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**For Immediate Release:**

**ANNOUNCING UNREASONABLE@STATE: A GLOBAL GATHERING SET TO EXPLORE THE CONVERGENCE OF STARTUPS, POLICY, TECH, INVESTMENT, AND INTERNATIONAL DEVELOPMENT.**

**Boulder, Colorado – April 25, 2012** – On May 1, 2013 the U.S. Department of State, Stanford's d.school, Unreasonable Group, and the Aspen Institute will co-host a global gathering of influential policy makers, designers, entrepreneurs, investors, and development practitioners. The goal? Explore how and why entrepreneurship and design-thinking, a methodology for innovation, are key to solving some of the biggest challenges of our time.

According to the founder of Unreasonable Group and co-host of the event, Daniel Epstein, “this event represents a convening of black swans and wayward thinkers. Those playing at the nexus of technology, investment, international development, and startups will come together to collaborate on putting a dent on issues like global poverty, famine, and climate degradation.” He goes on to explain that “this gathering wouldn’t be possible were it not for the creative bravery exercised by Unreasonable’s partners at Barclays, UNICEF, the Charles and Lynn Schusterman Philanthropic Network, and Microsoft who have come together as a catalyst for an event unlike any other.” These organizations are Unreasonable’s Cornerstone Partners for the gathering.

According to Thomas Debass, Deputy Special Representative for Global Partnerships at the U.S. State Department, “the gathering on May 1 will unite a potent mix of global startups, policy makers, investors, and development practitioners who are coming together to explore the role entrepreneurs can play in addressing some of the key challenges of our time through ventures that combine social benefit with business opportunity.”

The main event will showcase [15 startups](#) operating in over 30 countries; highlight the State Department’s efforts to support entrepreneurs; and offer insights from [Unreasonable at Sea](#)’s global experiment as a startup accelerator having sailed over 25,000 nautical miles and into 13 countries in just over 100 days. A panel discussion on “Why Entrepreneurship Matters” will be led by USAID’s Chief Innovation Officer Maura O’Neill featuring Jeff Hoffman, Founder of Priceline; Kudo Tsunoda, Head of Innovation at Xbox; Valerie D’Costa, Programme Manager of the World Bank’s InfoDev; and Jonathan Ortman, President of the Global Entrepreneurship Week.

There will be additional workshops on the second day of the gathering that are designed with a healthy “bias towards action” according to George Kembel, the co-founder of Stanford’s d.school and “co-conspirator” of Unreasonable at Sea. “After having sailed around the world working with creative communities in 13 countries, we are now eager to build new investment vehicles and to collaborate with leadership to re-think education, healthcare, diplomacy, aid, and development.” A select team from Stanford’s d.school, along with George, will be facilitating design-thinking workshops at Google’s Washington DC office. There will also be a private investor gathering at the Aspen Institute focused on accelerating the flow of capital into startups solving difficult social, environmental, and planetary problems.

Epstein goes on to emphasize, “The deal flow at the investor gathering and the companies who take the stage at Unreasonable@State will be uncommon and incredible.” Collectively, the 15 startups participating have already raised tens of millions of dollars and are generating millions more in revenue. They have been selected from well over 1,000 applications from just shy of 100 countries. Beyond profits, they are impacting millions of individuals directly with their technologies, and have achieved operational scale in over 30 countries and 5

continents. Their expertise ranges from astrophysicists, to artificial intelligence, to biological, mechanical, software, medical and electrical engineers, to industrial designers, scientists, doctors, and operational masterminds. According to Epstein, "What unites them is a shared belief that their technology will help define progress in our time and a common eagerness to scale globally." He continues, "we believe Unreasonable@State is an event that can take their efforts to the next level and we hope the world will join us.

**For details and to register for the events visit [www.unreasonableatstate.com/register](http://www.unreasonableatstate.com/register) ###**