This booklet features the investment profiles for 15 out of 16 of the social entrepreneur members of the GSBI ® Online Spring Cohort 10. 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 with their provided contact information or contact us at: 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-impact enterprises that have developed innovative solutions to the problems of poverty. As the most rigorous and practical social-impact accelerator in the world, GSBI supports social entrepreneurs in sustaining and scaling their businesses. We help leaders manage risk and accelerator growth so they can multiply their positive impact on the world.

We support these entrepreneurs throughout their organizations’ life cycle through in-depth mentoring provided by executive-level women and men who work with them over the course of six months through weekly calls. Together, they refine and develop financial models, unit economics, growth strategies, operating plans, and a justifiable ask for their investment needs. The support provided through GSBI focuses on strengthening an enterprise’s impact and business model and presenting their value proposition in a compelling manner. We support social-enterprise leaders in developing the operational excellence and investment readiness required to scale, and we equip teams with practical tools to be successful.

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.

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.
Awamu Biomass Energy

Reduce inefficient cooking by making and selling affordable gasifier stoves.

ABOUT US
Our stoves employ the process of pyrolysis to cleanly burn biomass fuels. The stove has primary and secondary air inlets that ensure clean combustion. After burning the biomass, only charcoal is left, and that can be used for further cooking or sold off.

TARGET MARKET
We target 500,000 households in peri-urban and rural communities of Uganda that use firewood for cooking.

VALUE PROPOSITION
Awamu Biomass Energy makes clean cooking gasifier stoves that are 90% smokeless, save time, and make charcoal for households, thereby reducing exposure to indoor emissions, reducing firewood collection and allowing for more productive time.

To manufacture clean and affordable cookstoves while creating employment, saving household incomes, reducing indoor air pollution, and mitigating climate change.

Headquarters:
Kampala, Uganda

Established: 2012

Impact Areas: Uganda

Type: For-Profit

Sector: Clean Tech & Energy, Environment

Staff Size: 8

Annual Budget: $11,800

Major Funders: Sales revenue & debt equity from Renewable Energy Business Incubator

Stage: Revenue

MANAGEMENT TEAM

NOLBERT MUHUMUZA
Co-founder & CEO

ANCEL BWIRE
Director Sales & Marketing
“ I call this stove ‘my mother’ because it cooks my meals very fast and allows me to execute many other tasks while cooking.”
Aunt Sarah, a grandmother of 9

INVESTMENT REQUIRED
We are seeking convertible debt or equity of $126,500.

IMPACT TO DATE
- Created employment for 12 youths
- Sold over 4,000 stoves
- Proved market and impacted 50,000 lives

MILESTONES ACHIEVED
- 2012: Set up modest production facility
- 2013: Won SEED Award for low carbon
- 2014: Raised $25,000 capital
- 2015: Signed 21 distributors
- 2016: Sold over 4,000 stoves

GROWTH PLAN
- 2017: Build production facility with capacity of 100 stoves per day
- 2018: Increase awareness and distribution to three regions
- 2019: Expand throughout Uganda and expand to East African market

KEY AWARDS
- 2013: SEED Awards
- 2015: Yunus Social Business
- 2016: Tony Elumenu Entrepreneurship Program

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Cloud to Street

Ends unnecessary death and damages from flooding and other climate disaster

ABOUT US
Cloud to Street combines streaming remote sensing, machine learning, social modeling, and community intelligence to dynamically map floods around the world and reveal disaster risks for communities left out of traditional flood maps/the most vulnerable communities. Our online platform—the Flood Risk Dashboard—and downloadable spatial data enables governments and communities to allocate risk-reduction funds, predict disease outbreaks, design social and infrastructural programs, and respond to emergencies.

TARGET MARKET
Our target is the massive development funds dedicated to disaster risk reduction. Each year floods affects 250 million people—taking lives, threatening livelihoods, and blocking sustainable development—but the number of people and GDP impacted by flooding is expected to double in the next 13 years due to climate change and population migration. Many developing governments do not have adequate risk information, in large part because flood modeling is expensive and goes quickly out of date. The World Bank, our primary client, funds $25 Billion in water resources management, and the full market represents billions more.

