot, UW Michael G. Foster School of Business
Tim Wood, Technical Project Manager
Joanne Young, The Peg & Rick Young Foundation

Coaches

(listed alphabetically)

Mihyar Alnifaidy, MPA Candidate 2009, UW Evans School of Public Affairs
John Castle, Lecturer in Entrepreneurship, UW Michael G. Foster School of Business
Judi Kalitzki, Director, MBA Leadership Development, UW Michael G. Foster School of Business
Vitaly Nishanov, PhD Candidate, UW Michael G. Foster School of Business
Loryn Paxton Founder, Seattle Children's Museum, UW
Sanjay Varma, Business Analyst, Washington Mutual

Preliminary Round Judges

(listed alphabetically)

Michael Aldridge is a Group Manager in Microsoft's Unlimited Potential Group focusing on incubations of shared access computing solutions. His current work focuses on the discovery and concept development of new kinds of relevant technology and services for underserved communities in the developing world. He also founded and runs the Design For Development Award as part of Microsoft's Imagine Cup competition for WW University students. This award was designed to encourage the creativity of students to help solve one of the eight United Nations Millennium Development Goals by creating a software solution designed to meet the needs of end-users who earn less than \$8 USD a day.

A 14-year veteran of Microsoft, Michael has studied and worked both in Hong Kong and China for over 7 years with Microsoft and Standard Chartered Bank. Earlier roles at Microsoft's headquarters in Redmond included marketing and product planning working on Windows, Office, Internet Explorer, Digital Media technology and Windows Live services.

Prior to his work in IT, Michael studied Chinese and African History and Politics at Colorado College, and the Chinese University of Hong Kong, worked in refugee camps for the UNHCR, and was awarded a Watson Fellowship for research on Hong Kong's governmental transition from colony to PRC rule.

Linda Anderson-Carnahan

After graduating with a double major in chemistry and biophysical environmental studies from Northland College in Ashland, WI, and a Masters of Science in Public Health from the University of North Carolina, Linda started her career with EPA Region 4 (Atlanta) after a short stint with the Centers for Disease Control and Prevention. Linda worked in both EPA Regions 4 and 5 (Chicago) in the area of water standards and water quality-based NPDES permitting, establishing and reviewing chemical-specific and whole effluent toxicity limits. This work provided Linda with the opportunity for a detail at EPA's ORD Laboratory in Duluth, MN, where she co-authored EPA's Methods for Aquatic Toxicity Identification Evaluations, and later an assignment with the Australian Commonwealth Scientific and Industrial Research Organization in Griffith, New South Wales, where she established an aquatic toxicity testing program. Linda's first supervisory assignment was at the EPA Athens, GA, Lab where she lead the group responsible for performing toxicity tests in support of the Region 4 Water and Superfund programs. Linda headed up the Region 4 Comparative Risk Project in the early 90s, before becoming the Chief of the Planning and Pollution Prevention Section.

During her 14 years in Region 4, Linda also served as the Chief of the Technical Support Section and later, the Air Planning Branch. During her time in the Air Division, Linda was involved in high profile issues involving community-based environmental protection, mercury deposition in the Everglades, and transportation conformity. After a short detail with the EPA Region 10 Office of Air, Linda joined Region 10 (Seattle) in 2001 as the Grants Management Officer, where she established the Region's first post-award monitoring program. As part of the Agency's Senior Executive Service Candidate Development Program, Linda served in a detail as the acting Deputy Budget Director for EPA in the Office of the Chief Financial Officer (OCFO). On returning from OCFO,

Linda directed Region 10's Manchester Laboratory. Linda's current position is Associate Director of the Office of Management Programs, which comprises the Region's grants, budget, finance, facilities, human resources, civil rights, information technology, contracting and continuity of operations programs. Linda is currently on a detail as acting Associate Director of the EPA Region 10 Office of Environmental Cleanup. Linda and her husband David live in Bremerton. Linda, is passionate about her outdoor pursuits, which include hiking, backpacking, mountaineering, rock climbing, cycling, canoeing and kayaking.

Sarah Barnhart is Senior Program Manager for Microsoft's Community Affairs where she manages the global program operations and execution of Microsoft's software donations programs for nonprofit organizations around the world. Prior to Microsoft, Sarah worked as a consultant and external evaluator for grant-funded education programs in the US and Mexico. She served as a development director for higher education institutions in Denver and Atlanta, and also worked for several years as an internet strategy and marketing consultant for corporate and non-profit clients. Sarah has an MBA in Strategy and International Finance from Emory University's Goizueta Business School.

Charles Brennick started InterConnection in 1999. InterConnection is a Seattle-based nonprofit organization that works to make information technology accessible to underserved communities around the world. InterConnection trains local low-income volunteers to test, fix and upgrade computers. The computers refurbished by volunteers are provided to schools and nonprofit organizations based locally and abroad. Last year InterConnection refurbished nearly 6,000 computers. Prior to managing InterConnection, Mr Brennick worked for Snohomish County Parks as a natural resource planner and was a Peace Corps volunteer in Paraguay.

