

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

GSEC is organized by
the UW Global Business Center,
University of Washington Business School

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

Thank you!

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

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

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

- Team Member, Dr. Seed

PRELIMINARY ROUND SCHEDULE

Room 310, Bank of America Executive Education Center

General Seating Opens	Presentation/ Q&A Time	School/Team Name/Project
<i>**Attire Note: Business Dress**</i>		
11:50 a.m. Room 310	12:10-12:30 p.m.	Muskaan: Narsee Monjee Institute of Management & Higher Studies, Mumbai, Maharashtra, India
12:30 p.m. Room 310	12:35 - 12:55 p.m.	Dr. Seed: Peking University, Beijing, P.R.C.
12:55 p.m. Room 310	1:00 - 1:20 p.m.	Energy + Kazakhstan: Bang College of Business, Almaty, Kazakhstan
	1:20 - 1:40 p.m.	Break
1:40 p.m. Room 310	1:45 - 2:05 p.m.	Harrapa: Georgia State University, Atlanta, Georgia, U.S.
2:05 p.m. Room 310	2:10 - 2:30 p.m.	FarmersJoy.com: University of Washington, Seattle, Washington, U.S.
2:30 p.m. Room 310	2:35 - 2:55 p.m.	No presentation

PRELIMINARY ROUND SCHEDULE

Seminar Room, Bank of America Executive Education Center

General Seating Opens	Presentation/ Q&A Time	School/Team Name/Project
<i>**Attire Note: Business Dress**</i>		
11:50 a.m. Seminar Room	12:10-12:30 pm	Curb Carbon, Ltd.: ICFAI University, Hyderabad, Andhra Pradesh, India
12:30 p.m. Seminar Room	12:35 - 12:55 p.m.	Guadini.com: University of Washington, Seattle, Washington, U.S.
12:55 p.m. Seminar Room	1:00 - 1:20 p.m.	BANYAN: Bharathidasan University, Tiruchirappalli, Tamil Nadu, India
	1:20 – 1:40 p.m.	Break
1:40 p.m. Seminar Room	1:45 – 2:05 p.m.	WOSPRO: Centre For Humane Education, Accra, Ghana
2:05 p.m. Seminar Room	2:10 – 2:30 p.m.	Moroccan Spirit: Alakhawayn University, Ifrane, Morocco
2:30 p.m. Seminar Room	2:35 – 2:55 p.m.	Planting Empowerment, SA: Johns Hopkins, Thunderbird & Kellogg, Washington, DC; Glendale, AZ; Chicago, IL, U.S.

FINAL ROUND SCHEDULE

Please see up-to-date flyer for specific information on the teams that will be presenting in the final round.

Time	Agenda
2:25 p.m.	Doors open
2:30 p.m.	Welcoming announcement and overview of competition format: David Fenner, Assistant Vice Provost, International Education; Director International Programs & Exchanges, UW
2:35 p.m.	Welcoming remarks and introduction of final round judges: Tom Lee, Associate Dean of Academic and Faculty Affairs, UW Business School
2:45 p.m.	Team One Presentation/Q&A
3:10 p.m.	Team Two Presentation/Q&A
3:35 - 3:55 p.m.	Break
4:00 p.m.	Team Three Presentation/Q&A
4:25 p.m.	Team Four Presentation/Q&A
4:45 - 6:00 p.m.	Judges Deliberate

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ABOUT THE TEAMS

Team Name: BANYAN

Plan Overview: A venture that aims to address the issue of environmental protection by manufacturing wood-free paper. Banyan also aspires to provide self-sustenance for poor rural households by giving them employment and ownership in business.

Institution: Bharathidasan University, Tiruchirappalli, Tamil Nadu, India

Team Members:

Ankur Shukla (ankurshukla.82@gmail.com)

Sumit Bihani (sumitbihani@yahoo.com)

The idea behind the plan was to save our environment and protect the nature from the menace of plastics and felling of trees. Banana-made paper products are not only restricted to their utility and environment friendly attributes but also generate employment for rural women to ensure better standards of living. I believe by participating in GSEC our team will get the required support and motivation to make this nascent idea to full-fledged operational plan. *Sumit Bihani, team member*

I saw the threats posed by plastic in the near future. The next alternative to some applications is conventional paper and that also is not eco-friendly. So it always made me think over alternative to it. When I came to know about techniques used in banana paper it struck to my mind that this can be an effort towards healing the world. The competition will give us an opportunity to meet people from different countries and know about the existing social, economic and environmental problems in various developing countries and innovative ideas to eliminate poverty and make earth a better place. *Ankur Shukla, team member*

ABOUT THE TEAMS

Team Name: Curb Carbon Ltd.

Plan Overview: A social venture aimed at helping the farmer community by engaging them to cultivate *Jatropha*, a plant whose seeds can be extracted to produce biodiesel. This will help the farmers get a good return on their investment.

Institution: ICFAI University, Hyderabad, Andhra Pradesh, India

Team Members:

Pavan Kumar (pavanv2k@gmail.com)

Manas Mondal (manas_mail_in@yahoo.com)

The recent spate of farmer suicide cases in India acted as the essential trigger for our business plan idea. As soon as we had an idea to help the farmer community, we started interacting with scientists in agricultural universities and executives of "National Bank for Agriculture and Rural Development" (NABARD), India. The discussions clarified our thoughts and provided us with a road-map for the final plan. Through my participation in GSEC, I look forward to build a network of people from various parts of the globe. Thank you GSEC. *Manas Mondal, team member*

I have an innate urge to make a difference to the society especially the downtrodden and also to make the earth a better place to live for our future generations. So my role in the team will be to educate the farmers about the advantages of growing *Jatropha* and also to actively involve them in partial processing of the *Jatropha* seeds. I would also be a part of the carbon credit team. India has witnessed a spate of suicides in its farming community. We hoped to address this issue by encouraging the farmers cultivate a crop called *Jatropha curcas*, which can grow almost anywhere. This will enable the farmers to earn extra money thereby improving their livelihood. This is how our business plan took shape. I hope to get invaluable feedback and maybe some venture capital to start with our business. As we will be a group of like-minded people, it will help me develop a good network for realising our dreams. *Pavan Kumar, team member*

ABOUT THE TEAMS

Team Name: Dr. Seed

Plan Overview: Seeks to increase resistance to extreme conditions and overall yield through a seed growth enhancement technology that utilizes a patented plasma treatment.

Institution: Peking University, Beijing, P.R.C.

Team Members:

Jonathan Chin (jonathanchin@bimba.edu.cn)

Michael Lap Cheung Chan (lap_cheung@hotmail.com)

Xiaoyu Wu (wuxiaoyu22@hotmail.com)

The reason for joining GSEC is twofold. Firstly, I believe that the GSEC provides an opportunity for us to apply the business skills we learned in class in a more practical setting. Competing with other top B-schools in the world allows us to learn how businesses are run not just in China, but also the world. Secondly, I strongly believe that corporations should contribute to the betterment of the society while running a successful business. Taking part in the GSEC allows me to learn about the role of a company in the society and how to make an impact.

