This booklet features the investment profiles for the 14 social entrepreneur members of the GSBI Accelerator Class of 2016. The profiles highlight the social entrepreneurs’ work, their impact, growth plans, and financing needs.

If you are interested in exploring a funding or partnership opportunity, feel free to reach out to the entrepreneurs directly in the contact information provided, or email GSBI@scu.edu.
Miller Center for Social Entrepreneurship believes innovation and entrepreneurship provide a path out of poverty.

About the GSBI®
Based at Santa Clara University, in the heart of the Silicon Valley, the Global Social Benefit Institute (GSBI®) accelerates social entrepreneurs who are developing innovative solutions to the problems of poverty.

We support these entrepreneurs at every stage of their organizations’ lifecycles through in-depth mentoring, instruction in best business practices, and connection to impact investors. We do this all at no cost to the social entrepreneurs.

The GSBI offers three distinct programs for organizations at varying stages of their lifecycles.
• GSBI Boost is a three-day workshop focused on strengthening an enterprise’s business model and presenting it in a compelling manner.
• GSBI Online is a 6-month online mentored training program that focuses on strengthening a social enterprise’s business model and growth strategy.
• GSBI Accelerator is a 10-month program for established enterprises focusing on developing the operational excellence and investment readiness required for scaling.

About Miller Center for Social Entrepreneurship
Founded in 1997, Miller Center for Social Entrepreneurship is one of three Centers of Distinction at Santa Clara University in California. Miller Center accelerates global, innovation-based entrepreneurship in service to humanity. Its strategic focus is on poverty eradication through its three areas of work: The Global Social Benefit Institute (GSBI), Impact Capital, and Education and Action Research. To learn more about the Center or any of its social entrepreneurship programs, visit www.scu.edu/MillerCenter.

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About Santa Clara University
Santa Clara University, a comprehensive Jesuit, Catholic university located in California’s Silicon Valley, offers its more than 8,000 students rigorous undergraduate curricula in arts and sciences, business, and engineering, plus master’s, Ph.D., and law degrees. Distinguished nationally by the fourth-highest graduation rate among all U.S. master’s universities, California’s oldest operating higher-education institution demonstrates faith-inspired values of ethics and social justice.
ABOUT US

The organization is serving young people from 21 to 35 years old with limited access to capacity development programs and/or economic opportunities through interpersonal and technical trainings, coaching and mentoring sessions, job-matching services, and financing mechanisms. The attention is given to young people from underprivileged families living in poor districts, while job seekers are provided with wage-employment opportunities, and entrepreneurs are offered support to start their micro- and small- businesses to become self-employed. The model is based on improving employability skills and provides market access that increases and stabilizes income.

TARGET MARKET

We’re focused on young people, 18 to 35 years old from underprivileged families, living in slum areas and poor villages, whose monthly income is between $210 USD and $273 USD. Alashanek ya Balady is focusing on intermediate and above education levels, where graduates are unemployed/underemployed. The organization is serving Cairo, Giza, Beheria, Kafr El-Sheikh, Alexandria, Beni-suef, and El-Minya governorates, where 5.2 million young people can benefit from our services.

VALUE PROPOSITION

Alashanek ya Balady provides career and business capacity development programs in addition to job opportunities and financing services for young people. These career development programs integrate training, coaching, and counseling services based on the labor market demand and are designed to guarantee decent job offerings that enhance satisfaction of job seekers as well as employers. Our business development services integrate financial and non-financial services to improve survival and growth rates of micro and small enterprises. AYB uses a comprehensive family development strategy to combine economic development interventions with complementary social services to help underprivileged families to graduate out of poverty.
Alashanek ya Balady is seeking $2 million USD in the form of grants to sustain services offering and create 10,000 job opportunities for young people throughout the next 2 years period. This is followed by $2.5 million USD in the form of debt to expand in additional 4 governorates and double the number of job opportunities created.

**INVESTMENT REQUIRED**

**IMPACT TO DATE**

- 35,000 young people graduated from the capacity development programs.
- 8,000 young people are wage employed.
- 22,000 young people are self-employed.

**MILESTONES ACHIEVED**

- 2012: Trained 2,000 young people and created 800 job opportunities.
- 2009: Obtained $612K grant from Drosos Foundation

**GROWTH PLAN**

- 2018: Create 5,000 job opportunities annually.
- 2020: Sustain service offering based on 5,000 job opportunities through revenues.
- 2022: Expansion in 4 additional governorates and reach 10,000 job opportunities.

**KEY AWARDS**

- 2010: Raghda El Ebrashi, Founder and Chairperson, receives the Ashoka Fellowship.
- 2010: Young Global Leaders from the World Economic Forum & Schwab Foundation-Switzerland.
- 2007: Social Entrepreneurship Award, by the UNDP and Microsoft-Malaysia.

“My project is getting bigger every single day; it is funding my 7 kids’ education and daily needs. After 7 years with AYB, I have 3 micro-enterprises running, and my whole family is working in them”

-Nahed, Small Business Owner
All Across Africa

Alleviating poverty in Africa through job and market creation

ABOUT US

All Across Africa (AAA or “the Company”) is an innovative company that designs and produces distinctive handmade products for the US home décor and jewelry markets, while creating crucial employment across rural regions of Africa. The Company has built a sustainable and scalable workforce of artisans in rural Africa by establishing a large cottage industry that utilizes a cooperative governing structure and local leadership, while controlling the entire value chain. All Across Africa has implemented an innovative model that combines trending design with traditional African artisan techniques and patterns, allowing for truly unique and quality product lines. The Company’s tiered collections create the flexibility and freedom to offer a range of products and price points to a diverse customer base, ranging from more than 200 boutiques across the company to retailers like TJ Max, Costco, and Ethan Allen.

TARGET MARKET

In 2015, the home décor industry in the United States had $60 billion in sales and is expected to continue to grow at a faster rate than the overall economy. Decorative accessories make up the largest category, with sales topping a projected $21 billion dollars last year. All Across Africa’s total serviceable market is the home accent/gift specialty stores. These channels sold nearly $7 billion in decorative accessories in 2014.