VALUE PROPOSITION
For development banks who need to minimize damage from and respond to floods in their client countries, the Flood Map Dashboard, which is a 40-year database of local flood events and streaming web platform of flood risk and a map of disasters as they occur, enables the banks and developing governments to allocate resources and respond to emergencies. Unlike the Dartmouth Flood Observatory or traditional hydrologic models, our flood-detection platform is automated and can be implemented immediately anywhere, enabling us to map all major floods continuously, as opposed to DFO’s few hundred documents or WRI’s static maps.
“The historic flood database and the near real-time detection tools that Cloud to Street is developing are set to be a cost-effective, easily accessible, high-quality, and timely solution for decision makers.”

Dr. Christoph Aubrecht, the World Bank and European Space Agency (ESA-ESRIN) Directorate of Earth Observation Programmes Science, Applications and Future Technologies Department

INVESTMENT REQUIRED

Cloud to Street is currently growing its services and program for its own customer-generated revenue and science grants, but it will be looking to raise a $750-1 million round of equity capital within the next year.

IMPACT TO DATE

We identified almost a million at-risk people living in floodplains around the world and helped disaster-risk professionals understand and address their resilience.

MILESTONES ACHIEVED

- 2017: Releasing the largest global database of flood maps, expanding to Argentina and other countries
- 2016: Created dynamic sociophysical vulnerability assessments for Senegal and Uttarakhand, India
- 2014-2015: Received almost $200,000 from Google Earth Outreach to develop climate-resilience science and technology

GROWTH PLAN

Get 50 million people living in flood-prone and socially vulnerable places on the map by expanding our platform and building on our small and talented team

KEY AWARDS

- 2017: The UN Data for Climate Action Challenge finalist
- 2016: Echoing Green Climate Fellow
- 2014: Google Earth Outreach Research Award

CONTACT US

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CookClean Ghana Limited

Provides access to clean energy while protecting lives and environment in Ghana

ABOUT US
CookClean manufactures locally researched and developed improved cookstoves which reduce cooking energy by up to 50%, increasing a family’s disposable income by up to $112.00 per year. CookClean’s CookMate stoves, which have an average life-span of four years, reduce CO2 emission in excess of ten tons and also contribute to avert deforestation and ensure food security, enhancing full benefit of environmental gains. CookClean’s production of biomass fuels in form of briquettes and charcoal, using sawdust and agricultural waste as feed stock, also eliminates the cutting down of trees for cooking fuel.

TARGET MARKET
84% of Ghana’s population of 27 million (3 billion globally) uses wood fuel, which rely on traditional resources-wasteful inefficient cook stoves, resulting in 13,400 deaths (globally 4 million) annually due to exposure to harmful smoke and impacts 21.3 million people. (Source: Global Alliance for Clean Cookstoves). Over 91% of the rural population of 12.4 million people use biomass as their primary source of cooking energy and nearly 58% of over 14 million urban population also use biomass as their primary source of cooking energy. With over 6.6 million households, this translates into a cookstoves market of over 5.5 million, which is currently being inadequately served by artisans and 4 main market players, including CookClean. The overall market share of players does not exceed 20%.

VALUE PROPOSITION
CookClean provides improved cook stoves and biomass fuels, which significantly reduce families’ cooking energy bills by 50% as compared to the traditional cookstoves for low- and lower-middle income earners in rural, peri-urban and urban areas and thereby enables access to clean energy, protecting lives and environment.

Headquarters:
ACCRA, Greater Accra, Ghana
Established: 2012
Impact Areas: Ghana, nation-wide
Type: For-Profit
Sector: Clean Tech & Energy
Staff Size: 36
Annual Budget: $1,026,440
Major Funders: BioCarbon Group Pte. Limited, ClimateCare, Nordic Environment Finance Corporation
Stage: Revenue

MANAGEMENT TEAM

NICHOLAS MANU
CEO
INVESTMENT REQUIRED
Grants: $450,000
Debt: $1,320,402
Total: $1,752,402
Time Frame: 2017-2018, over a period of 18 months

IMPACT TO DATE
- Impacted 303,000 people by providing them with access to clean energy. (Each household has four members, and this number, multiplied by the number of stoves (75,802) sold, equals the number of impacted people).
- $7.4 families’ disposable incomes increased by $7.4 million
- Generated over 36 full-time qualified jobs and over 300 indirect jobs
- 610,000 tCO2e carbon emissions avoided
- Avoided felling an equivalent of 479,000 tons of trees

MILESTONES ACHIEVED
- 2012: Achieved milestone by obtaining funding of $1082K for cookstove production. Registration of Clean Development Mechanism (CDM) with the UNFCCC (United Nations Framework Convention on Climate Change).
- 2013: Obtained US$530K funding for briquettes and charcoal production.
- 2016: 610,000 tCO2e (ton CO2 equivalent) emission reduction achieved.
- 2016: 303K provided with access to clean energy.