Competing in the GSEC is challenging in the sense that our team needs to think beyond just running a successful business, but one that is beneficial to the society. With that in mind, our team focused on building a business model that would generate the most social benefit. Besides the product itself, we strived to ensure our operations and reinvestment would serve as a stimulus to the development of the local economy.

Michael Lap Cheung Chan, team member

First, we believe that entrepreneurship competition is the ideal way to practice the knowledge that we've learned in the MBA program. And it's also a very good opportunity to foster the entrepreneurship before we graduate from B-schools.

Influenced by my father, who is extremely passionate in technology innovation and invention, I pursued a Ph.D. in physics after college. However, I believe that only the technology itself can not help the society efficiently, the more important part is to fully utilize and develop the technology to the society, so that the people will benefit from it. So I was always interested in doing business in technology field and decided to pursue an MBA degree in Peking University after several years of working experience.

During the MBA program studying, I met several talented classmates and friends, and we thought that it would be a really good idea if we could make real business based on

one of my father's patents, PSP, Plasma Seed Processor, since it is such a good technology, which has both great social and economic returns. So we formed up a company, named Dr. Seed, where my role is Chief Technology Officer. By participating GSEC, we hope to attract more interests from investors, to practice our business plan writing skills, and to learn from and communicate with other great teams.

Meanwhile, to always keep in mind that the social responsibility is also a very important part to anyone, especially the entrepreneurs, is also a key point for the MBAs or the future entrepreneurs. As the first Chinese B-School team attending the competition, we want to step out of China and experience the Global Competition, and also take this great opportunity to communicate and learn from other teams from many top B-Schools all over the world. We are a team from BiMBA, Beijing International MBA at Peking University. All team members are of Chinese descent, although many of us were born or grew up in several different countries. We are united by the same blood, and the same spirit. We are learning the developed economic knowledge from the western countries while having the long history of great Chinese traditional philosophy. We are willing to unite the oriental wisdom and the western developed thinking, to practice it in the international business world, and to contribute to the society as either a professional or an entrepreneur. *Xiaoyu Wu, team member*

ABOUT THE TEAMS

Team Name: Energy + Kazakhstan

Plan Overview: Aims to manufacture and market small-scale wind turbines for nomad cattle growers in Karaganda region, Kazakhstan.

Institution: Bang College of Business, Almaty, Kazakhstan

Team Members:

Ardak Seydullaevna Aiekeyeva (ardak@rambler.ru)

Igor Vladimirovich Bekhtin (Bekhtin_Igor@yahoo.com)

Zemfira Abdul-Manatovna Shamileva (zemfira_shamilev@mail.ru)

Faculty Coordinator:

Olga Sergeevna Yunak (yunak@kimep.kz)

The purpose of taking part in Global Social Entrepreneurship Competition is to get experience of teamwork and competition. As a student, it is a great chance for me to improve my skills and learn how to write a business plan. All steps that are taken in producing the business plan are important for me, especially, for my future job. Also, the upcoming presentation is a good challenge for me, as a presenter. I think knowledge which I get in the near future will be useful in my life. Today as we all know, we should use any opportunity to grow, and GSEC at the University of Washington is giving me this opportunity. *Igor Bekhtin, team member*

There is an immense difference in living conditions between urban and remote areas. We hope to reduce this difference by developing local capacity for alternative solutions that are less harmful to the environment and more economic than current conventional methods. Participating in GSEC is a great opportunity to develop the capabilities to bridge knowledge of functional areas of business to the practice of entrepreneurship and new venture development, and to increase my cultural mobility. *Ardak Seydullaevna Aiekeyeva, team member*

My major is finance, and minor, accounting. I've chosen those two specializations because I like to work with numbers, make critical decisions, prepare financial statement analysis, and many other tasks in the field of finance and accounting. Moreover, presently there is a lack of financial analysts; accountants, who are familiar with international standards of accounting, in Kazakhstan, thus, I want to become one of those specialists. I've decided to take part in GSEC due to the following purposes:

- To improve business plan writing skills; to help Kazakhstan to save its exhaustive resources, and transfer to more environmentally safe and economic source of energy;
- to improve living and working conditions of Kazakhstan farmers; to meet with students from all over the world and see under what projects they work on; to get

reccomendations concerning our project from foreign specialists; to present home country and our university in the U.S.; to spend unforgettable time in Seattle and meet new friends there! *Zemfira Abdul-Manatovna Shamileva*

This competition is a great opportunity for our team to validate the idea of solving an energy problem of our local shepherders profitably. The idea of low-cost clean energy generation in developing countries is not new. The challenge is to develop a model to fit our local environment and make it attractive enough in order to generate interest and secure support. Another challenge is implementation of the project. In this respect, we are lucky to work with the engineers who are building a company around our project. This will allow our team seeing real results of their current work. Through the GSEC, I am also hoping to demonstrate to other students that THEY CAN. *Olga Yunak, team faculty advisor*

ABOUT THE TEAMS

Team Name: FarmersJoy.com

Plan Overview: Aims to provide a direct sales model of agricultural products from family farmers to urban households, opens food enthusiasts to new culinary adventures in China, and alleviates rural poverty through economic and efficiency improvements.

Institution: University of Washington, Seattle, Washington, U.S.

Team Members:

Lawrence Chiu (lchiu@u.washington.edu)

Jing Liu (jingstar@u.washington.edu)

Lian Zhou (zhoulian@u.washington.edu)

As an active participant on the Farmersjoy.com team, one of my roles is being the main editor for our business plan. I have always had an interest in Social Entrepreneurship and I believe that helping the underprivileged in the third world and making real economic profits can often go hand in hand. GSEC provides those of us with such a belief, an opportunity to meet with one another and share our ideas. I very much look forward to meeting and learning from every team and its members.

Our team has many experiences interacting with rural farmers in China and understand first hand what life is like for them. There are many ways to make a positive difference but we also want an idea that is clearly profitable and can be implemented in a short time.

Farmersjoy.com is about leveraging the power of E-commerce, which has already transformed our marketplace and made it more efficient. We chose this plan because we want to bring the benefits of the E-commerce revolution to the millions of rural farmers in China and other developing nations. *Lawrence Chiu, team member*

Hi, my name is Lian Zhou. I'm a second year MBA student of UW Business School. In our Farmer'sjoy.com team, I am in charge of the initial business model, the marketing strategic and the presentation part. Through this business competition, I hope we can get more comments and feedback from the audience to make our business plan more feasible. We got great help from our two mentors and solidified our financial model. And also we hope to meet those people who can help us put this business plan into realization by the networking event. *Lian Zhou, team member*

I picture myself as a serious thinker as well as a team worker. Being a serious thinker, I am motivated in the project, energetic and persistent in analysis with a strong problem solving ability. Being a team worker, I am responsive and understanding in dealing with

others, able to command respect at all levels. Right now I am the Co-founder of FarmersJoy.com, director of Business development and technology.