VALUE PROPOSITION

For retailers who are looking for access to unique products that are new to the market and increase their corporate social goodwill, All Across Africa’s home decor options are a product that provides a quality trend-setting option. Unlike companies who export local handicrafts, we design products that will be in demand across various seasons, work directly with the producers to achieve quality and design, and can produce tens of thousands of units. Buyers across all market segments maintain global thinking as a way to stand out in the marketplace, believing that telling the story behind a product can help consumers distinguish a retailer from its competitors. With our ethically sourced, distinctive, high-quality products, All Across Africa is uniquely positioned to take advantage of this market trend.
“I work hard on my weaving because I have plans to educate my children up to university level. Selling my baskets to All Across Africa has changed my life. It makes me happy to see my children go to school, have food, and have good health.”

-Illuminatta, Byimana, Rwanda

INVESTMENT REQUIRED

• The Company is seeking an equity investment in the amount of $1.2 million dollars to expand our rapidly growing business.
• Additionally, we are seeking introductions to retailers who might be interested in sales partnerships.

IMPACT TO DATE

• 3,000 men and women received funding.
• Artisans support 5.7 on average, impacting 18,000.
• 31 percent access to education and healthcare, and 60% are able to actively save.

MILESTONES ACHIEVED

2016: Secured $500,000 working capital loan from the Pritzker Family Foundation
2016: Begin working in Ghana to expand employment to 300 new artisans and diversify product lines
2014: Featured as the only outside vendor in Costco’s shareholder meeting
2013: Produced and exported over 100,000 handmade products, employing over 3000 rural artisans

GROWTH PLAN

2016: Convert method of shipping from air freight to ocean containers by Q4, saving more than $180k annually in operational and shipping costs
2017: Increase production efficiencies and artisan employment
2017: Open permanent office in Ghana, Uganda and Kenya, adding 3 new product lines and 1,500 new artisans

KEY AWARDS

2015: Awarded “Best Booth” at Las Vegas Home and Furniture Market
2015: Traditional Home Editor awarded AAA “Most Wanted”
2014: House Beautiful Editor awarded AAA “The Best” product with a full-page product feature

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Awaaz.De
Enabling social change in underserved communities through inclusive mobile solutions and services

ABOUT US
Last-mile communication is a big challenge for organizations across sectors who need to effectively disseminate, collect, and analyze information from low-income or rural populations at scale. Awaaz.De’s easy-to-use, communication and data collection tools cut across language, literacy, and connectivity barriers through innovative, customizable voice and mobile-based content. Awaaz.De develops solutions (with capabilities spanning IVR, SMS, mobile apps and web) for organizations across multiple sectors: education, agriculture, health, and financial services. We have hundreds of clients, including microfinance institutions, social enterprises, non-profits, and research institutions.

TARGET MARKET
We are a B2B business focused on “enterprise” clients. Our current geographic focus is on India (with plans to expand to other S. Asian and African countries as well) and our target clients include NGOs, development aid agencies, corporate CSR initiatives, social enterprises, micro finance Institutions, vocational training Institutions, research institutions, and Local Governments. Detailed references of our representatives are available upon request.

VALUE PROPOSITION
For organizations that need to communicate with underserved communities globally, Awaaz.De provides mobile phone solutions and services that reach all mobile phone users in a cost-effective way. Unlike other SaaS providers, our products cut across connectivity and language and literacy barriers. We have the expertise to provide design and implementation consulting, advanced data analytics, and content creation services.

Headquarters:
Ahmedabad, India

Established: 2012

Impact Areas: South Asia and Africa

Type: For-profit

Sector: Information & Communications Technology (ICT)

Staff Size: 10; Consultants: 3

Annual Budget: $275,000 to $380,000

Major Funders: Centre for Innovation Incubation and Entrepreneurship (CIIE), Sattva Capital (Samir Shah), Bill & Melinda Gates Foundation

Stage: Revenue

MANAGEMENT TEAM

NEIL PATEL
Founder & CEO

SONALI MEHTA-RAO
Co-Founder & CGO
“I use Awaaz.De to send information about what MNREGA is, how to get a job card, about our rights, or if something happened to a laborer. Awaaz.De is mobile radio. With it, we expand our reach.”

-Sanjay Sahni, Community activist and organizer for labor rights. Bihar, India

INVESTMENT REQUIRED
We are seeking 500k equity financing for our Series A. However, we are also open to structuring this round as a convertible note. The timeframe for this investment is Q4 2016. We also seek grants to fund innovative R&D work, such as new approaches in user generated content in agriculture or radio-style edutainment financial literacy modules.

IMPACT TO DATE
- 600,000 + Unique Call Recipients reached
- 190+ clients

MILESTONES ACHIEVED
2015: Reached 500,000 unique users and 150k USD in revenues through 100 paying clients
2014: Harvard Business School RCT shows positive behavior change and 10X returns in increased agricultural productivity through Awaaz.De approach
2012: Raised seed funding from CIIE, one of the premier incubators in India

GROWTH PLAN
2017: Launch beta version of AD 2.0
2018: Achieve over $600,000 in revenues and 2M users
2019: Breakeven

KEY AWARDS
2015: Bill & Melinda Gates Foundation 15th Round Grand Challenges Exploration award
2013: Action for India Growth Prize
2013: Sankalp Artha Grand Prize

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Cántaro Azul
Achieving sustainable consumption of safe drinking water in Mexico

ABOUT US
Cántaro Azul works in rural and semi-urban communities in Mexico, where there is lack of affordable access to safe drinking water due to high monetary and labor costs. After 10 years of successful experience as a non-profit organization bringing safe water to more than 100 marginalized communities across Mexico, Cántaro Azul is now looking to operate its social-franchise model as a for-profit enterprise to serve its target market in both rural and urban areas. With easily adaptable technological solutions, we developed small water purification and distribution businesses operated by entrepreneurial women. Based on a franchise model, women use our technology and brand to produce and distribute 20-liter water containers at a selling price of $0.40 USD, 20-45 percent lower than the price of commercial vendors. As the franchisor, Cántaro Azul receives a monthly franchise fee, which comprises a fixed payment for the use of the licensed brand and technological know-how, and a variable fee as a share of the water business sales in order to cover our operating expenses.

TARGET MARKET
Our social-franchise model has so far served rural communities of more than 2500 people in the southern state of Chiapas. Our main target market are men, women, and children of all ages with low levels of income and education. We focus on families who are no longer culturally resistant and are economically able to buy bottled purified water; however, we also focus on people who drink untreated water to reduce health risks. Our current model is shifting into incorporating urban areas to access a larger profitable market, which should enable us to improve our impact metrics in rural communities and also provide low-income families in urban areas with affordable clean water. With the implementation of two new franchises in 2016, we expect to reach 5,000 people by the end of the year.