Aaron Brown

Peter Carl resides in the Puget Sound area, and is currently a private consultant concentrating on financial restructuring and international trade and investment issues. He has over 30 years of experience in these areas including over 18 years working for international banking organizations both domestically and internationally. He has worked in a number of Southeast Asian countries in both marketing and management positions handling corporate, government and financial industry business for several American financial institutions.

In his consultancy practice, he has worked with both domestic and foreign customers on topics ranging from securing both working capital and trade finance to company valuation and mergers and acquisitions. Mr. Carl holds a MBA degree with a concentration in International Business from The American University in Washington, DC.

James Dailey is a Senior Technology Consultant and Principle of Microfinance Open Source LLC and CTO of Micro Energy Credits (MEC). He has worked with Microfinance Institutions, Apex Institutions, and Banking organizations in Pakistan, Tunisia, Nigeria, India, Kingdom of Tonga, Nepal, Vanuatu, Bolivia, and other countries. He has worked for the World Bank (IFC) under the auspices of Shorebank International, and independently for Sevak Solutions, a leading organization in international microfinance technology consulting. Formerly, he worked at the Grameen Technology Center, after its founding in 2001 he 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. He has worked on several business start-up concepts, including Credit Bureaus for Microfinance and Microfinance Clearinghouse. He is also a long time Board member of Climate Solutions, a non-profit in Seattle, and has written on the impact of Climate Change on West Africa. He started his career as a Peace Corps volunteer in West Africa, teaching mathematics in French, and building rural schools. He has taught microfinance courses at the University of Washington.

D. Duane Dunk is Director, Drinking Water, at HaloSource, Inc. Duane's career spans 16 years in drinking water purification globally, primarily focused on business development and translating market requirements into product development guidance for household consumer devices to improve water safety and health. He has written or co-authored fourteen published technical articles and conference papers involving various aspects of water treatment technology and serve on the Board of Directors of HaloSource Technologies Pvt. Ltd. India.

Prior work in two other water industry companies includes serving as Managing Director at Marathon Ceramics, a former REI subsidiary, and as Managing Director of Vector Environmental Technologies establishing business in Vietnam during the American embargo under U.S. Special Export Licensing for health and humanitarian purposes.

Previously, Duane served as Director of International Development at Tandy Corporation for the *Memorex*® brand, where he launched 18 international markets over a two-year period. He was also Director of Finance for three software divisions of Dun & Bradstreet, and served as Controller with one of the Clayton W. Williams Jr. group of companies, the largest independent oil producer in Texas at the time. Duane holds a Texas CPA license and has 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.

Dennis M. Gawlik, C.P.M., has two decades of supply chain and change management experience, both domestically and internationally, including a broad range of supply chain, procurement, purchasing, logistics, and transportation experience. Mr. Gawlik is the Director of Purchasing Services at the University of Washington. Most recently, he held positions as Manager of Strategic Sourcing at Seattle Children's Hospital and as VP of Enterprise Supply Management at WaMu. He was also the managing director of supply management at Alaska Airlines and Director of Global Procurement for Starbucks / Seattle Coffee Company.

Mr. Gawlik has also held positions as manager-operations procurement for Amazon.com, and as vice president-supplier management for Buyers Access, in addition to supplier management, procurement, and logistics positions with American President Companies, Ltd. (APC), marketing/pricing positions for Consolidated Rail Corporation (Conrail) and CSX, as well as Carrier Systems Motor Freight. Mr. Gawlik has taught operations management as an adjunct faculty member at the University of Washington-Bothell, as well at Colorado Christian University, Golden Gate University, and San Francisco State University.

He has a BA degree in Economics and Geography from Northwestern University, a graduate diploma in business administration from the University of Toronto, and a Master of Science in transportation/business logistics from Pennsylvania State University. Mr. Gawlik is a certified procurement manager (C.P.M.) of the Institute of Supply Management (ISM), a certified member (CTM) of the American Society of Transportation & Logistics

(AST&L) and a member of the Council of Logistics Management (CLM) and the International Association for Contract and Commercial Management (IACCM).

Stephen Gloyd, MD, MPH, Professor, Global Health and Health Services, is a family practice physician and a member of the UW faculty since 1986. He is the Executive Director of Health Alliance International. He has worked for 30 years in Africa, Latin America, and Asia as a clinician, manager, researcher, teacher, and policy advocate. His work has focused on improving primary health care, including maternal-child health services, tuberculosis control, and STD/AIDS. He has written and spoken extensively on the political economy of global health care and the connection between neoliberalism and health.

In addition to teaching and research, Professor Gloyd directs the Education and Curriculum Office of the UW's Department of Global Health. His work with Health Alliance International is designed to strengthen health care with the Ministries of Health of Mozambique, Cote d'Ivoire, Sudan, and Timor-Leste.

Dr. Gloyd received his BA and MPH from Harvard, his MD from the University of Chicago, and his residency at the UW. His foreign languages include Portuguese, Spanish, and French.

Arun Gore, Managing Director and Principal, Gray Ghost Ventures Social Venture Fund, comes to social venture capital investing after executive roles in information and communications technology companies. Arun brings his entrepreneurial skills, general management experience and commitment to economic development to Gray Ghost Social Venture Fund's management, international operations, portfolio development and social and financial value creation.