Initially our group has a bunch of ideas in our mind. After discussing and comparison, finally we narrowed down to the idea of group purchasing of rural produce in China. This idea reflects different level of benefit: Economically it is a win-win strategy for both the urban customers and the rural farmers; socially it captures the current trend of online shopping, internet community and green concept in China. GSEC provides us with a fantastic opportunity to meet intelligent people from different backgrounds, communicate and make friends with common interests. In addition, I treasure this event as a stage where we can polish our business idea and get valuable feedback. *Liu Jing, team member*

ABOUT THE TEAMS

Team Name: Guadini.com

Plan Overview: Seeks to empower businesses and promote manufacturing opportunities in Ghana online. It will provide a means for individuals to create their livelihoods and for domestic manufacturing to innovate unique solutions to local needs.

Institution: University of Washington, Seattle, Washington, U.S.

Team Members:

William Lana (wlana@u.washingotn.edu)

Shange Petrini (spetrinit@u.washington.edu)

Vicky Petrini (vicky_petrini@yahoo.com)

Cortilia Lin (guannlin@u.washington.edu)

Meredith A. Blair

As an MBA student at the University of Washington my interest is in fostering businesses that will create positive social, environmental and economic return. Organizations that excel in all three areas will be better positioned for future success. I became involved with Guadini.com to explore opportunities to strengthen small business development in West Africa. *William Lana, team member*

Coming from Taiwan and working in nonprofits, I'm happy to take part in this competition which relates with society. As law major in Taiwan, I had experiences about legal industry and start-up as well. Now, applying business skills to the business plan is the best way to turn all the hard and soft skills into on-the-ground experience.

Economic well-being is the most important to improve the social problems resulted from poverty in developing countries. Owing to GSEC, I establish better ideas about improvement of society and the responsibility of business people. Creativity and team work contribute to the best experience of participating in GSEC. *Cortilia Lin, team member*

After researching economic development in West Africa, I started studying law and development at the University of Washington. I have been studying small business management and law in order to get a different perspective on nonprofit management and economic development programs. As part of the GSEC I am continuing this experience and contributing my general management expertise to the Guadini.com project. After living in Ghana and studying some of the difficulties there, it was exciting to explore possible solutions with my team members. After identifying an innovative contribution to address some of those difficulties, I hope that we will be able to implement this project. *Shange Petrini, team member*

ABOUT THE TEAMS

Team Name: Harrapa

Plan Overview: Seeks to help reduce greenhouse gases and uplift the standards of living of thousands of poor villagers in northern India by manufacturing bio-ethanol.

Institution: Georgia State University, Atlanta, Georgia, U.S.

Team Members:

Chandan Singh (csingh2@gmail.com)

Deepak Singh

I am the concept originator of the plan, laid the framework, and developed the plan. I feel business can create a positive change in the world and hope to have the opportunity to employ it in this manner. I grew up in a bi-cultural family with my father from India and my mother from America. From an early age, I had the chance to discuss the discrepancies between the two countries. After a few visits to India, I felt my heart was to help the villagers trying to make a living.

I knew I wanted to create a business plan that would benefit rural parts of India and also contribute a solution to what I believe is one of the greatest challenges of our time, global warming. When researching possible avenues to approach the combination of helping rural parts of India as well as reducing global warming emissions, I looked at several key factors: 1) feasibility, 2) profitability, and 3) net return to society. I concluded my plan would have the greatest impact and the greatest opportunity for growth. I want to know to more about sources of equity and venture capital and the correct way to approach these sources. *Chandan Singh, team member*

ABOUT THE TEAMS

Team Name: Moroccan Spirit

Plan Overview: Seeks to create a cooperative for women involved in the production of Argane oil, in the Region of Souss, to make the process more organized and more structured and create social welfare.

Institution: Alakhawayn University, Ifrane, Morocco

Team Members:

Nazih El Bezzari (nazih.elbezzari@gmail.com)

Fatima Zohra Bensaid (F.Bensaid@au.ma)

Ahmed Berrada (ahmedberrada@gmail.com)

Zineb Maimmadi (zinebmaimmadi@gmail.com)

The poverty in my country is a fact. More than 50 percent of Moroccans are illiterate, and therefore don't have any skills nor knowledge to perform a job. The Global Social Entrepreneurship Competition was seen as a chance for me not to engage in a serious solution for a large Moroccan social category: women with no income. My role in the team was to do a market research about the product of the future cooperative. I also was in charge of the marketing side of the business plan; how to help the Tanmiya Women cooperative succeed in selling, producing, distributing, and selling Tilila Oil.

Along with my team members, who are as motivated as I am, and who are also very concerned with the issue of these women's poverty, we are going to do our best to make this plan achievable and possible. I, Ahmed, Nazih, Jawad, and Fatema Zohra have worked hard so far to construct and give a realistic solution, and we will put our effort together to realize this cooperative in the recent future. *Zineb Maimmadi, team member*

Currently, I'm preparing a Master of Science in Corporate Finance after obtaining my MBA last year. As for my professional career, I'm working in BMCE Bank (the second largest private bank in Morocco) as a financial analyst in charge of Financial Communication. I was the one behind the idea of the creation of this cooperative and when I explained it to the other members, I found them motivated and ready to go further in its implementation. Meanwhile, I'm in charge of the coordination between members and the liaison between them and the University of Washington.

The region of Souss is one of the poorest in Morocco; there exists no commercial or industrial activity. However, it is the only region in the world where the Argan plant can grow. We will capitalise on this natural resource to create a better life especially for poor women.

By participating in GSEC, we will present our ambitious business plan in front of a jury of professionals and we will live in an entrepreneurial environment for a period of time which will help us to develop many skills and enhance our knowledge as students. *Nazih El Bezzari, team member*

I am a very active person who likes to surpass the limits to achieve my dreams. I am a hard working person and I love to be 100% in everything I get in. My role in this team was an important one in the way that I helped in managing the business plan preparation. I contributed to every step of it. The idea of our business plan came from the living situation of women in Souss region. We have always heard that the poverty rate there is very high. I hope to learn from this competition the necessary improvements that we need to make in order to make our cooperative a concrete one. I would be very pleased to learn more in the entrepreneurship field so that I get a larger background in this domain. *Fatima Zohra Bensaid, team member*

The idea of the business plan was initiated by my friend Nazih and was appreciated by us since we saw that it will have a very positive impact on the women of the region of Souss. It also goes hand in hand with the government project lead by His Majesty the King Mohamed 6, that is THE NATIONAL INITIATIVE OF HUMAN DEVELOPMENT. *Ahmed Berrada, team member*

ABOUT THE TEAMS

Team Name: Muskaan

Plan Overview: Aims to address the dismal state of oral health care in Rural India by providing Dental Care services using Mobile Units.