VALUE PROPOSITION
NuestrAgua Social Franchise provides safe drinking water for marginalized communities who want to have access to a clean, reliable, and sustainable water source. Unlike most commercial vendors that come from distant urban centers, our services are produced at the local community and offered at a considerably lower price to ensure water consumption sustainability and promote local economic development.

Headquarters: San Cristobal de Las Casas, Chiapas, Mexico
Established: 2006
Impact Areas: Mexico, currently focused on Chiapas
Type: Hybrid
Sector: Water & Sanitation, Economic Development
Staff Size: 35; Volunteers: 5
Annual Budget: $800,000
Major Funders: W.K. Kellogg Foundation, Gonzalo Rio Arronte Foundation, Mexico’s National Institute of Women, United Nations Development Program, Inter-American Development Bank
Stage: Pre-Revenue (Social Franchise)

MANAGEMENT TEAM
FERMIN REYGADAS
Co-founder and Executive Director
ISRAEL AMEZCUA
Operations Director
INVESTMENT REQUIRED

Our social-franchise program is looking for $450,000 in funding in the next 18 months which could be a combination of grants, impact first investments, and asset-based loans. This will enable us to strengthen our operational team and ensure our existing two kiosks, to make two new purification systems become profitable by the end of 2016, to extend our franchise model to higher-profit urban areas, and to install an additional 15 purification systems and close up a micro-region by end 2017, as we transition from a nonprofit to a social enterprise.

IMPACT TO DATE

- Increased consumption of safe drinking water for 15,000 people, in more than 100 rural communities, across 9 regions in Mexico
- Since 2015 we have implemented our social franchise model and provided 1,500 people with affordable drinking water in more than six rural communities, generating weekly monetary savings of 20-45% for water consumers and empowering 31 women entrepreneurs.

MILESTONES ACHIEVED

- 2016: Obtained $1.3 million USD in funding to operate all Cantaro Azul’s programs
- 2016: Signed an agreement with the Chiapas State Government to install water purification systems in 1,000 schools in the next 3 years
- Since 2011: Implemented community-led water kiosks in over 20 rural communities, of which 2 operate under our franchise model, already generating revenues for women entrepreneurs

SOCIAL FRANCHISE GROWTH PLAN

- 2016: Consolidate operations and transition from non-profit to social enterprise model
- 2017: Install an additional 15 systems of which 70% are profitable
- 2018: Install 50 systems covering other regions in southern Mexico
- 2020: “Deliver water services to 200,000 people in Mexico

KEY AWARDS

- 2016: Public Entrepreneurship Society Award
- 2014: Ashoka Fellow
- 2014: Visionaris UBS Social Entrepreneur Award-Finalist

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¡(El proyecto) Nos está beneficiando, tenemos nuestra agua más económica, y cuando vendemos, vendemos a 8 (pesos), me siento yo muy contenta!”

Translation: “(Cántaro Azul’s program) is benefiting us. Our water is more affordable, and we can sell it at 8 pesos. I feel very happy!”

- Enedina Vazquez (woman entrepreneur)
CareNX Innovations Pvt. Ltd
Create mHealth technologies for developing countries to deliver at-door pregnancy care

ABOUT US
CareNx offers a pregnancy care solution, the CareMother, which consists of a portable kit with medical devices connected through a mobile app. Our target customers are rural private hospitals, government hospitals, and health-care agencies working with government in India. We offer CareMother at a fixed price, and our recurring revenue comes from at-door tests offered during the nine months of pregnancy. CareMother enables customers to increase their patient outreach through health-workers at 50 percent lower cost compared to existing mobile health vans. Furthermore, it has improved efficiency and social recognition for health workers. A feature of “Early detection of high-risk Pregnancy” in our app help doctors early intervene and reduce the health complications for mothers.

TARGET MARKET
CareMother helps expectant mothers with effective pregnancy care, which is offered by hospitals through health workers. Out of $900 million USD service available markets for point-of-care testing in India, we target 10 percent of the market that serves pregnancy and chronic care outreach. Our target customers include 6,000 rural private hospitals (hospitals, clinics, and nursing homes) and government hospitals (153,655 subcenters, 25,308 primary health centers, and 5,396 community health centers). In addition, there are more than 1000 health-care implementing foundations/NGOs in the maternal and child health area. Initially, we will target hospitals in 3 states, viz.: Maharashtra, Karnataka, and Rajasthan to implement our CareMother solution.

VALUE PROPOSITION
CareNx offers the CareMother kit, a portable pregnancy care and mobile platform, which enables direct engagement with patients for hospitals, early detection of high-risk pregnancies, and improved efficiencies and social recognition for health workers. Unlike existing hospital outreach through mobile vans, CareMother creates better connectivity, greater revenues through increased institutional deliveries, and better data collection for future business analysis.

We have provided at-door pregnancy care to more than 3,000 mothers, performed more than 10,000 tests in 60 villages, and empowered more than 20 health workers.

Headquarters: Mumbai, Maharashtra, India
Established: 2015
Impact Areas: Aurangabad, Hyderabad, Mumbai-India; Nairobi-Kenya; Dhaka-Bangladesh
Type: For-profit
Sector: Health; Information & Communications, Technology (ICT)
Staff Size: 7
Annual Budget: $300,000
Major Funders: Incubation Centre: Society for Innovation and Entrepreneurship (SINE), IIT Bombay, India
Stage: Revenue

MANAGEMENT TEAM
Shantanu Pathak
CEO & Co-Founder
Shruti Mankar
Clinical R&D Lead
“CareMother technology will help us to provide early identification and improve outreach through at-door care. By connecting pregnant women to hospital doctors, CareMother will help increase institutional deliveries and thus reduce maternal mortalities.

-Dr. Vasundhara from Kamineni Hospital

INVESTMENT REQUIRED

CareNx Innovations is seeking $1,000,000 in equity funding for the next 36 months for working capital to reach breakeven and expand our operational reach. That investment will enable us to reach 1,000 hospitals with the Clinic-In-Box solution kit, which will provide care to 780,000 pregnant women and connect health clinics to specialists and experts from urban hospitals over our mobile platform.