Arun worked for T-Mobile USA in various capacities from managing market operation, budgeting, vendor financing, special projects, streamlining operations and restructuring departments and business centers to improve financial and operational efficiency. As CFO of Cook Inlet T-Mobile, he was engaged in managing joint venture operations.

Before joining T-Mobile, Arun led the international operations of SAI Inc., an energy and oil field supplies company operating in over 13 countries in Europe, Asia and Middle East. Arun worked as a financial controller and held various accounting and finance positions. Arun has a BSc (Science) from India, he also has BS (Accounting) and MBA (Finance) degrees from the USA.

Anna Haley-Lock is an Assistant Professor at the University of Washington School of Social Work, and holds a Term Professorship in Work/Life Leadership. Her research focuses on the relationship of workplace and job conditions to workforce stability, diversity, and performance. She has examined these issues within for-profit settings, studying low-wage, low-skill jobs; as well as nonprofit social service organizations. She is currently conducting research on variation in the employment conditions experienced by restaurant waitstaff in Seattle, Chicago, and Vancouver (Canada) chains, as well as in independently owned and chain restaurants in urban and rural Washington State. In another study, she is investigating the relationships of the location of employment, residence, and dependent care and timing of work and dependent care on the work-life balance of urban professionals. Prof. Haley-Lock teaches social policy, organizational theory and behavior and management in the Schools of Social Work and Business. She completed her graduate work at the University of Chicago School of Social Service Administration.

Don Hodun is the General Manager, West Coast Operations for Marine Systems Inc. Marine Systems, Inc. was established in 1966 with the goal of becoming the best in its field, providing premium service in support of marine vessel operations. Today, MSI is recognized for its leadership in on-location, problem-solving service for diesel engine repair, remanufacturing and replacement parts, as well as reduction gear repair for a wide range of vessels. Don holds an MSEE, MBA. He is a 14-year Navy veteran specializing in Ship Maintenance, operations roles in high-tech manufacturing, distribution, and service.

Michael Isensee is a Partner in KPMG's Seattle Advisory practice with over twelve years of technical and business experience to audit, manage and improve technology in a business context. In his current role, Mr. Isensee is responsible for all IT external audit services in the Pacific Northwest. He has significant experience in the areas of IT audit, IT process analysis and design, project management, IT strategy and outsourcing, privacy, and information security. Mr. Isensee has served industries internationally ranging from retail, hi-tech, financial services, communication, manufacturing, healthcare, to energy and utilities.

Mr. Isensee received a Diplom-Kaufmann degree in Business Administration (a MBA equivalent degree) from the University of Siegen, Germany, with concentrations in Accounting, Finance and Information Systems. He is a Certified Public Accountant, a Certified Information Technology Professional, a Certified Information Systems Auditor, a certified Project Management Professional, and is ITIL Foundation certified. Further, he is a member of the American Institute of Certified Public Accountants and the Information Systems Audit and Control Association.

Roy Mann is a visionary and master collaborator who possesses the special skills necessary to assemble and motivate coalitions. Mann has advised PATH, a global health catalyst, with its real estate strategy for the last three years. Chris Elias, President of PATH, writes, "Two things distinguish Roy from other leaders in his industry. First, he has 25 years of direct service to the poor both in the U.S. and internationally – his compassion for our mission is genuine. Second, Roy has the intellectual and multicultural capabilities to leverage CBRE's international capacity on behalf of his clients." Rich experiences in international outreach contribute to a client-centered approach to doing business. Mann lives in Seattle with his wife and two young children.

Patrick McAllister has been working for over 15 years to promote consumer financial issues, primarily in microfinance. He has worked in retail banking and with the US Department of Housing and Urban Development, finding market-based alternatives to foreclosure for borrowers, and increased access to a range of financial services. Through much of his career, he has focused on strengthening retail microfinance institutions so that consumers may have better access to an array of financial services.

In his last post, Mr. McAllister was director of microfinance at Catholic Relief Services, overseeing microfinance programs in 30 countries. He left in August 2002 to focus on consumer protection and the development of healthy microfinance industries. He is the founder of Couris Consult, a firm specialized in microfinance with clients including the Bill and Melinda Gates Foundation, the World Bank and the SEEP Network. Mr. McAllister holds an M.A. in Development Studies from University College, Dublin, and a B.A. in Economics from the University of Wisconsin.

James R. Moore has managed organizations as large as 400 people, set up manufacturing and distribution operations, assisted in successful M & A transactions, and raised capital for low and high technology ventures. For the past ten years, Jim has worked with early stage technology companies and later stage companies in other industries in the Northwest, serving in roles including COO, CFO, VP Ops and Director. Since mid-2000, his focus has been on the commercialization of micro- and nano-technologies.

Since moving to the Pacific Northwest 20 years ago, Jim's experience has included:

- Managing Director of Enterprise Capital Resources (five years), a firm that raised capital for early stage companies and published the monthly Private Equity Review.
- Founder and Vice President of Merchant Pacific Capital a merchant banking organization (sold to Empire Capital) .
- COO and CFO of Direct Services, Inc., a 20 person direct marketing firm and marketing database management firm.
- CFO and VP Operations of Amaray International, a \$30+ million injection-molding firm for whom he led the (a) consolidation of distribution and manufacturing operations, (b) financial restructuring, and (c) integration of a large division into an NYSE-listed acquirer's operations.
- Consultant on successful turnarounds, acquisitions and business plans.