GROWTH PLAN
- 2020: Provide 1,000,000 Ghanaians access to clean energy.
- 2020: 1.6 million tons of tree will not be felled for charcoal production.
- 2020: $26 million additional income for families to improve their livelihood through energy bill savings.
- 2020: Provide direct qualitative employment to 154.
- 2020: 450 women business will be empowered through retailer recruitment.

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“I have not regretted buying this stove, it is very good. It cooks very fast and gentle. I use only half charcoal. I have made savings, which I invest in my trading. I can now pay the children’s school fees punctually.”

Mary Tetteh
Amasaman, Ghana
Eggpreneur Initiative
Empowers women to fight poverty and to improve nutrition for children in Kenya

ABOUT US
Eggpreneur is a social enterprise working in Kenyan rural communities to build sustainable egg-farming ventures that help families end the cycles of poverty. Eggpreneur initiative assists women with start-up costs and materials and ensure their products are sent to market to generate revenue.

TARGET MARKET
Over 70% of smallholder farmers in Kenya raise chickens. These chickens serve as a living bank account that can be sold when extra income is needed or can generally provide a high-quality source of protein for the farmers’ families. Although Kenya has a deficit of 1.5 million eggs in a day, smallholder farmers have not been able to venture into egg-farming business due to lack of technical support, finance, and access to market. Eggpreneur helps women to produce, harvest, and bring to market quality fresh eggs while reserving a portion for family consumption. We network with businesses to ensure secure and sustainable income opportunities, while directly improving family nutrition.

VALUE PROPOSITION
Eggpreneur provides a backyard egg-farming solution for women in rural communities in Kenya, we provide women with an initial coop, layers, and quality feed. Unlike other poultry companies, we guarantee market for their eggs, to generate profits to meet household needs, while retaining a portion for consumption to improve family nutrition.
INVESTMENT REQUIRED
Eggpreneur seeks $300,000 in grants to take it to the next level. Eggpreneur will use approximately 50% of the funding to invest in enrolling the second phase of women Eggpreneurs, through access to training, initial laying hens, chicken coops, feed and veterinary services. The remainder will be used for marketing and business development to both scale and bring in 300 new Eggpreneurs, resulting in a steady stream of revenue to help the Eggpreneur Initiative become self-sustaining.

IMPACT TO DATE
- Launched 30 women Eggpreneur in our program to date
- 80% of Eggpreneur have recorded increased household income by $100
- Increased access to nutritious food for 2,500 children
- Trained 240 women in our poultry management program and financial literacy workshops

MILESTONES ACHIEVED
- 2016: Obtained $100K in funding
- 2016: Increased household income to $120 per month
- 2016: Trained 240 women Eggpreneurs
- 2017: Increased nutrition access to 2,000 children

GROWTH PLAN
- 2017: Train 200 women Eggpreneurs
- 2018: Enroll 100 women as Eggpreneurs
- 2018: Produce 260,000 crates of eggs

“Eggpreneur has helped me send my children to school, and I can afford to buy food.”

Pelendinah, Eggpreneur Lady

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GoforGood
Encourages daily volunteering actions through a data-collecting app

ABOUT US
GoforGood is a volunteer management tool that engages its users in performing daily actions through a user-friendly app which captures the most compelling “doing good” experience possible. With our data-driven approach, we connect the results and impacts of client-volunteer programs with marketing and human resource key performance metrics to drive social and financial sustainability.