Institution: Narsee Monjee Institute of Management & Higher Studies, Mumbai, Maharashtra, India

Team Members:

Himanshu Gupta (himanshu009@gmail.com)

Astha Bhardwaj (astha18@gmail.com)

I am in the second year of my MBA degree, specializing in Marketing. My father is a lawyer and my mother a teacher. As a student I have given importance to both academics and extracurricular activities. In my team I have contributed with creative yet realistic ideas. At times I have assumed personal responsibility to ensure that we adhered to timelines. Last year I and my team member, Himanshu decided to formulate this Business Plan in an area which we believe, the dental care scenario in India. The project was challenging as we had no prior experience, also the time and expertise involved was sizeable. Fortunately the plan has achieved the objectives set out and more. GSEC and the University of Washington offer us an excellent opportunity to present our idea to a wider international audience. The feedback of our audience, mentors and judges will help us learn more and improve the plan further. The exposure that University of Washington, an institution of high repute will offer to us would be immense. *Astha Bhardwaj, team member*

I belong to a village in Rajasthan. My father is a businessman hence business has always excited me. I have good analytical skills which helped us during the plan as i was able to analyse the problem areas and suggest suitable solutions. I am also good with numbers which helped us in the financials. I also ensured that we periodically reviewed our progress. I and my team member Astha both believed that the dismal state of health care, especially dental care, in our country needs to be addressed. We believed that a social business venture would address these issues on a sustainable basis. Having come from rural India I understood and identified with the problems rural people faced, poor dental care was one of them. GSEC will be a great learning opportunity for me. It will provide us with International exposure and an opportunity to present our ideas in front of a diverse audience. The invaluable suggestions and feedback of the judges will help us better our plan. *Himanshu Gupta, team member*

ABOUT THE TEAMS

Team Name: Planting Empowerment, SA

Plan Overview: Aims to improve the living situation of indigenous peoples and rural poor in Panama. We will accomplish this by entering into long term leases to reforest this land with commercially viable native species.

Institutions: Johns Hopkins, Washington, DC; Thunderbird, Glendale, AZ; Kellogg, Chicago, IL, U.S.

Team Members:

Christopher Meyer
(chris.w.meyer@gmail.com)
Damion Croston
Andrew Wulf

Andrew Parrucci
Johanna Abinnante
Kevin Fay
Ing. Carlos Espinosa

I am a returned Peace Corps volunteer who is now pursuing a Masters in International Relations in the other Washington. I was born on the east side of the state and have always had the taste for entrepreneurship and the need to run my own show. My current title is Co-Business Director, which leaves me in charge of the finances and overall coordination of the business with my other co-business director.

My fellow founders and I decided on the business plan after analyzing the poverty of the rural poor where we were working in Panama and observing the large-scale Teak plantations being started in the area. Though not necessarily bad, the plantations scheme we thought could be adapted to better promote poverty alleviation, social justice, less deforestation, and more biodiversity, so we modified it to resolve those issues. We hope to improve our business plan through the GSEC competition process and be connected with people who are interested in the same issues and can help us further our business.

I am interested in working in the field of social entrepreneurship. From my work as a Peace Corps Volunteer, I recognize that public-private partnerships deliver the best "development." The GSEC competition will give me an opportunity to meet fellow social entrepreneurs, some experienced entrepreneurs who have been successful, and improve the business my team is promoting as a solution to poverty in Panama.

The four main business owners of Planting Empowerment are all returned Peace Corps Volunteers who want to continue the work we did while in Panama. This isn't a simulation for us; we are actually making the business happen. *Chris Meyer, team member*

ABOUT THE TEAMS

Team Name: WOSPRO

Plan Overview: Seeks to transform the Ghanaian countryside by leveraging global partnerships in the organic industry with sustainable technological, management and logistical techniques.

Institution: Centre For Humane Education, Accra, Ghana

Team Members:

Ashifi Gogo (ashifi@gmail.com)

Bright Simons (baronsimons@yahoo.co.uk)

Evans Lartey (evans_lartey@yahoo.com)

I am a 27 year old immediate graduate from the Paris Graduate School of Management, specialized in Strategic and Project Management. I am the Vice President of the WOSPRO company and I am in charge of marketing and manage the implementation of the business plan. We conceived the WOSPRO idea after considering the fact Ghanaian farmers' lack of resources to invest in fertilisers, pesticides and equipment, and a continued reliance on traditional husbandry practices could be an asset, since significant segments of Ghanaian farming societies produce food organically by default. I hope GSEC would further broaden my perspective on entrepreneurship and afford me with the skills to become a better manager. I hope to make quality contacts during the period of the competition and develop a network of like minded entrepreneurs. *Bright Simons, team member*

I'm the resident techie on the WOSPRO team. Our plan involves providing distance education and training in remote areas regarding the certification process for organic food and new non-agrointensive farming techniques. I am responsible for developing the right technology to make this happen, in addition to providing web-based solutions for our parent organic certifiers in the UK.

Our business idea started off as an organic food tracking service, where consumers can obtain cradle-to-grave information about organic products in order to enhance their purchase decision. However, we have boiled it down to a simple organic farming co-operative, produce consolidation and export service based in Ghana with foreign accreditation. We find that this to be a feasible starting point, from which we can launch into our original concept of providing information on organic produce to consumers. I hope GSEC provides the opportunity for our team to meet socially (and environmentally) conscious investors. I wouldn't mind making a few new friends too. *Ashifi Gogo, team member*

KEYNOTE SPEAKER: DR. CHRIS ELIAS, PATH

Dr. Elias is president of PATH, an international, nonprofit, nongovernmental organization based in Seattle, Washington.

PATH creates sustainable, culturally relevant solutions that enable communities worldwide to break longstanding cycles of poor health. By collaborating with diverse public and private-sector partners, PATH helps provide appropriate health technologies and vital strategies that change the way people think and act.

As president, Dr. Elias is responsible for PATH's strategic, programmatic, financial, and management operations. PATH has worked in more than 100 countries in the areas of health technologies, maternal and child health, reproductive health, vaccines and immunization, and emerging and epidemic diseases. PATH's 2007 budget is \$168 million, which is provided by foundations, the U.S. government, other governments, multilateral agencies, corporations, and individuals.

Prior to joining PATH, Dr. Elias was a Senior Associate in the International Programs Division of the Population Council. For six years, he served as the Country Representative in Thailand, where he managed reproductive health programs throughout Southeast Asia.

Dr. Elias received his MD from Creighton University (1983), completed post-graduate training in internal medicine at the University of California San Francisco (1986), and received an MPH from the University of Washington (1990), where he was a fellow in the Robert Wood Johnson Clinical Scholars Program.

PRELIMINARY ROUND JUDGES

(listed alphabetically)

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.

Bill Center has been President of the Washington Council on International Trade since April 2001. The Council is a nonprofit, non-partisan association whose purpose is to advocate for good trade policy and educate the public, elected leaders, educators and the media about the role and importance of trade.