IMPACT TO DATE

- Hired 20 health workers to work on the two projects
- Monitored 1,550 pregnancies in 40 villages in Aurangabad and the urban slums of Mumbai
- Diagnosed 700 high-risk pregnancies
- Increased early identification of high-risk pregnancies by 23%

MILESTONES ACHIEVED

- 2015-2016: Incubation space and seed support ($40,000 USD) fund
- 2015-2016: Completed pilot with UN Habitat in urban slums with outreach to 1,000 mothers and a twofold increase in consultation at health centers
- Increase in number of partners and growth of beneficiaries
- Rural pilot with private hospital which started with 1 kit and 5 villages has now scaled to 6 kits and 40 villages

GROWTH PLAN

- 2017: To impact lives of 30,000 pregnant mothers and partner with at least 4 regionally strong organizations
- 2018: To Impact lives of 150,000 pregnant mothers and partner with at least 5 regionally strong organizations
- 2019: To impact lives of 600,000 pregnant mothers and sell 3,000 MotherCare kits through strategic initiative

KEY AWARDS

- 2015: The President of India —Innovation Scholar in Residence at The President House
- 2014: Gandhian Young Technological Innovation Award
- 2013: Stanford Business School-DST-Lockheed Martin: India Innovation Growth Program

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engageSPARK
Empowering NGOs to EASILY engage beneficiaries via Automated Calls & SMS

ABOUT US
engageSPARK empowers organizations to build automated calls (IVR) and 2-way SMS programs to engage the poor in developing countries. We are democratizing this technology to empower IT & non-IT staff at any size non-governmental organization to maximize their impact by interacting with anyone who has access to a mobile phone. Automated calls (IVR) and 2-way SMS are the most efficient, scalable, and affordable means for Non-Governmental Organizations to interact with their beneficiaries and staff, and impactful programs can be built in minutes. engageSPARK has integrated with telcos worldwide to send and receive in any of 200+ countries. Our pricing model is disruptive, as it’s the only one in the market that is solely usage based and fully inclusive of telco fees, but without contracts, implementation fees, or subscription plans-making it affordable for any size NGO anywhere.

TARGET MARKET
Most of the 10 million NGOs worldwide engage beneficiaries in developing countries. Only 10-30 percent of people in those countries have any internet access on a regular basis, but most of them now have access to a mobile phone. However, most NGOs don’t have access to IT people to build interactive mobile phone programs affordably and at scale.

VALUE PROPOSITION
engageSPARK is the EASIEST to use engagement platform that empowers non-IT staff at NGOs of any size to build interactive automated calls & 2-way SMS programs to engage their beneficiaries at scale affordably in just minutes. Unlike all other tools that require training or IT people charge implementation or monthly subscription fees, and lack global telco integration, engageSPARK is used to build programs in minutes, cheaper, in any of the 196 countries.
“I couldn’t believe how fast and simple it was to run our financial literacy campaign for 20,000 super-typhoon survivors.”

-Vai Krishnan, Program Manager, Mercy Corps

INVESTMENT REQUIRED

$2-3 million in debt or equity to be raised in the next few months

IMPACT TO DATE

- Engaged 175,000 people on behalf of organizations (number of people sent & received calls & SMS)
- 1.5 million automated calls & SMS sent & received on behalf of organizations

MILESTONES ACHIEVED

2016: Reached $100k in revenue
2015: Launched engageSPARK product globally
2015: Financial literacy program for 20,000 people-106 percent increase in savings products

GROWTH PLAN

2016: Impact 250,000 people
2017: Impact 1,000,000 people
2018: Impact 5,000,000 people

KEY AWARDS

2016: Forbes Magazine – “Leading Startup”
2016: DBS-NUS (Nat’l Univ of SG) Social Venture Challenge 2016, Top 12 Semi-Finalist
2016: Mulago Rainer Arnhold Fellowship

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Farmerline Ltd.
Transforming millions of farmers into successful entrepreneurs

ABOUT US
Farmerline is a for-profit Ghanaian company that, over the past three years, has built a social business, software technology, and partnership network that has reached over 200,000 farmers in five countries. Our mission is to transform millions of farmers into empowered entrepreneurs. To do this, Farmerline creates technologies that collect and disseminate profit-generating content to farmers’ fingertips, and that help modernize the agricultural systems, supply chains, and markets around them.

TARGET MARKET
Farmerline’s primary target users are estimated to be about 3.4 million smallholder households in Ghana, the majority (82.5%) of whom live in rural areas on less than $2 a day, with poor transportation and communication infrastructure. They cultivate less than five acres using rudimentary tools such as hoe and cutlass, often have limited or no access to improved farming technologies; lack regular visits from agricultural extension agents and excluded from traditional formal financial services. The other target market segment, agribusiness sector, is estimated at over $10 billion in Ghana alone. In this target market, global food sourcing and small holders are engaged in buying and selling their products.

VALUE PROPOSITION
Farmerline is a software company whose services are both global and local: the information we distribute combines globally-researched best practices (Good Agricultural Practices), with local weather data and pricing information triangulated by farmer location; our sophisticated MERGDATA software has been built by Farmerline’s world-class tech team, which makes information accessible to farmers with limited reception on simple feature phones. Farmerline technology is built for compatibility across 190 countries, but all information and supporting systems enable distribution in localized languages.
INVESTMENT REQUIRED

Farmerline is seeking investment in the next 12 months to achieve two things. The first goal is to raise an equity investment or convertible note of $300,000 to scale its proprietary MERGDATA software to 10 countries and reach at least 1 million farmers in the process. The second goal is to raise $500,000 of grant capital to pilot and launch new and high impact services directed at small-scale farmers.

IMPACT TO DATE

- 5,000 farmers served with content monthly
- 200,000 farmers reached through partnerships
- 50% increase in farmer profits observed

MILESTONES ACHIEVED

- 2015: Rebranded Farmerline’s core communication and data management tech into MERGDATA
- 2015: Expanded operations into 4 additional countries
- 2014: Farmerline co-founders became Echoing Green Global Fellows
- 2013: Successfully piloted and launched Farmerline content services with 1,000 fish farmers

GROWTH PLAN

In the next 3 years, Farmerline aims to scale proprietary MERGDATA software to 10 countries; reach at least 1 million farmers; deepen our understanding of the social impact of our services; and continue to improve our operational, strategic, and financial capacity as a truly social business. Farmerline will also pilot and launch new but high impact services that small-scale farmers will pay for.