TARGET MARKET
• 1st tier: Companies that already have or are planning to have an employee-volunteer program. There is no available data on companies with employee volunteer programs. Our proxy calculation is therefore calculated on the number of mid- and large-sized companies in Brazil according to IBPT, 2016. That number is approximately 1.7 million.
• 2nd tier: Nonprofits, coworking spaces, schools, and colleges

VALUE PROPOSITION
GoforGood is a turnkey solution to increase and measure socially beneficial activities while linking them to core human resource and business KPI’s, providing both ROI and SROI. Unlike our competition, we engage and inspire organizations’ team members to perform positive social actions through an easy-to-use App.

Headquarters: Joinville, SC, Brazil
Established: 2016
Impact Areas: Joinville, SC, Florianópolis, SC, Curitiba, PR
Type: For-profit
Sector: Information & Communications Technology (ICT), Volunteer Management
Staff Size: 3 FT (the 3 founders)
Annual Budget: $19,000
Major Funders: Sinapse da Inovação
Stage: Pre-revenue

MANAGEMENT TEAM
Jorge Henrique da Silva
CEO
INVESTMENT REQUIRED

- Potential contacts: Brazilian organizations who might be interested in piloting GoforGood;
- Grant money: Suggestions of organizations interested in providing support for the development of the next phase tool-further refining the relationship between socially beneficial actions and key business KPIs

IMPACT TO DATE

- Number of people inspired to take an action: 128
- Number of actions taken: 2,271
- Retention rate: 22.6% (Brazilian's most structured volunteer programs have less than 10% engagement-BISC, 2016)

MILESTONES ACHIEVED

- 2016: Obtained almost $19K funding from Government (Sinapse da Inovação)
- 2016: App launched on Apple App Store and Google Play Store
- 2016: First customer (only for tests, not paying)
- 2017: First paying customer
- 2017: Over 2,000 social actions posted using the app

GROWTH PLAN

- 2017: 750 users in 6 companies
- 2018: 5,600 users in 38 companies
- 2019: 15,050 users in 111 companies

KEY AWARDS

- 2016: Sinapse da Inovação
- 2016: Inovativa Brasil
- 2016: Social Good Brasil Camp

“I thought developing a collaborative culture inside the company was something we (managers) would have to do by ourselves. It is great to have a tool to engage them (team members) and keep up with the evolution of this process.”

Maria Alice, Founder at Bonjour EC
iNuka Inc
Provides instant emergency loans to people in rural Kenya

ABOUT US

iNuka Pap provides a mobile lending platform that allows savings and credit cooperative organization (SACCO) members to get access to instant loans on their mobile phones to meet their emergency cash needs.

TARGET MARKET

There are over 20,000 SACCOs in east and central Africa serving over 45,000,000 people.

VALUE PROPOSITION

For SACCOs that want to provide their members with access to loans via mobile phone, iNuka Pap is a mobile lending platform that allows SACCO members to access bigger loans instantly by automating the full SACCO lending process. Unlike our competitors Spot Cash, our product provides data analysis on members’ repayments to allow SACCOs to better appraise loans. It also allows SACCO members to refer friends to SACCO and provides marketing services to increase uptake, e.g. SMS and road shows.

For SACCO members who want quick loans, iNuka Pap is a mobile lending platform that provides access to instant cash solutions. Unlike Spot Cash, our loans are processed faster, which allows guarantors to support loans and provide data analysis on members’ repayment habits and can automatically increase members’ loan limits.

Headquarters: Kenya
Established: 2015
Impact Areas: Nairobi
Type: For-Profit
Sector: Information & Communications Technology (ICT), Education, Microfinance
Staff Size: 4
Annual Budget: $200,000
Major Funders: Unreasonable Capital, Grey Elephant Ventures
Stage: Break even

MANAGEMENT TEAM

WAWERU KURIA
CEO
INVESTMENT REQUIRED

• We are seeking grants of $500,000 to lend interest free education loans.

• We are also actively seeking $250,000 to close our seed round of $750,000 on convertible note.