Bill retired from the U.S. Navy as Rear Admiral in 1999 after 35 years distinguished service. He is a graduate of the U.S. Naval Academy and the University of Washington's Daniel J. Evans School of Public Affairs. During his naval career he commanded three ships and served in a wide variety of assignments at sea and ashore, including three years as Chief Engineer on the aircraft carrier USS *Midway*. He and his family resided in Japan during three different assignments totaling eight years.

Bill is a specialist in policy analysis, strategic planning and organization development. He served as a senior advisor to the Joint Chiefs of Staff on arms control, non-proliferation, environmental matters, and international agreements. He was General Colin Powell's deputy director for international negotiations and served in the same role for General John Shalikashvili. In his final assignment, from May 1996 to May 1999, he commanded the Navy's third largest fleet concentration area, Navy Region Northwest. He earned numerous military awards including the Bronze Star, Legion of Merit and Defense Superior Service Medal. He is a sought-after public speaker and teaches the Graduate Seminar on U.S. Foreign Policy at the Evans School.

Since retiring from the Navy Bill has devoted himself to nonprofit leadership and volunteer work. He is President of the Rotary Club of Seattle www.seattlerotary.org and an active leader in the Initiative for Global Development, www.igdleaders.org. He and Karla, his wife of 38 years, reside in Edmonds.

Anna Haley-Lock completed her graduate work at the University of Chicago, and is currently an Assistant Professor at the University of Washington School of Social Work. Her research is focused on the relationship of job compensation and design to workforce stability, diversity, and performance. She has extended these considerations to for-profit settings, in which she examines the work-life balance implications posed by low-wage, low-skill jobs; as well as nonprofit social service organizations. She is now conducting research on variation in the employment conditions experienced by tipped restaurant workers (waitstaff) across Washington state, and between Seattle and Chicago restaurant chain employees; as well as a longitudinal case study of human service workers' career paths. Prof. Haley-Lock is one of the faculty leads for the Administration track at the School of Social Work, where she teaches about public policy, strategic organizational design and change, community organizing and leadership. She also co-teaches a jointly listed UW Business-Social Work graduate course on "The Contemporary U.S. Workplace," which trains professional students in managing workplaces to optimize firm performance and employee and family well-being.

Chandra Hampson began working with the newly merged ShoreBank Enterprise Cascadia and its Indian Country Initiative in February of 2007. The organization is the largest Community Development Financial Institution in the Pacific Northwest. She is also active as Treasurer of the Potlatch Fund Board of Directors, a Native grant making foundation; and she sits on the Board of Ten Thousand Villages Seattle, a fair trade retail operation.

Through October of 2006, Ms. Hampson was Vice President and Pacific Northwest Relationship Manager for Native American Banking Services at Wells Fargo. Previously at Wells she held positions as Relationship Manager, Las Vegas Gaming Division and as Lender, Private Client Services, Palo Alto, CA. Chandra also spent two years as an Examiner with Wells' Risk Asset Review team critiquing credit and investment portfolios throughout the bank. She joined Wells after receiving her MBA from the University of Washington in 2000 and completed the company's Credit Management Training Program. Prior, Ms. Hampson had a six-year career in non-profit management including urban Indian community development, continuing education, and foundation development.

Chandra received her B.A. in Studio Art from Stanford University where she was active in the Stanford American Indian Program. Winnebago/Chippewa (White Earth), Chandra grew up primarily in northeastern Oregon but also lived for periods in Winnebago and Italy.

Chris J. Hilderbrand recently joined Microsoft Corporation as a group manager overseeing the marketing of Server & Tools solutions to medium businesses. Prior to Microsoft, Chris spent several years at Dell Inc in various strategic, segment and product marketing roles, most recently as the North American marketing lead for business

notebooks. Chris was also a consultant with the strategy firm Mars & Company and the Brazilian private equity firm GP Investimentos. Chris holds masters degrees in business and international studies from the Wharton School and Lauder Institute at the University of Pennsylvania. Chris, his wife Suzana, and their two young daughters, Kaitlin and Juliana, are currently adjusting to the Pacific Northwest climate, having just relocated from Austin, Texas.

Melanie Gillespie has been a leader for 15 years in private, non profit, and public sector ventures. She currently manages the Snohomish County Office of Housing, Homelessness and Community Development which manages all local public investments in various capital and services projects including affordable housing and neighborhood infrastructure. Melanie is a graduate of the UW's Executive MBA program (2003) and serves as class agent. When not working or volunteering to support the Business School, Melanie spends as much time as possible with her amazing seven year old daughter.

Shannon GL Mills is currently the program manager at the Cascade Center for Public Service and Leadership 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 recent 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 has been involved with GSEC since its inaugural year, first as a participant and next as a judge for the special John Hoover prize honoring her teammate.

Robert L. Ness is principal of Ness Consulting, with 25 years of organizational and management and consulting. He is also executive vice-president of Greenbridge Pacific Corporation, focused on business projects in China, including a wind power project and a carbon credit fund. His consulting practice includes strategic planning, executive coaching, board and executive team development, organizational culture design, innovation and creativity training, conflict management and negotiations, mergers, business development/marketing, and international business development and policy. Mr. Ness was trained as a psychologist with advanced study in sociology, negotiations and leadership. He has been on the faculty, lectured, or been advisor at 10 universities and colleges.

Mr. Ness has traveled to 45 countries, hosted numerous international delegations and organized many conferences and international training programs. He has significant business, training, and consulting experience in communist and post-communist environs (especially Russia, Ukraine, Czech Republic, Uzbekistan, Vietnam, Mongolia and China).

Among a range of international experiences, he co-produced and co-chaired some of the first business conferences in the USSR with the Moscow Business Center (1989). A trading company that he helped to create still imports goods from Central Europe. He

was principal consultant in a 1992 project establishing models to develop the necessary infrastructure for private property/real estate markets in Russia. He had a consulting role with Starbucks International related to strategic planning as Starbucks expanded to Asia. He has also assisted developing the first national Arts Council of Mongolia, recently completed two US State Dept. projects in the past four years for the Russian Far East related to tolerance, conflict resolution, comparative governance, and community leadership.

Mark H. Schlansky is Chief Executive Officer of Uplift International. He founded Uplift International as a non-profit corporation in 1997. Uplift International believes that all people, regardless of economic or social status have the right to access health information and services to improve their individual and community health. All people have the right to be free from discrimination or inadvertent neglect that adversely impacts health. Population health is a determinant of economic development productivity and political stability.

Since 1997, Uplift International has worked in Vietnam and Indonesia on programs that included maternal and child health, medical education, humanitarian aid and emergency relief. Uplift International is currently developing a right-based approach to health in the United States so that everyone will have access to affordable, high quality health care.