KEY AWARDS

- 2016 FT/IFC Transformational Business Awards
- 2015 Unilever Young Entrepreneurs Award
- Duke of York Pitch @ Palace Africa
- 2014 Echoing Green Global Fellowship

“Initially, I was overfeeding my fish, thinking that, the more I feed them, the faster they will grow. Farmerline’s fish farming tips helped me to save fish feed and money. Farmerline helped us to sell our tilapia to big buyers, and now my colleagues see me as a successful fish farmer and want to start their own farms.”

-Lazurus Azure, Fish Farmer
Koe Koe Tech
Empowering Myanmar people with access to quality health care

ABOUT US
Koe Koe Tech is a Yangon-based health IT social enterprise that has created “maymay”, a maternal and child health app that aims to reduce maternal and under-5 mortality rates in Myanmar, by providing access to quality maternal and health information and telemedicine with doctors and midwives. The maymay app provides (1) gamified, informational messages timed to the week of user’s pregnancy or the age of the user’s child; (2) a doctor lookup where users will be able to search 10,000+ Myanmar doctors by specialty and location; and (3) telemedicine enabling users to speak and text with Population Services International (PSI) doctors and nurses.

TARGET MARKET
Our target market are the pregnant women of Myanmar, their partners, and the parents of young children. Once we have established market validation in Myanmar we intend to expand to the 65 other countries our partner PSI operates in. Our business model is app monetization from (1) in-app advertisements, (2) telemedicine fees, (3) healthcare provider referral fees, and (4) in-app purchases of health products. Our value proposition is to reduce maternal and neonatal mortality rates in Myanmar by providing maymay app users with quality health information, healthcare, and health products.

VALUE PROPOSITION
For parents, expecting parents, and grandparents who need improvements in maternal and child health, the maymay app is a maternal and child mobile health app that provides access to quality health information, telemedicine, and health products. Unlike the status quo or Telenor’s Mate app our product is free and non-exclusive with frequently updated health information for the full term of pregnancy through the first two years of life, and we’re currently adding content for the next 16 years. This app can also be used for telemedicine and to gather information about health products.
“My wife suffered complications in her first pregnancy and had to have an abortion. We used the maymay app for her second pregnancy. Maymay taught us of a clinic antenatal visit, the right foods to eat, and what dangerous symptoms to look for. As a result, my wife delivered a healthy son. I am so happy and proud!”

-Aung Nyein Chan

INVESTMENT REQUIRED

- Grants-$200,000
- Private Public Partnership subsidy for Ministry of Health deal-$200,000
- Investment time frame-2 years
- Partnerships—particularly with Samsung & Huawei (for preloading phones), INGOs (e.g., Save the Children, Pact, Worldvision, and Jhipego for distribution & acquisition channels). Technical Assistance—data scientists, CFO/MBA financial modeling, pro bono legal assistance, design UX/UI, network engineering support, and IT security specialists.

IMPACT TO DATE

- 43,000 monthly active users
- 129,000 beneficiaries impacted
- 25 employees, 7 interns that have finished jobs, 1 current intern (Wharton MBA student), 1 on-boarding intern (Touro MD student)

MILESTONES ACHIEVED

- 2016: Obtained $150k USAID DIV grant
- 2015: Obtained about $40k in funding from PSI
- 2015: Obtained $5k per month BizSpark Plus partnership from Microsoft
- 2014: Obtained $90k in funding from Echoing Green.

GROWTH PLAN

- 2016: Reach approximately 100,000 monthly active users by the end of this year for maymay.
- 2017: Reach 250k monthly active users by end of year
- 2018: Have launched full telemedicine, doctor referrals, in-app purchases

KEY AWARDS

- 2015: Unreasonable Institute
- 2015: Cordes Fellowship
- 2014: Echoing Green

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LivelyHoods
Creating jobs for youth and women in slums through last-mile distribution

ABOUT US
LivelyHoods trains and employs youth and women in Kenyan slums to sell products like clean-burning cookstoves and solar lamps, door-to-door in their own communities. We use a hub-and-spoke distribution model, with branches in slum communities that serve as training centers and inventory stock points for our sales agents. This is complemented by a daily consignment model, which ensures that our sales agents do not go into debt or risk their own limited capital but can earn an income and gain valuable work experience. Our customers value the convenience of our sales channel, the cost-savings and health benefits of our products, and the after-sales service provided by our agents and branches. Suppliers value the access to hard-to-reach slum markets that our distribution channel creates for their products.

TARGET MARKET
We estimate that there are 168,000 unemployed youth (ages 18-32) in Kenya’s urban slums that would benefit from our training and jobs. We particularly target young people who have not had the resources or academic success to pursue further education, and so LivelyHoods fills this gap in opportunities for the most vulnerable youth demographic. Our target market for clean energy products is approximately 1.5 million urban households. These households, with a monthly income of between $80 and $180, have the potential purchasing power to invest in a clean-burning cookstove or solar lamp, which will pay for itself after four months of use. By calculating the total urban population with this income range and subtracting for current penetration rates, we have a total addressable market of 1.5 million households across Kenya.

VALUE PROPOSITION
For slum consumers who lack access to life-changing, high-quality products, LivelyHoods is a youth- and women-powered distribution channel that provides products like clean cookstoves and solar lamps. Unlike super markets or micro-finance institutions, LivelyHoods provides a retail experience with customer education, personalized service, and after-sales follow-up that is currently unavailable in slums.

Headquarters: Nairobi, Kenya
Established: 2011
Impact Areas: Kenya
Type: Non-profit/NGO
Sector: Clean Tech & Energy, Environment
Staff Size: 22; Volunteers: 2
Annual Budget: $550,000
Stage: Revenue

MANAGEMENT TEAM

TANIA LADEN
Co-founder and Executive Director
LivelyHoods is seeking $625,000 in grant funding over four years, in order to scale operations and reach profitability. The total funding need is $850,000; however, we have $225,000 in multi-year grant funding already committed, as well as a credit line of $5,000 per branch with Kiva to fund our inventory needs.