IMPACT TO DATE

Directly impacted 7000 people who support an average family of 4

MILESTONES ACHIEVED

2015: Developed prototype

2016: Tested prototype with paying customers and earned $7,500 revenue

2016: Raised angel round of $100,000

2017: Launched with a $5,000 per month revenue track

GROWTH PLAN

2016: Reach 6 SACCOS and provide interest free education loans

2017: Reach 15 more SACCOS and open a new market

2018: Reach 30 SACCOS and open 2 new markets

KEY AWARDS

2016 seed star winner in Kenya

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"If it were not for iNuka Pap loan, I would not have made it to the hospital to deliver my baby, but thanks to iNuka Pap, I was able to get a mobile loan, buy airtime and call a Taxi."

iNuka Pap User
Last Mile

Increases access to life-changing products for the last mile

ABOUT US

Last Mile improves access to a variety of affordable, life-changing products, through a network of trained community-based sales agents. Last Mile sources and collaborates with suppliers of products which are proven to improve quality of life and provide on-going value to our consumers by solving every day household challenges, often improving health, and offering money-saving benefits for the life of the product. Last Mile bridges the access gap between consumer and products and is recreating the infrastructure for reliable distribution to rural communities.

TARGET MARKET

Last Mile’s primary target market is households in peri-urban areas and the rural areas immediately adjacent: low and mid-low income households. In the Kilimanjaro region alone, there are 127,485 households in our target market segment. This segment is characterized by low or mid-low income earning, often working in informal employment, often in agriculture or local markets and therefore experience seasonal fluctuations in income. The average household number is 4.3 people. These consumers seek high-quality yet affordable products which can help to solve challenges that they face every day to make every-day life more convenient and to save money. They are attracted to aspirational products and need financing options in order to afford them.

Currently, a secondary market we are serving is low and low-mid income households in urban communities, which is treated as opportunistic as opposed to part of our strategy. At scale, we will also be targeting and reaching remote rural communities.

VALUE PROPOSITION

Last Mile is a sustainable and unique distribution solution that supplies a wide range of life-changing products, creating long-term value for our customers through improved health, status, convenience and money saving. Consumers will buy Last Mile products over our competitors’ because our sales agents can deliver to their door a wider variety of higher quality but affordable products including solar-powered lighting, water filters, efficient cooking stoves, feminine hygiene and health products.
“Using the Home 120 (solar home-lighting system) has given me more light at night and the ability to do more at night for the family, and has let my children study more at night. Having the light outside also helps to keep my house safe. I can always keep my phone charged through the battery or from the solar panel. Thank you Last Mile!”

Sarah Paulo, customer of Sun King Home 120

INVESTMENT REQUIRED
The total grant funding requirement is $2200,000 USD over five years beginning in FY 2017, and $20,000 USD in convertible debt in FY 2018 in order to cover the costs of product purchases, hiring and operations. Profits after break-even will go towards organizational growth initiatives, debt repayment and investors with ownership shares.

With respect to non-monetary support, we are continuously searching for supplier and distributor partnerships. This includes manufacturers of life-changing or life-improving products and services seeking supply chain support on the supply side, and local organizations with existing reach to communities on the distributor side.

IMPACT TO DATE
3,300 lives positively impacted through use of life-changing products (each product is given a proxy indicator by the supplier to determine the total impact of each purchase)

Current agent number and total number of agents trained

Presence in communities in 4 districts across the Kilimanjaro region

MILESTONES ACHIEVED
- Distributed 790 products proven to positively impact lives of low-income households
- Sales agent teams trained and active in 4 districts in the Kilimanjaro region
- Obtained $10K in seed capital from award fund

GROWTH PLAN
2017:
- 3,500 products distributed
- Kilimanjaro region covered with active agents – 10 agents in each of the 7 districts
- Partnered with local financing or savings groups (either large or community-specific) to provide loans or payment terms for mid-range products

2018:
- 8,400 products distributed to date
- Scaling strategy tested: open “branch” in second region (Tanga region)
- Agents using catalogues to make sales in addition to carrying small amounts of stock
- Importing products directly and acting as wholesaler for Northern Zone of Tanzania in addition to stocking our agent network

KEY AWARDS
2016 D-Prize

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Library For All
A digital library to support learning and literacy in developing countries

ABOUT US
Library For All provides a globally scalable digital library platform with relevant content curated for local communities, giving readers anywhere in the world access to books, on any kind of device. Providing books in local languages for children, especially at the early grades, is a proven way to increase literacy, and literacy is key to breaking the cycle of poverty. Without books in their native language, it is almost impossible for children to learn how to read, let alone learn to read in a second language like English or French. Our focus is therefore on curating the highest-quality, early-grade reading content from local and international publishers, as well as Open Educational Resource providers, and making this available to children across the developing world.