Uplift's primary focus in Indonesia is in health and human rights. The Health and Human Rights project is aimed at improving the quality of healthcare delivery to the poor. Partnered with Ikatan Dokter Indonesia (IDI), the project focuses on building institutional capacity in the health and legal professional communities and their associated civil society institutions to improve the quality of healthcare delivery to vulnerable populations that are often not adequately served. These vulnerable populations are frequently marginalized without adequate political representation and are regularly denied their right to access health services. The project works to create skilled professionals and institutions within civil society that will actively advocate for health as a human right, while simultaneously promoting democratic participation, socioeconomic advancement, and justice for all Indonesians, especially the most vulnerable populations.

Mr. Schlansky's interest in health and development projects in Southeast Asia was sparked by his work as a an executive with McDonnell Douglas (subsequently merged with The Boeing Company) where he worked with an NGO to organize an airlift of medicine and medical supplies from the U.S. to Vietnam. The April 1995 airlift, coincided with the twentieth anniversary of the end of U.S. involvement in the Vietnam War.

Prior to joining Uplift International on a full-time basis, Mr. Schlansky was Director of International Trade Policy for The Boeing Company in its Washington, DC office. Prior to the merger with The Boeing Company in August 1997, Mr. Schlansky was Director of

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

Kentaro Toyama is assistant managing director of Microsoft Research India, in Bangalore, where he supports the daily operation and overall management of the lab. He additionally heads a group that conducts research to identify applications of computing technology to international development and is currently also the acting manager for the digital geographics research group. From 1997 to 2004, he was at Microsoft Research in Redmond, where he did research in computer vision and multimedia. In 2002, he took personal leave from Microsoft to teach mathematics at Ashesi University, a private liberal arts college in Ghana. He has consulted for ABB and DLR, the research arm of the German Aeronautics and Space Administration. Kentaro graduated from Harvard with a Bachelor's degree in physics and from Yale with a PhD in computer science.

FINAL ROUND JUDGES

(listed alphabetically)

Linda S. Cheever was appointed in 1996 as President, Asia Pacific, for the Danaher Corporation, a \$10B industrial corporation based in Washington, D.C. with extensive global operations across multiple business platforms including electronic and environmental test instrumentation, medical/dental instrumentation and consumables, precision motors, high speed coding and marking printers and inks, and mechanics hand tools. Ms. Cheever is charged with general oversight responsibilities for helping drive Danaher's growth objectives in the region. From 2003- 2006, she served as President of the newly established Danaher China Management Board.

Prior to her current role, Ms. Cheever served as Vice President for Intercontinental Operations (Asia Pac and Americas) for the Fluke Corporation, based in Everett, Washington, with responsibility for seven profit and loss subsidiaries and joint venture companies. Ms. Cheever joined Fluke in 1986 and has held various positions in marketing, sales and general management. Prior to joining Fluke, Ms. Cheever was with the Hewlett Packard Company in Palo Alto, California.

Ms. Cheever received her undergraduate degree at the University of Michigan and an MBA and MA degree from the University of Washington. She serves on the Executive Board of the Washington State China Relations Council, Board of Governors of the Washington State World Trade Center, member of Seattle Rotary #4, serves as Vice-Chair of Water 1st, a Seattle non-profit dedicated to bringing safe drinking water to some of the poorest markets in the world and Chairs the Global Business Center Advisory Board at the University of Washington Business School.

Tim Dubel is currently the Program Manager for Microsoft's Unlimited Potential program, a global community-based learning program focused on extending information technology skills and economic opportunities to enable young people and adults to realize their potential. With Microsoft since 2000, Tim has also been responsible for the implementation of several corporate initiatives in support of employee development and compensation. Prior to Microsoft, Tim worked at the US Agency for International Development (USAID), where he managed private sector development programs in Eastern Europe and the former Soviet Union. Tim has a M.A. in International Relations from American University in Washington, DC.

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

Emert has led the company's global involvement and serves on the following:

- Initiative for Global Development, Seattle Steering Committee
- PATH, Leadership Council
- World Affairs Council, Fellow and Board member

Additionally, Emert is a guest lecturer at in the Seattle University College of Arts and Sciences Institute for Public Service, and has recently joined the University of Washington as an Adjunct Faculty member teaching a senior level class in business, government and society.

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

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

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

Ron Lattin is Deputy Director of The Caux Roundtable. The Caux Round Table (CRT) is an international network of principled business leaders working to promote a moral capitalism. The CRT advocates implementation of the CRT Principles for Business through which principled capitalism can flourish and sustainable and socially responsible prosperity can become the foundation for a fair, free and transparent global society.

Loretta Little is a Managing Director and Business Development Manager at WRF Capital. She concentrates primarily in the areas of healthcare and biotechnology. Ms. Little is responsible for the identification and development of new start-up opportunities and investment decisions in new companies. Ms. Little is WRF Capital's investment manager for Amnis, Therus, EKOS, Pacific BioScience Laboratories, Targeted Growth and Ultreo. She serves on the Board of Accium Corporation. Prior to her current position, Ms. Little was Manager of Technology Licensing and Acquisitions and Senior Technology Licensing Manager at the Washington Research

Foundation. Before joining WRF, she worked as a marketing manager and market consultant. Ms. Little has a Bachelor of Arts in zoology from Pomona College and a Masters in Business Administration, with an emphasis in marketing, from the University of Arizona.

Steven Rathgeb Smith is a Professor of Public Affairs at the Daniel J. Evans School of Public Affairs at the University of Washington. He is also associate dean of the Evans School and director of the Nancy Bell Evans Center on Nonprofits & Philanthropy at the Evans School. Smith is co-author of *Nonprofits for Hire: The Welfare State in the Age of Contracting and Adjusting the Balance: Federal Policy and Victim Services*. He is also co-editor of *Public Policy for Democracy*. He was the editor of *Nonprofit and Voluntary Sector Quarterly (NVSQ)*, the journal of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) from 1998 until July 2004. He recently began a two-year term as president of ARNOVA. His recent publications examine government financing of nonprofit organizations, the role of faith-related service agencies in social welfare policy, and the government-nonprofit relationship in the US and abroad.

TEAM MENTORS*(listed alphabetically)*

Duane Dunk has focused his career for more fourteen years on antimicrobial drinking water purification involving emerging, innovative technologies. He joined HaloSource in early 2001 and has served in various Director, VP, & GM roles spanning manufacturing, operations, water treatment, and currently is focused specifically on drinking water.

Prior work includes serving as Managing Director at Marathon Ceramics, a subsidiary of Mountain Safety Research and REI; Director of Corporate Development at Triad Plastic Technologies, (Nevada Small Manufacturer of the Year and one of the state's fastest growing companies); Managing Director of Vector Environmental Technologies, a global water technology company; Director of International Development at Tandy Corporation for the *Memorex*® brand, launching eighteen new international markets; and Director of Finance with three software development divisions of Dun & Bradstreet; and Controller and other capacities within the Clayton W. Williams, Jr. group, including the largest independent oil producer in Texas.