Jim has helped start up four companies and bring them to the revenue expansion stage. He was a director of the Northwest Entrepreneur Network and, in 2000 he founded and chaired NWEN's successful Early Stage Investment Forum (ESIF) that annually brings investors together with promising ventures from the Pacific Northwest.

Jim is a past President of the Harvard Business School Club of Puget Sound and currently serves on its Board, he is also a past VP for Service and Director of the Rotary Club of Seattle (world's largest) and Chairman of Water 1st International, a non-profit organization focused on bringing clean water to impoverished communities in developing countries. Jim has led multi-cultural project teams in 20 different countries of Europe, Asia and Africa. He earned B.A. (Engineering & Applied Physics), M.B.A. and Master in Regional Planning degrees from Harvard University.

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, Craig focused primarily on Japanese pharma companies, but also covered drug, food, and nutrition companies throughout Asia. Craig's investment banking experience centered on fundamental company analysis, corporate finance, and derivative finance.

In 1999, Craig 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, Craig helped his colleague Blaise Judja-Sato with his vision of bringing essential health services to the poor in Africa and beyond. By 2000, the vision developed into VillageReach, which Craig joined full time in 2001.

At VillageReach, Craig has functioned in every capacity from paper filer to Acting President. He is currently VillageReach's Chief Financial Officer and Director of Social Business. Craig has an MBA from the University of Chicago and a BA from the Jackson School of International Studies at the University of Washington. He holds the Chartered Financial Analyst (CFA) designation.

Dorothy Paun is a UW associate professor and has been a visiting professor at the Università Bocconi's Business School in Italy, Helsinki School of Economics and Business in Finland, and University of British Columbia in Canada. Her degrees are in international marketing (PhD), international finance (MBA), and natural resources (BS). Dr. Paun's achievements demonstrate a record of innovative teaching and research related to business, the environment, and social responsibility. Her research publications include corporate financial, environmental, and social responsibility performance assessment; negotiating pricing in international countertrade (winner of the Academy of Marketing Science's Alpha Kappa Psi Research Award); and predictors of product innovation success.

Dr. Paun was recently awarded a Fulbright Distinguished Chair Award, is an industry consultant, and prior to her academic career, was a stockbroker at Shearson/American Express where she won the coveted President's Club Award.

Scott D. Robertson is Vice President and Chief Financial Officer of Crown Moving Co., Inc. In this position, he is accountable for the organization's financial planning and accounting practices as well as its relationship with lending institutions, shareholders, and the financial community as well as cash management. Mr. Robertson directly supervises the finance, accounting, payroll, administrative and IT/Communication functions. He is responsible for budget preparation and financial reporting for six Mayflower and United Van Lines agencies in Washington and North Carolina.

Mr. Robertson is an active participant in finance related committees for Mayflower and United Van Lines, and for the Washington Trucking Association. Past President of Transport Federal Credit Union serving members of the Washington Trucking Association.

Mr. Robertson earned a BA in Business Administration at the UW Foster School of Business, and an MS in Taxation from Golden Gate University (Seattle campus).

Gail Romero, President and CEO of MacKenzie-Romero Consulting, is responsible for business development and integrating strategic alliances with global policy makers, medical and scientific communities, media, academics, politicians, nonprofits, community leaders and corporations. As part of the MacKenzie-Romero executive team she works to ensure that all media relations, policy makers, investors, board of directors, business development and consultants provide and enhance the necessary framework to continue their efforts in providing projects, programs and services around the world.

Romero has over 30 years of international public relations, business development, consulting and investment relations experience in the commercial and independent sectors working on behalf of organizations, many who have positively impacted the world's disadvantaged. Romero's work has garnered noteworthy media attention and includes numerous published works, presentations, training films, film productions and award winning campaigns. Past clients include international organizations such as the Nobel Prize nominee Rural Development Institute, and the renowned National Bureau of Asian Research, Leadership Advancement International, as well as biotechnology and medical device companies such as AVM Biotechnology, Sound Choice Pharmaceutical Institute and Core Werks, Inc.

Romero currently serves on the Advisory Council for Seattle University's Albers School of Business and Economics where she focuses on their International Economic Development program. Advisory Council for iLEAP Fellows, Board of Directors for Sound Choice Pharmaceutical Institute and is an annual judge for the Global Social Entrepreneurs

Competition at the University of Washington. She is a Paul Harris Fellow, member of Rotary International, Media Communications Association-International, Association of Fundraising Professionals, Leader to Leader Institute and Women Business Owners Association. Gail 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 book "*Getting to Tilt – taking a nonprofit to and through the tipping point*" is forthcoming in 2009.

Aaron Rose is an entrepreneur and business advisor developing business opportunities in the information and communications technology, renewable energy, clean technology, agriculture, and textile sectors. He also develops funding strategies and provides technical assistance to aspiring entrepreneurs in Africa, Asia, Eastern Europe, and Latin America.