**INVESTMENT REQUIRED**

**IMPACT TO DATE**

- 61,600 people with clean energy access from 14,000 products sold
- 900 jobs created with $110,000 in sales agent income
- 175,295 tons of carbon dioxide emissions prevented

**MILESTONES ACHIEVED**

- 2016: 12 branches—Opened first 2 branches in Mombasa and 2 more within Nairobi
- 2015: Sold 6,000 clean cookstoves (more than previous 4 years combined), opened first 2 branches outside of Nairobi and 2 more within Nairobi, for a total of 8 branches
- 2014: Opened 3 additional branches within Nairobi, for a total of 4 branches
- 2013: Proof of concept for recruitment, training, and commission-based pay models

**GROWTH PLAN**

- 2016: Pilot franchise model in Moshi, Tanzania
- 2017: 20 branches—Expand into Western Kenya, with a hub in Kisumu
- 2018: 26 branches—Hit breakeven for operations in Kenya
- 2019: 32 branches—Reach all of western and central, Nairobi, and Mombasa
- 2020: 38 branches—Hit breakeven for HQ operations (US overhead)

**KEY AWARDS**

- 2016: GSBI Fellowship
- 2014: D-Prize
- 2012: The Cordes Fellowship
- 2011: Unreasonable Institute Fellowship
- 2011: GSBI Fellowship

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“Before I was not able to pay house rent on time. Now I can pay my bills, buy clothes, and support my mum who is blind. I have my farm project at home, and I have 2 accounts where I save part of my earning. After 2 years, I am now financially stable and can even support others.”

-Emily Munialo, SALES AGENT
Noora Health
Training marginalized patients and their families with health skills to improve outcomes and save lives

ABOUT US
At Noora Health, our mission is to improve health outcomes for marginalized people. We achieve this by engaging patient families in the care of their loved ones. We turn hospital hallways and waiting rooms into classrooms where we train families with high-impact, hands-on health skills to improve outcomes and save lives. In doing so, we enable family members to provide care in the hospital and at home. We tap into an available, highly compassionate, and willing resource, the family member. After training for recovery care in hospitals, families return home with confidence. As a result, we reduce return hospital visits by 24 percent, lower the incidence of preventable complications, and replace anxiety with confidence for the caregiver, resulting in a six times reduction in anxiety.

TARGET MARKET
We work with major public and private hospitals in India to transform the health of families living below the poverty line in a lasting way. Currently, we train in over 4 major condition areas and provide daily trainings in seven languages at 35 different institutions. We are on track to be training in ten major condition areas in 200+ hospitals in India by the end of 2017. Our intervention has the potential to impact the lives of families facing a major health issue, and we believe we have a role in shifting the global healthcare paradigm.

VALUE PROPOSITION
Noora Health provides health training for family members of patients from marginalized communities, so that those who care the most can effectively help those who need it the most.
“What you have taught me will help me take care of not only my father, but my whole family. I will teach this to my whole village. Teach me everything you can.”

-Krishna accompanied his father to the hospital for his open-heart surgery. They live on a farm, a day’s journey from the hospital. Hyderabad, India

INVESTMENT REQUIRED

Over the next three years, Noora Health’s priorities are to continue to validate the impact of family caregiving on health outcomes with the end goal of developing a strategy for impacting a million or more lives. Ultimately, Noora Health defines success as a global shift in the standard of care, where family members of patients are seen as an integral part of healthcare delivery. In order to reach their 3-year targets, Noora Health is seeking philanthropic investment and grant funding of $3.5 million.

IMPACT TO DATE

- Trained over 50,000 family members
- Have shown to reduce 30-day complication rates by up to 71%
- Fully operational in 25 major hospitals across India

MILESTONES ACHIEVED

2015: Doubled the number of people trained annually
2014: Expanded from 1 pilot training site to now being live in over 25 sites

GROWTH PLAN

2017: Have the program operational in 75 facilities, 50% through the public sector
2018: Have trained over 1 million family members
2019: Achieve full rollout in 1-2 Indian states and begin pilot outside of India

KEY AWARDS

2016: Fast Company 50 Most Innovative Companies of 2016, ranked #45 globally and #2 in India.
2015: WHO; Social Innovations in Health Initiative top 25 Global Innovations in Health
2015: Forbes 30 under 30
2014: Tech Crunch; Top 8 Startups in the Y Combinator

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NUCAFE
Improving the livelihoods of Ugandan coffee farmers with a sustainable market

ABOUT US
The National Union of Coffee agribusinesses and farm Enterprises (NUCAFE) is an umbrella of national coffee farmers’ organizations founded in 1995 as a limited company by guarantee without share capital. NUCAFE has grown and evolved as a vibrant private-sector-led farmer organization formed to serve and position farmers well in the liberalized coffee value chain in Uganda. We operate a globally proven business model, the Farmer Ownership Model, that enables coffee-farming families for the first time to own a valuable form of value-added coffee that improves their household incomes by over 30 percent per kg.

TARGET MARKET
NUCAFE’s target market is over six million smallholder coffee farmers in Uganda. Seventy-eight percent of these coffee farmers are youth below the age of 30 and earning less than $2.00 USD a day. In Uganda, 65 percent of the youth are unemployed. Uganda has a population growth rate of 3.2 percent (approximately six children per mother). Although still poor, the people who farm coffee in Uganda are relatively better than those who do not farm coffee.

VALUE PROPOSITION
NUCAFE organizes smallholder coffee-farming families into viable economic organizations. NUCAFE enables farmers to access processing in value-added factories, where they can then sell their coffee to whoever is offering better terms of trade. In addition, NUCAFE facilitates marketing and provides means of transport, advocating for a conducive policy environment, which no other competitor is able to do.
INVESTMENT REQUIRED

NUCAFE is seeking a grant of $592,149 in 2016, to establish a farmers’ training center and expand the warehouse. We seek a grant of $394,766 in 2017 for training farmers, market development, and branding. We are seeking a line of credit of $340,974 in 2016, $642,804 in 2017, and $38,513 in 2018, to smoothen our cash flow. We also need support to facilitate linkages with buyers in the USA, technical assistance in franchising NUCAFE Omukago coffee shop, and partnership in creating a farmer entrepreneurship training center.