Professional affiliations and volunteer work include the U.S. Department of Commerce District Export Council in Nevada; the Advisory Board of International Trade and Investment for the Nevada Commission on Economic Development; president of the Nevada World Trade Council; the Bretton Woods Committee (World Bank & IMF); Advisory Board of Enterprise Development International; Trustee with People for People Fundraising for Africa in Johannesburg; and as scoutmaster with the Boy Scouts of America.

Duane has written or co-authored eight published technical articles involving various aspects of water treatment technology. He is a Texas CPA, with degrees in marketing and accounting, presently in an online multi-school (University of Chicago, Columbia, Stanford, London School of Economics, and Carnegie-Mellon) consortium MBA program, with a dual specialization in marketing and e-commerce. He speaks Portuguese and is conversant in Spanish.

Dr. Karen Johnson Freeze is currently Affiliate Lecturer in the Ellison Center (Russian, East European and Central Asian Studies) of the Jackson School of International Studies at the University of Washington. She is also Coordinator for Central and Eastern Europe for *Tensions of Europe*, an international research network. She holds a Ph.D. in East European History from Columbia University and has focused on the management and history of technology in Central and Eastern Europe. Freeze's cross-disciplinary work includes case studies in the management of design and technology for the Harvard Business School, the Design Management Institute, and the UW Business School. Her current projects include (a) studies in the management of innovation under communism and technology transfer to the West; her article focusing on the textile machine industry of communist Czechoslovakia will appear in the April 2007 issue of *Technology*

& Culture; (b) a case study on design management at Samsung; and (c) a handbook on the management of technology in opera production, prompted by her growing interest in non-profit management. Freeze has spent over ten years in Europe and is fluent in several European languages.

Merrill Grogel has over 30 years of Project Management\Project Controls experience working on large construction projects in the power, environmental, telecom, manufacturing and chemical process plant industries. He currently works for Fluor Corp on a \$658 million chemical plant expansion project in Moses Lake, WA and is responsible for the budget and cost of the project. Mr. Grogel has worked on projects within the USA as well as a number of international projects. He holds a B.S. in Finance from DePaul University (Chicago).

Rob Holmes has a unique and diverse entrepreneurial background in business, conservation, and photojournalism. Rob was one of the founders of Trails.com, the successful Internet-based outdoor and travel lifestyle company based in Seattle. Author of the original business plan, Rob managed all marketing, sales, and business development for the company. Following the company's sale in 2006, Rob is now focused on media sales and consulting with various Internet, TV and film companies. Rob has also worked and consulted with over 20 leading non-profit organizations, including The Nature Conservancy, International Snow Leopard Trust, Woodland Park Zoo, and The Tibetan Nuns Project. His area of expertise with these organizations and others has been strategy, marketing, sales, and business development.

Rob has worked, studied, and traveled to over 40 developing countries in Africa, Asia, and Latin America. As a result, Rob is a well-known freelance photojournalist (www.robholmesphoto.com) focused on social, environmental, and sustainability projects. He has given over 50 lectures, 40 exhibitions, and has 15 press and published work placements in newspapers, magazines, and websites to his credit. Rob received his B.S. in Environmental Biology and Wildlife Management from Hobart College in 1992 and M.B.A. in International Business, Environmental Management, and Marketing from the University of Washington in 1999. Rob lives in Los Angeles with his wife, Joy.

Erica Jacoby, a senior commercialization associate in PATH's Technology Solutions Strategic Program, serves as a resource in the general areas of business planning, market development, and commercialization activities. Her primary responsibilities include identifying, conducting due diligence, and selecting partners; conducting market assessments; developing commercialization strategies; and writing and negotiating legal agreements. In these capacities, she is involved with several different technology development projects at PATH including needle-free injections, vitamin-fortified rice, neonatal resuscitators, and HIV/STI prevention technologies such as a woman's condom. Prior to joining PATH, Ms. Jacoby worked in marketing and/or research at several organizations, including a diagnostic test manufacturer, the Institute of the Americas, and the Graduate School of International Relations/Pacific Studies at the University of California, San Diego (UCSD). Her overseas experience included work

and/or study in Mexico, Slovakia, Spain, and Venezuela. She holds a Masters in Pacific International Affairs with a concentration in international management from UCSD.

Andrew James is a Sales Executive with Endeavor Consulting. Endeavor Consulting specializes in database marketing, business intelligence, IT consulting, and technical staffing. Andrew is responsible for growing business at Microsoft, Boeing and Weyerhaeuser. Prior to Endeavor, Andrew was a senior consult at Accenture, Hitachi Consulting and CSG Openline. Andrew graduated from the University of Puget Sound with a BA in Asian Studies. Andrew spent three years in Hong Kong, Taiwan, and Shanghai studying Mandarin, working for international banks, learning how business works in China, and teaching Chinese kids how to rollerblade.

Will Knight served as a co-mentor with Dr. Karen Johnson-Freeze.

Dipika Matthias works in a business development capacity at PATH (Program for Appropriate Technology in Health). Her major responsibilities focus on developing a downstream competitive market for thermostable vaccine products, most critically developing collaborations with private sector technology and vaccine partners in a manner that will maximize eventual product accessibility. She also directs market research, economic, intellectual property, and other analyses required to understand and demonstrate the value of enhanced thermostability to various stakeholder groups. Before joining PATH, Ms. Matthias worked as an independent consultant, providing strategic partnership and product advice to the market research/information product suppliers of the pharmaceutical industry. Prior to her consulting work, Ms. Matthias led a team of marketing analysts at a subsidiary of Merck. She also has had several years of experience at the World Bank. She holds an MBA from Yale and a B.S. in Electrical Engineering from the University of Vermont.

Erica Mills works with socially-conscious organizations to make sure they know the "Who, What, Why, and How" of communications. She helps her clients identify how best to communicate with their stakeholders and ensures they have the tools and training they need to become communications powerhouses. Erica's services include communications assessment, planning, and implementation; staff and board training; writing; and public speaking. Among others, she has worked with the Initiative for Global Development, Digital Railroad, Explorations in Math, and Lake Washington Schools Foundation. Erica served as Director of Development and Communications for NPower, a social enterprise that puts technology know-how into the hands of nonprofits, as well as running Canada's largest undergraduate Commerce program at the University of British Columbia.

Tammy Mullarky brings considerable licensing and business development experience to TGI. Previously a Vice President of Business Development at Epigenomics, a publicly traded molecular diagnostics company based in Berlin with offices in Seattle, Tammy built the business development team and negotiated key alliances including a \$100M strategic alliance. Her prior experience also includes 5 years in Mergers and Acquisitions

at F. Hoffman la Roche in Basel, Switzerland and 4 years as a founder and VP of Anormed, a cancer and HIV therapeutics company.

William B. (Nick) Niccolls is a Seattle businessman who has resided in Seattle since 1976. He has worked for individuals and firms in commercial real estate and general business transactions including finance, development, planning, and sales. His education includes an MBA from the University of Washington (Emphasis: Finance; Electives: Urban Planning & Managerial Accounting) and a BA from Stanford University (Major: Political Science; Minor: English).