Since 1999, Mr. Rose has served as President of Rose Consulting, advising companies of all sizes in global strategic planning and business development, international growth management, and knowledge management. Mr. Rose's expertise is evaluating market readiness and barriers of entry, creating strategic alignment between business operations and business strategy, assessing existing corporate, financial and operational plans, and improving business performance to gain operational efficiencies and more effective resource allocation.

With respect to the public sector, Mr. Rose advises governments in promoting comparative national advantages in order to attract foreign direct investment, communicating investment opportunities, and creating private sector development strategies including public-private partnerships. Furthermore, he consults governments and global development agencies on international trade and sustainable economic development policies, country competitiveness and accountability issues.

Mr. Rose received his Bachelor of Arts in Philosophy at Seattle University and serves on the Trade Development Alliance of Greater Seattle's Advisory Council, American-Uzbekistan Chamber of Commerce's Board of Directors, and Vice President of the Seattle-Be'er Sheva (Israel) Sister City Association. He served as a delegate to the United Nations World Summit in 2005 and continues to advise world leaders on economic, technology, and trade development. Lastly, Mr. Rose is a Visiting Professor at CFDE University in Port-au-Prince, Haiti teaching seminars on Entrepreneur and Business Development and he is the founder of the CFDE University Centre for Entrepreneur Development.

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. 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).

Don 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. He serves on the Board of Global Visionaries, a Seattle-based organization that educates and empowers youth to become active leaders and global citizens who promote social and environmental justice.

Kentaro Toyama is co-founder and assistant managing director of Microsoft Research India, in Bangalore, where he supports the lab's daily operation and contributes to strategy and overall management. He also leads the "Technology for Emerging Markets" group, which conducts multidisciplinary research to identify applications of computing and electronic technology for socio-economic development. In 2006, he co-founded the IEEE/ACM International Conference on Information and Communication Technologies and Development (ICTD), as a global platform for rigorous scholarship in this area. Prior to his work in India, Kentaro did research in computer vision, multimedia, and digital graphics in Redmond and taught mathematics at Ashesi University in Ghana. Kentaro graduated with a PhD in computer science from Yale and a bachelor's degree in physics from Harvard.

Tom Trimbath was originally an aerospace engineer, but is now semi-retired from that career and has become a non-fiction writer, nature photographer, speaker, and an entrepreneur. His most recent book, *Dream. Invest. Live.* describes one way to balance life and money. Investing in small companies and holding the stocks for years can help people reach their goals without devoting their life to managing their portfolio. Tom has a passion for startup businesses and a similar social entrepreneurial business development program.

Amy Tucker views sustainability as an inspiration for innovation and advancement. Tucker invented XEKO and established Matter Group after 12 years in high-tech and custom publishing, where she architected integrated-media programs for companies including Microsoft, Nintendo, and T-Mobile. As vice president of strategic development at Fluent Communications, Tucker crafted programs that included Microsoft's first consumer e-commerce engine, Nintendo's Pokémon website, and T-Mobile's mobile content program.

In 2004, Tucker took time off to travel and research, turning her creative vision and experience toward advancement in global sustainability, where she seeks to influence individuals, businesses, and policy makers in ways that support the long-term health of our planet. In 2005 Tucker founded Matter Group, an incubator for sustainability advancements, with close friend and business maven Sönny Spearman. Xeko, a multi-platform children's entertainment property, starting with a trading card game, website, club, and eco-friendly toys, features the *Legend of Xeko* and endangered species from the world's conservation hotspots.

A world traveler, artist, yogini, and snowboarder, Tucker serves on the Seattle Art Museum's Contemporary Art Executive Council and guest teaches at Seattle's School of Visual Concepts. She's the singer/songwriter for Future Factory, a Seattle folk/punk band. A Boettcher Scholar, Tucker graduated magna cum laude from The Colorado College.

Jessica Vexler is a management consultant at Slalom Consulting, where she enjoys helping companies reach their potential. Prior to working in the private sector, Jessica spent three years in Washington, DC consulting for the Federal government and six years in the non-profit sector, where her last position was the Director of Development for the YMCA of Greater Seattle. Jessica has an MBA and a Masters in International Affairs from American University and a Bachelor of Arts from The Evergreen State College.

Final Round Judges

(listed alphabetically)

Akhtar Badshah is the senior director of Global Community Affairs at Microsoft Corporation, where he administers the company's global community investment and employee programs. Through monetary grants, software and curriculum donations, technology solutions, and employee volunteer hours, Microsoft supports programs and organizations that address the needs of communities worldwide.

Among his responsibilities, Mr. Badshah manages the Microsoft Unlimited Potential Community Technology Skills Program (CTSP), a global initiative designed to help narrow the technology skills gap; aid global work-force development; and create social and economic opportunity by providing technology training through community technology centers. Mr. Badshah also oversees programs aimed at helping nonprofit organizations improve their effectiveness through increased technology capacity. This includes Microsoft's signature partnerships with organizations such as NPower, the Boys & Girls Clubs of America, telecentre.org, TechSoup and NetHope.