IMPACT TO DATE

- Organized 200,051 coffee farming families in membership under 188 rural community associations
- Established a farmer-owned coffee factory where farming household incomes have increased from $0.50 per kg to $2.00 per kg of graded coffee
- Influenced public National Coffee policy, enabling over 9 million coffee stakeholders in Uganda to carry out coffee businesses in a conducive policy environment
- For the first time in Uganda, coffee farmers have won the investor of the year gold award of medium category of business organizations

MILESTONES ACHIEVED

- 2014: Obtained $488,223 grant from USAID
- 2013: Obtained $874,335 grant from aBi trust; Coffee roaster factory in place; 946 jobs created
- 2011: Over 150 farmer associations for export ready

GROWTH PLAN

- 2019: Have 231,525 organized coffee farming families that will process 9,724,050 kgs of coffee
- 2019: Sales revenue to farmers of $24 million USD

KEY AWARDS

- 2016: Winner of Uganda Investor of Year Award
- 2015: Winner Excellence Award in Rural Economic Development association
- 2013: Africa Farmer Organization of the Year Award in income diversity category

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Pollinate Energy
Bringing life-changing products to people who need them most

ABOUT US
Pollinate Energy trains and empowers local entrepreneurs to establish sustainable micro-businesses that provide life-changing products-like solar lights, water filters, and solar fans-to India’s urban slums. This provides employment opportunities for locals, while improving quality of life in slum communities. We offer payment plans to make our products affordable for our customers, and our default rate on these plans is less than 1 percent. Our Pollinators also provide post-sale servicing and support to ensure that our products are used on a long-term basis.

TARGET MARKET
Our target market is people living in city slums who lack access to basic services like electricity, water, and sanitation. In India, there are 65 million people living in slums, with this number projected to grow to 100 million by 2025. These slum dwellers are primarily rural migrants who have moved into the city seeking a better life for themselves and their families. They earn on average $1.95 USD per day, although they remit 15 percent of this income to their village.

VALUE PROPOSITION
Pollinate Energy provides life-changing products like solar lights, water filters, and solar fans to urban slum dwellers through a door-to-door entrepreneur network that also offers finance plans and ongoing service, thereby creating social and environmental impact for a market that others are unable and unwilling to serve. We have four key points of difference from other product distributors: our customized CRM tool, our high-touch network of door-to-door sales representatives, our ongoing servicing of products, and our provision of finance to ensure affordability.
“Since I bought a solar light I am happier at work, as I can see the food I am cooking and there is less smoke in the tent from the kerosene. My customers are also happier. They sit inside and socialize as they eat, so my business is better and I save money.”

-Aminbir, a small shop owner in one of our Bangalore communities

INVESTMENT REQUIRED

- $225k USD grant funding 2016-17
- $375k USD debt funding 2017-18, 3% per annum repayable by 2022 (total repayment $405k USD)
- Opportunities to partner with US-based universities and corporates to provide hands-on social enterprise course work through our fellowship programs

IMPACT TO DATE

- 15,026 customers (i.e. number of products sold)
- 3.69 Million kg of CO₂ emissions saved
- $1.2 million saved from kerosene expenditure

MILESTONES ACHIEVED

2016: Expanded our product suite to include larger solar systems, water filters, mobile phones, and solar fans
2015: Launched 2 new cities (Hyderabad and Kolkata), reached our 10,000th family.
2014: Built a customer-made mobile phone app, reducing default rates to <2%
2013: Expanded across Bangalore to 500 communities with 15 Pollinators, reached 1,000 families, and ran our first 4 fellowship programs.

GROWTH PLAN

2016: Launch in one new city, total reach 130,000 people
2017: Launch in two new cities, total reach 230,000 people
2018: Launch in three new cities, total reach 380,000 people

KEY AWARDS

2016: Unilever Global Development Award Finalist
2016: The Venture Competition-Australian representative
2015: Australian Social Enterprise “One to Watch” Award
2014: Unilever Changemaker Award

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Solubrite
Providing clean, affordable solar energy to rural people in Central America

ABOUT US

Founded in 2013, Solubrite is a social enterprise dedicated to provide clean, affordable solar energy to over seven million individuals living without electricity in Central America. We have offices in Panama and Nicaragua. Our focus is in last-mile sales, finance, marketing, distribution, and customer service. Solubrite offers low-income rural families in Central America a clean and affordable solar energy solution. Through an ecosystem of regional branches, local sales agents, and community entrepreneurs, Solubrite sells Pay As You Go (PayG) enabled solar home systems in a lease-to-own fashion. This model allows rural, off-grid families the ability to purchase solar energy in a manner that best fits their irregular income, paying in small incremental top ups until they own the product.

TARGET MARKET

Solubrite’s target market are the seven-million-plus individuals in Central America who live without access to clean affordable electricity or are connected to an under-performing and often very expensive national grid.

VALUE PROPOSITION

For rural communities in Central America who don’t have access to electricity and can’t afford the high upfront cost of solar products, Solubrite offers a financing option that helps financially-strapped families benefit from clean, reliable lighting, longer hours of productivity, and increased cost savings. Through Solubrite’s Pay As You Go model, even the poorest families can now come out of energy poverty in a manner aligned with their irregular income. The model enables clients to purchase high-quality products progressively with decreased risks and incentivizes an ongoing service from community entrepreneurs managing the payments.

Headquarters: San Francisco, CA
Established: 2013
Impact Areas: Nicaragua & Panama; Central America
Type: For-profit
Sector: Clean Tech & Energy, Environment
Staff Size: 7; Volunteers: 1
Annual Budget: $440,000
Major Funders: Founder, Family & Friends
Stage: Revenue

MANAGEMENT TEAM

MARC HENRICH
Founder & CEO
INVESTMENT REQUIRED

Solubrite is seeking investments in three phases in the next three years. In the first phase (2016), we are looking for $150K for working capital loan to grow our current operations and continue piloting our Pay As You Go (PayG) Initiative. In 2017 we are looking for another $150K working capital loan and $100K in grants to develop our PayG Initiative. In 2018 we will seek $100K working capital loan and $250K in grants to scale our PAYG program.

IMPACT TO DATE

We have provided clean, reliable solar lighting to over 46,000 rural off-grid individuals in Nicaragua and Panama.

MILESTONES ACHIEVED

- 2016: Piloted first PayG in Nicaragua
- 2016: Opened regional store in Changuinola, Panama
- 2015: Piloted first PayG program in Panama
- 2014: Opened regional store in Santiago, Panama

GROWTH PLAN

- 2017: Recruit 6 more sales agents, activate 3000 PayG solar lamps and 500 PayG SHS and impact over 100,000 people with clean affordable lighting
- 2018: Scale operations to 16 sales agents with 6000 PayG solar systems activated in 256 communities

KEY AWARDS

- 2015: Social Entrepreneur Scholarship, SOCAP

“I wake up at 4 in the morning, and now, with the lamp, I can see clearly. When the sun comes up, I charge the lamp and then charge my phone and later charge my neighbors’ phones. I charge them $0.50 per charge.”