As a member of boards and committees Nick has been active in a variety of Puget Sound civic and business organizations. A partial list includes: Crooked Trails (ecotourism & community work projects), King County Conservation District (2-term Chair, Board Of Supervisors), Northwest Center (Board Member, Finance Committee, and Facilities Committee), Allied Arts of Seattle (Board Member, Historic Preservation Committee), Seattle Chamber of Commerce (Vice Chair, Land Use Committee), King County Economic Development Council (Industrial Land Redevelopment Task Force), and the Washington-Pangasinan Philippines Sister State Association (Charter Board member, Education & Environment Committee), Seattle APEC (Asia Pacific Economic Cooperation Volunteer Coordinator), the Seattle WTO (Program Chair, "Sustainable Development, Small Business, & Technology"), and the Vietnam Foundation (Co-Founder), Sierra Club (Volunteer).

Born and raised in Ross, California, seventeen miles north of San Francisco, Nick formed a lifelong affinity for the environment as he biked, hiked and camped among the oaks, redwoods, lakes, and creeks of Marin and Sonoma Counties; home to Muir Woods and the area which was to become the Point Reyes National Seashore – an internationally renowned region of working farmland and recreational open space.

In conjunction with undergraduate research at Stanford University ("Logging in Urban Counties" for the Stanford Workshop on Political and Social Issues, SWOPSI) and with subsequent US and foreign travel Nick developed an interest in the intersection economic sustainability and environmental sustainability.

Nick's strong support of the mission of Crooked Trails is based upon his independent travel. He has hiked, camped, or toured in Australia, Austria, Belize, Canada, China, Cyprus, Czechoslovakia, Denmark, England, Egypt, France, Germany, Greece, Hungary, Hawaii, Inner Mongolia, Italy, Lebanon, Mexico, New Zealand, the Philippines, Switzerland, Trinidad & Tobago, and Yugoslavia, He has also visited urban, rural, and wilderness places in most of the United States.

Faouzi Sefrioui, founded Sefrico Import Export Co in 1973. In 1994 he founded and became CEO of A&Y Property Investments LLC. He is currently also President and founder of Sefrioui-Badissy foundation that provides computers to underprivileged schools in Africa. He is a Commissioner and board member of The Washington State

housing finance commission and Vice-Chair of the NW African Chamber of Commerce; member of One world now, Woodinville Chamber of Commerce, and the Seattle Executives Club.

John Song has 16 years of experience leading technology companies. Currently, he is the Vice President, Sales & Marketing for Endeavor Consulting, a technology and marketing services company. Prior to joining Endeavor Consulting, John was Vice President of Operations & Delivery at CSG Openline, which specializes in channel management for technology companies. Earlier, John was in charge of the EMEA (Europe, Middle East, Africa) practice for Noetix, a data access software company. As the Managing Director of EMEA, John was based in London, and developed direct sales, channel programs, and support activities for that region. John was also the COO/President at ePods, which provided a webpad solution for accessing the internet. In 1991, John had co-founded ARIS Corporation with his brother, Paul Song. By 1997, ARIS, a professional IT services company, was listed on NASDAQ with almost 1,000 employees and more than \$100M in revenues.

Michael Verchot is the founding director of the University of Washington's Business & Economic Development Center (BEDC) and a Lecturer in the Marketing and International Business Department at the University of Washington Business School. The BEDC, founded in 1995, supports private sector development initiatives in economically distressed communities through consulting services to small businesses and research and analysis of economic development strategies. In its first eight years, the BEDC has worked with 125 companies from economically distressed/emerging communities in Washington. This work has created more than 500 new jobs and increased small business revenues by nearly \$20 million. The BEDC has worked in the Central Puget Sound region and in the Yakima Valley. The BEDC received a *Vision 2000 Award* from the US Small Business Administration in 1998 and commendations from the Washington State House of Representatives in 1999, from the City of Seattle in 2000 and King County in 2002.

Michael received the national Minority Business Advocate of the Year Award from the US Department of Commerce in 2004, the *Champion Award* from the Northwest Minority Business Council in 2004 for his efforts to increase opportunities for minority-owned businesses, and the Distinguished Staff Award from the University of Washington in 2004.

Prior to joining the UW Business School Michael spent 15 years working in non-profit organizations and small businesses with a focus on marketing, public and government relations, and general management. He has designed private-sector school to work programs, launched national marketing campaigns, developed export trade shows, and implemented efficiency and cost accounting systems for growing firms.

Michael is co-author, with William Bradford, of two studies: "The State of Minority-Owned Businesses in Washington" (2005) and "The Impact of African Americans on the

Economy of Washington State" (2002), and has published articles on economic development for the Federal Reserve Bank of San Francisco and in *Washington CEO* magazine. He serves on the Board of Directors of Community Capital Development, the Bellevue Entrepreneurship Center, and Boyer Children's Clinic. Michael received his MBA from the University of Washington in 1995 and his undergraduate degree from Springfield College (MA) in 1981.

Ray Zambroski,

Zambroski spent seven years with Microsoft Corporation where he was instrumental in developing the company's worldwide value-added reseller channel, and built ISV partnerships contributing to Microsoft Windows, SQL Server™ and Small Business Server revenues worldwide. After his tenure at Microsoft, Zambroski was director of sales and marketing for GLIDES, an early and leading developer of global Web content management tools. GLIDES was subsequently sold to Streamcast, a peer-to-peer digital media distribution company. Zambroski then became vice president of sales and marketing for Spinoza Technology. Zambroski led product development and partnership strategy for the first PC-based audio-visual management and control product, which was subsequently licensed to multi-national audio-visual original equipment manufacturers (OEMs) such as InFocus, Christie Digital and Da-Lite for worldwide distribution.

Zambroski holds a Bachelor of Arts from Seattle University. Zambroski has a black belt and practices Kung Fu, Tae Kwon Do, Tai Chi and Bagwa. He is also an avid runner, cyclist, and co-founder of a rugby team. Zambroski serves as a board member for Artworks, where he is passionate about bringing professional arts opportunities to at-risk youth.

TEAM HOSTS & GSEC VOLUNTEERS

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

We would like to thank the following Team Hosts for their contribution to, support of and interest in GSEC 2007:

Maita S. Lockart, (Team Host Supervisor), 2008 UW Business School

Tania J. Elliott, MBA 2008/MAIS 2009, UW Business School & UW Jackson of International Studies

Shoshana Bella Billik, UW Russian and Central Asian Studies Program

Charuta Naik, MBA Seattle Pacific University

Kaia Peterson, MBA 2007, UW Business School

Jean Sho, BA, UW Jackson School of International Studies

Greer Bevel, MA, College of Education, University of Washington

Jonathan North Washington, Department of Linguistics, University of Washington

We would also like to recognize the generous support of many GSEC 2007 volunteers, who contributed to the program's success.