Prior to joining Microsoft, Mr. Badshah was the CEO and president of Digital Partners Foundation, a Seattle-area nonprofit organization whose mission is to utilize the digital economy to benefit the poor. At Digital Partners, he established the organization's core programs in India, Africa and Latin America. His work included development of the Digital Partners Social Venture Fund, designed to support the expansion of IT-based anti-poverty efforts around the world, and the Digital Partners Social Enterprise Laboratory (SEL), an initiative that provides mentorship and seed money to entrepreneurs whose vision and business models use ICT to empower the poor and their underserved communities.

Mr. Badshah is a Board Member of United Way King County, the Global Knowledge Partnership, Council on Foundations, Youth Employment Summit Inc, and the US Chamber of Commerce's Business Civic Leadership Center. He also serves on the WA Governor's New Americans Policy Council and AYP Blue Ribbon Commission, and on Advisory Boards of the following organizations: World Affairs Council (Seattle), Santa Clara University Center for Science Technology and Society, University of Washington South Asia Center, and UW Foster School of Business. Mr. Badshah co-edited "Connected for Development – Information Kiosks for Sustainability," and authored "Our Urban Future: New Paradigms for Equity and Sustainability," as well as several articles in international journals on Information Communication Technology for Development, megacities and sustainability, housing, and urban development.

Mr. Badshah is an architect by training, a doctoral graduate of the Massachusetts Institute of Technology, and the former president of the Lambda Alpha International, New Jersey Chapter. He is very active in the Seattle area community.

Stan Emert is Managing Director of Corporate Social Responsibility for Symetra Financial, a Puget Sound based national company owned by a Berkshire Hathaway-led investor group. 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 is in his fifth year of involvement with GSEC, and has led his company’s global involvement. He serves on the Seattle Steering Committee for the Initiative for Global Development; an Ambassador at PATH; and the Board of the World Affairs Council. Additionally, he is an Adjunct Faculty at UW teaching a senior level class in business, government and society and is a guest lecturer at in the Seattle University College of Arts and Sciences Institute for Public Service.

Mr. Emert is the co-founder, executive 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 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.

Harry Gatjens is a lifelong resident of the Seattle area. He received his BA and MBA from the University of Washington. Mr. Gatjens worked as the Chief Accounting Officer for a number of established firms in the 1970's through 1990's including Hal Griffith and Associates, Kawaguchi Travel and Marsh and McLennan.

Starting in 2000, Mr. Gatjens has worked primarily with startups in the high technology sector. These firms include MyFavoriteShoe.com, Speakeasy Network, Conversay and now Metafos. Metafos is developing an alternative payment system and aims to provide a better means for developing "cash based" economies to have security and ease of use in the trading of goods and services.

Maggie Neilson has addressed domestic and international social issues ranging from microfinance to childhood obesity. She has provided strategy, communications and management services to multiple non-profit and private sector organizations including the United Nations, Amazon.com, Unitus, Rachael Ray's Yum-o! Organization, the Cobalt Group, the M.A.C. Global AIDS Fund, Synergos and the E&J Gallo Winery.

As a strategy consultant, Maggie developed and implemented plans including corporate, foundation, public policy and non-profit partners. She has launched new organizations, restructured existing efforts, forged partnerships across sectors and branded international efforts.

In addition to her philanthropic and socially-focused work, Maggie's private-sector experience in the technology and consumer product fields includes marketing, sales, business development, product and project management.

Maggie is a founding board member of the Center for Women & Democracy, sits on the New Leadership Board for the International Women's Health Coalition, volunteers for a number of local children's and women's organizations and conducts international political trainings. Maggie holds a BS from the University of Washington and an MBA from Columbia University, both with honors.

Walter A. Orenstein, MD, is a Deputy Director for Vaccine-Preventable Diseases in Integrated Health Solutions Development of the Global Health Program at the Bill and Melinda Gates Foundation. Between 2004 and 2008, he was a Professor of Medicine and Pediatrics at Emory University, Associate Director of the Emory Vaccine Center and Director of the Emory Program on Vaccine Policy and Development among other responsibilities. Prior to 2004, he served as a former Assistant Surgeon General of the United States Public Health Service and Director of the National Immunization Program at the Centers for Disease Control and Prevention (CDC), where Dr. Orenstein successfully developed, promoted, facilitated and expanded new vaccination strategies to enhance disease prevention.

Dr. Orenstein has authored and co-authored numerous books, journals and reviews. Along with Stanley Plotkin, MD and Paul Offit, MD, Dr. Orenstein co-edited *Vaccines*, 5th edition in 2008 – the leading textbook in the field.

He is a fellow of the American Academy of Pediatrics, the Infectious Diseases Society of America and the Pediatric Infectious Diseases Society. He served as the CDC liaison to both the National Vaccine Advisory Committee and the American Academy of Pediatrics Committee on Infectious Diseases (COID). In 2006, he was elected to the Institute of Medicine. He is a past Chair of the Poliomyelitis Technical Consultative Group.

Dr. Orenstein received his Bachelor of Science at The City College of New York and his degree in Medicine from the Albert Einstein College of Medicine in 1972. He completed an internship and residency in pediatrics at the University of California, San Francisco and the Childrens Hospital of Los Angeles, followed by a fellowship in infectious diseases at the University of Southern California Medical School. Dr. Orenstein also completed a residency in preventive medicine at the CDC.