-A Solubrite beneficiary
Vava Coffee

Working from soil to cup to ensure sustainable livelihoods for coffee farmers across Africa and women within our value chain

ABOUT US

Vava Coffee is a group of passionate individuals and farmers working towards one goal: using coffee to empower communities. In 2009, Vava Coffee was started as a social enterprise whose main aim was to contribute to better future prospects for local communities and the coffee industry as a whole. The company ensures sustainable livelihoods for the people and communities in which it works. Rather than give handouts, Vava Coffee gives hope for a better tomorrow to those it works with as well as their families by giving them a chance to earn a living and get out of poverty by engaging them in work activities they are skilled in performing. Vava Coffee not only works with smallholder farmers in different coffee-growing regions within Kenya but also has its coffee gift bags made by groups of women in the informal settlements surrounding Kenya’s capital, Nairobi.

TARGET MARKET

Vava Coffee is targeted towards the ethically-conscious consumer, those that care to source and consume high-quality specialty coffee that is sourced ethically and allows for traceability of their coffee. This consists of the Dutch market with the highest consumption per capita at 2.4 cups per day, Finland, Norway, and Sweden following at 1.8 and 1.3 respectively, and the US market where 54 percent of Americans above the age of 18 drink coffee daily. Our products are also geared towards consumers who want to give back and build communities through sustainable trade and supporting enterprises run by women in Africa.

VALUE PROPOSITION

We focus on marketing micro lots, which maintain the traceability and quality of each of the farming communities we work with. To date, we have impacted 30,000-plus smallholder farmers and over 70,000 beneficiaries—of these farmers, 70 percent with fair-trade certified coffees. The farmers produce specialty coffee—the best and most sought-after in the market.
INVESTMENT REQUIRED

- Grant-$200,000
- Debt-$150,000
- Gift-$50,000
- JV/partnership–or Equity- $200,000-$300,000

IMPACT TO DATE

- 30,000 smallholder farmers
- 70,000 direct and indirect beneficiaries
- $268,255 in earnings by smallholder farmers

MILESTONES ACHIEVED

- April 2016: Purchased our first huge lots of specialty microlot coffee
- March 2016: Raised $90,000 in working capital to source bulk specialty microlot coffee-2,600 new farmers
- 2015: Farmer base grew to 30,000 smallholders
- 2013: Secured bank asset finance facility of $50,000 to purchase equipment

GROWTH PLAN

- 2016: Raise $600,000-$800,000 to grow our operations and enable us to meet demand
- 2016: Start process to establish our own roaster, cupping lab, and retail outlet
- 2017: Increase our farmer base by 12,000, conduct financial literacy classes with our farmer and womens group in Kibera
- 2018: See that our coffee farmers are set up with proper health insurance
- 2018: Increase our women farmer base by another 30%

KEY AWARDS

- 2014: Young Alumni Award of Merit from Western University Canada
- 2013: Top 50 Most successful & Influential Business People in Kenya–Msafiri Magazine
- 2011: Top 12 Social Enterprises worldwide by the BBC World Challenge Program

“We see a great future working with Vava Coffee, as they understand what coffee farmers in Kenya need.”

-Maina Kamonde of Kibingoti Factory-Kirinyaga, Kenya

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As of June 2016, 572 social enterprises representing 65 countries have graduated from GSBI programs, collectively benefitting 160 million people worldwide.

To date, 100% of GSBI social entrepreneurs say they would refer the GSBI Accelerator program to other social entrepreneurs.

Over 100 Silicon Valley executives comprise the GSBI mentor cadre, an entirely volunteer network. On average, each social entrepreneur receives a total of 300 volunteer service hours throughout the duration of the program.

25 mission-aligned partners working in 17 countries comprise the GSBI Network, a consortium of incubators and accelerators incorporating the GSBI methodology and curriculum into their work.

GSBI Alumni Map
Santa Clara University and Miller Center are deeply grateful for the generous contributions made by the volunteer GSBI mentors and content leads in support of GSBI social enterprises. The mentoring provided by the individuals below set the GSBI apart from any other program in the world, and we thank them for their tremendous support.

Alina Adams  
Poonum Agrawal Villivalam  
Steve Albertolle  
Derene Allen  
Dave Anderson  
Lynne Anderson  
John Apgar  
Juli Betwee  
Art Chait  
Purnima Chawla  
Johan Christiaanse  
Grace Colón  
Mark Correnti  
Cyn Dai  
Van Dang  
Dave De Simone  
Arvind Deogirikar  
Marsha Deslauriers  
Doug Doyle  
Michael Duarte  
Steve Dunne  
George Economy  
Taia Ergueta  
Michelle Ewoldt  
Teri Eyre  
Susie Faries  
Diana Feng Regget  
Jose Flahaux  
Linda Fosler  
Jon Freeman  
Laurie Fuller  
Michael Gabriel  
Bryan Gillette  
Robert Grunewald  
Brian Haas  
Al Hammond  
Neal Harrison  
Patrick Hehir  
Mike Helft  
Robert Hum  
Animesh Irkulla  
Sanjay Jain  
Purvi Janardhan  
Pradeep Jotwani  
Raj Kandlikar  
Lakshmi Karan  
Dima Khoury  
John Kohler  
Barb Krause  
Dan Kreps  
Thane Kreiner  
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Ricardo Levy  
Michael Li  
Andy Lieberman  
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Anastasiya Litvinova  
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Eric Macris  
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Karla Martin  
Ken Matsusow  
Sean McKenna  
Jeff Miller  
Tom Mohr  
Hugh Molotsi  
Eric Nelson  
Naresh Nigam  
Ken Nussbacher  
John O’Keefe  
Jamie Osborn  
Jeff Osborn  
Robert Owyang  
Stephen Ozoigbo  
Andy Paul  
Mugdha Pendse  
RL Prasad  
Jonathan Propp  
Betsy Rafael  
Preetha Ram  
Sundar Ramamurthy  
Shruti Ramaswami  
Francis Raquel  
Dennis Reker  
Pamela Roussos  
Karen Runde  
Abby Sarmac  
Beena Sadasivan  
Joe Schuchter  
Bill Scull  
Suriya Sharper  
Tony Stayner  
Sriram Sundararajan  
Elsbeth TeBrake  
Bret Waters  
Patty Watkins  
Tracy Weatherby  
Bob Webster  
Mark Weiner  
Doug Wheeler  
Steve White  
Phyllis Whiteley  
Michael Wray