Michael Young is a 1975 graduate of Willamette University with a Bachelor of Science Degree in Political Science. While at Willamette he was a member of the Kappa Sigma fraternity and Omicron Delta Kappa, a national leadership society. Mr. Young moved to Seattle in 1987 to join a futures trading firm and has been a Vice President and Managing Director since 1992 of Pacific Futures Trading Company, Inc.

Mr. Young was appointed in 2001 to the Election Reform Advisory Committee by Secretary of State Sam Reed. Also, he served on the Citizens Steering Committee for implementation of the federally-mandated Help America Vote act. Mr. Young has been active in the Republican Party last serving a Chairman of the King County Republican Party. He has been elected a Delegate to four Republican National Conventions serving in 2004 on the National Platform Committee representing Washington State and in 2008 on the National Credentials Committee.

Mr. Young is married to Constance Owen and resides in Seattle.

Team Mentors

(listed alphabetically)

Tania Barron is a sustainable development specialist with Environmental Resources Management, a global environmental and sustainability consulting firm, based in Washington DC. Tania advises Fortune 100 companies on ways to operate their businesses more sustainably, taking into account the well-being of local economies, human health and the environment. Tania works with private sector companies, NGOs, communities and development organizations to find collaborative solutions to enhance the positive outcomes, and reduce the negative effects, of private sector development in the US, Latin America and Africa. Prior to joining ERM, Tania served as a consultant for The World Bank Group in Washington DC, designing tools and processes to gauge and increase civil society and NGO participation in the design and implementation of World Bank projects. Tania has a Masters Degree in Public Policy from the John F. Kennedy School of Government at Harvard University and a Bachelors of Science Degree in Psychology from the University of Washington. She is a Congressional Hispanic Caucus Institute Fellowship Alumni, a member of Phi Beta Kappa Honor Society and a recipient of various Office of Minority Affairs and Diversity academic awards from the University of Washington.

Claudia Capitini is a sustainability professional, avid explorer, traveler, and advocate. As a mentor for the GSEC, she brings a variety of professional experiences in applied sciences, environmental management, corporate responsibility, and international development research. These experiences give her a unique science-business-society lens through which she has over 8 years of success in the fields of international conservation, resource management, organizational change, and sustainability reporting. She currently pursues interdisciplinary work in sustainability, corporate responsibility and the climate change impacts of commodity networks. Claudia holds multiple post-graduate degrees in science, policy and management from both the University of Washington and Washington State University as well as a BA in environmental science from Northwestern University. Active in the Seattle community, Claudia is the Vice President of the Board of Directors at Crooked Trails, a local non-profit dedicated to sustainable cultural exchange and travel. She also participates in, volunteers and facilitates activities with organizations like The Mountaineers, The Coastal Society, Net Impact, and Team in Training. Claudia is passionate about the importance of life-long learning, work-life balance, and environmental conservation.

Kendra Chappell

Joseph Chow is currently a software engineer at Microsoft with strong interests in entrepreneurship to create more value with his technical skills. With over six years in the industry, Mr. Chow's experiences span from the desktop, server, database, web, and operations. At Microsoft, he has developed automation, tools, and managed infrastructure for Windows Live Family Safety, and backend services that catch junk email. Previously, he was a developer at Websense Inc. and taught computer science at three universities. Mr. Chow has a Bachelor of Computer Science (Hons) and graduated with First Class Honours from the University of Melbourne, Australia. With a Melbourne Abroad Scholarship, he

studied at the University of Washington for twelve months. Mr. Chow attended UC San Diego for graduate studies.

Begna Gebreyes has 8 years of transaction experience in principal investing, M&A and debt capital markets and extensive experience operating across Europe and the United States. Begna is a CFA and earned a BA in Economics from Stanford University.

Kathryn Horner currently works on public health research projects for Group Health Cooperative. Previously, she has worked on quality improvement initiatives for community health clinics in California. She has a Masters from the Harvard School of Public Health and her undergraduate degree is in Community Health from Brown University. Kathryn also volunteers as the Director of Evaluation for Mama Maria Kenya, an organization with health clinics in rural Kenya.

Ajay Jha earned a PhD in Biotechnology from University of Delhi, India and completed his Master's in Business Administration (MBA) from the College of Business at the Colorado State University. Presently he is working as a Special Faculty and Program Director for the "agribusiness management and International Development" in the Department of Agricultural and Resource Economics, Colorado State University, USA. As a Trade and Business Advisor-in Embassy of Israel in New Delhi (1996-2000), he promoted 20 joint venture companies in India. Dr. Jha worked as a consultant for the World Bank, Asian and African development Bank, USAID and UNDP. Dr. Jha has decades of Management and field experience in Indian Agribusiness, Biotechnology, Rural development, Healthcare and Food processing Industry. His area of specialization is on 'rural business venture' and sustainable enterprise.

Jee-Young Kim is currently an assistant director of advancement at the University of Washington School of Social Work. Jee has over 5 years of experience marketing in interior design and architectural firms and worked in product development and merchandising for three years at a nonprofit in Los Angeles. Early on, Jee was mentored and inspired by small business owners/parents and after receiving a Bachelor of Arts in Classical Archeology from UC Santa Barbara, she became passionate about using small business knowledge toward social change. Most recently, she worked as a small business advisor in the Peace Corps, working with Mayan back strap weavers in Guatemala from 2004-2007. Jee was responsible for developing a sustainable business model for indigenous weavers who generate income for their families by selling woven products as well as training other weaving groups in Guatemala. In 2008, the group won the Rural Productivity competition sponsored by the World Bank and Soros Foundation.

Jeffrey Krida is an internationally recognized leader in the travel and tourism industry where he has worked for 40 years. Currently he is Director, North America at the British firm, i-to-i Meaningful Travel, that operates volunteer service travel programs in 30 countries. He retired as President & CEO of Cruise West, a Seattle headquartered, \$100 million privately owned small ship cruise. Previously Mr. Krida was Senior V.P. and General Sales Manager of Continental Airlines and Eastern Airlines simultaneously, and held officer positions in both marketing and operations with Braniff International Airways and Thomas Cook, Ltd. His career began at American Airlines in 1967 while a student at The American University in Washington, D.C. where he earned a B.A. in Political Science and Foreign Affairs. He

interned for Warren Magnusson in the U.S. Senate Commerce Committee, completed graduate studies at both Columbia and Stanford universities, and is a U.S. Navy veteran.

Judy McMillan has been with the UW Medical Center for almost 20 years, and is currently a research assistant in Hepatology. She has extensive experience in both fiscal and administrative management at the UW, and earned her BA in International Studies from the UW Jackson School of International Studies.

Shannon Mills is a project administrator in reproductive health and technology solutions at PATH. She was formerly 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. Shannon 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. Shannon teaches social return on investment analysis within the financial management courses in the MPA and Executive MPA programs at the Evans School. Shannon 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 as a preliminary round judge, and this year as a mentor.

Nick Niccolls earned a BA in Political Science from Stanford, an MBA from the Foster School of Business at UW, and is currently involved with the following organizations:

- Global Social Entrepreneurship Competition, Advisory Committee Member.
- Ashoka Changemakers, Ashoka.org | Changemakers.net/. Ashoka Changemaker University Ambassador.
- GrowingWithBooks.org. Board Member. Proposed children's library in Zarka, Jordan. Rana Madanat, founder. <http://www.Changemakers.net/en-us/node/15168>.
- InterConnection www.InterConnection.org. Volunteer.
- Sefrioui Badissy Foundation SBFoundation.net. Acting Executive Director

Pete Peterson has over 20 years of experience building and leading teams to create, sell and implement digital content management solutions, both as a consultant as well as a line-of-business executive. From 2002 to 2008, Pete led Getty Images' Media Management Services (MMS) business unit; taking it from business case to 200 clients globally. In 2007, MMS received Frost & Sullivan's "Market Leader" award for the Digital Asset Management SaaS segment. Prior to Getty Images, Pete worked for IBM, IBM Global Services and Enigma, Inc. In 2008 Pete founded Paradox23 to advise media companies and large marketing organizations in their plans to implement large-scale digital asset management solutions.

Russell Saimons is a Second Vice President of Wealth Management at the investment firm Smith Barney. This is Russ's second year volunteering for GSEC.

Omer Terrason is an Information Technology executive with almost twenty years of experience in business planning, financing, operations, management and product development. He is an alumnus of University of Pittsburgh. Currently, he is the Executive Counsel at EarthConnect, a non profit corporation, which functions as a business consultancy and technical advisory for social ventures and non-profit organizations.

Alan Van Boven is a leader in design of technology solutions for freight transport who coaches enterprises in strategy creation & execution for the Supply Chain Management marketplace. He is an experienced executive in business and product strategy, business development, technology innovation, organization development and M&A. Alan's current focus is carbon and spend management in transportation, where real economic benefits can be achieved via technology enabled innovation in optimization and collaboration processes.

Team Ambassadors & GSEC Volunteers

Team ambassadors are UW students assigned to the international GSEC teams. Team Ambassador responsibilities include helping orient the teams upon arrival in Seattle, providing sightseeing suggestions, attending GSEC week events, and assisting with GSEC outreach.

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

Ambassador Name	Team Assignment
Jorge Alonso Chehade	Team Volunteer Chair
Karina Avellaneda	Golden Waste
Alexandra Berg	Llamadas Pedaleadas: Pedal-Powered Telephone System
Sarah Bullimer	West Africa Consumer-Protection Grid (WAPGRID)
Andrea Clough	Youth Education Farms for Swaziland
Duong Dang	Aahar: Meals for poor at 10 cents
Lindsey Engh	Naqua
Leo Fung	Pioneer Healthcare Services
Alice Karsevar	GreenOil
Julie Ngo	Parichay

We would also like to recognize the generous support of the many GSEC 2009 volunteers who contributed to the program's success.

Thank you!

UW North Central Campus Map

GSEC events are being held in the HUB (Husky Union Building) and the Douglas Forum, Bank of America Executive Education Center, circled on the map below.