TARGET MARKET
Library For All’s target audience are the 250 million children across the world who are not learning the basics of reading and writing, even after spending four years in school, as well as their parents and teachers who currently live on less than $2 a day.

VALUE PROPOSITION
Library For All’s value add is in sourcing content, hosting, and curating catalogues, publishing an app, distributing and marketing our library, and providing data to all stakeholders on the library and its impact. Library For All does not give away devices. Instead, we optimize our library for devices that people living in poverty, including low-cost phones, tablets, and soon PCs. Children can access Library For All through their schools or on devices their parents have at home.
“...The kids who are part of this program are in the ‘restavek system’ [as child slaves]; they don’t have access to books at home, nor do they really have time to focus on school as they have chores to do all day long. Djerry lives in a poor area and does not have access to books or a library. At the beginning, he couldn’t read out loud because he had low self-esteem and a reading-level deficiency. He does not have people who can help him develop his reading ability ... Now Djerry has become so motivated that he can’t wait for his turn to read out loud for the

Samuel, Child Advocate, Restavek Freedom
Rebel Nell

Repurposing graffiti into high-end, one-of-a-kind, wearable art while empowering homeless women to become self-sufficient

ABOUT US
Rebel Nell provides a holistic, informed, and individualized approach to address the primary challenges that have been a barrier to self-sufficiency. This includes providing employment by teaching a marketable skill (jewelry making from fallen graffiti) which is sold online and in retail outlets. The sales of our products allow us to provide work experience, training, educational classes, housing, transportation assistance, and an overall support system.

TARGET MARKET
Many women in Detroit are economically disadvantaged and often find themselves without a home or support system, dependent on government subsidies, and confined to a life with little, if any, opportunity to break the cycle. These women need job training and work experience to help them leave homelessness behind permanently and move towards a self-sustaining and independent life.

VALUE PROPOSITION
For women in Detroit and other urban areas who face chronic unemployment, homelessness, and need extensive support to become independent, Rebel Nell invests in them by providing a unique and comprehensive educational and employment experience so they can maintain a self-sufficient life for themselves and their families, drastically reducing the rate of recidivism.

Headquarters: Detroit, MI USA
Established: March 2013
Impact Areas: Detroit, MI USA
Type: Hybrid
Sector: Equality & Social Justice, Education
Staff Size: 7
Annual Budget: $280,000
Major Funders:
Crowdfunding Campaign
The Sales of the Jewelry
Community Ventures - State Funding
Impact T3 - Social Impact Investment Group
Brickman Foundation - Private Foundation
Stage: Break even

MANAGEMENT TEAM

AMY PETERSON
Co-founder & CEO

DIANA RUSSELL
Co-founder & Creative Director
INVESTMENT REQUIRED
Rebel Nell is seeking:
• $100,000 in grant funding to enhance our educational programming, micro-loan program, and hire an educational director to run the nonprofit arm.
• $350,000 in soft debt to expand marketing nationally, add an additional sales member, lead jewelry designer, and five to seven more creative designers from the shelter.

IMPACT TO DATE
- 30+ number of lives impacted, (including direct hires and immediate family (an average of four members per family)
- Ten women have completed at least one full year of Rebel Nell educational and training classes
- Twelve women are no longer homeless within six months of employment with Rebel Nell
- 100% repayment of microloans

MILESTONES ACHIEVED
2013: Raised $25,000 through a crowdfunding platform and hired our first three women
2014: Raised $35,000 in funding
2015: Graduated our first employee (have since graduated four more) and reached $250,000 in sales
2016: Raised $150,000 in funding
2017: Officially launched our nonprofit arm (T.E.A.)

GROWTH PLAN
- Hire 10-15 more employees from the local shelter
- Impact more than 50 lives
- Graduate ten or more women to full-time careers
- Increase our distribution to be in two to three major retailers
- Open additional Rebel Nell locations in one to two other cities

KEY AWARDS
- Ernst and Young Social Entrepreneur of the Year Award 2016–Michigan and Northwest Ohio Region
- Gingras Global Social Enterprise Sustainability and Standards Achievement Award 2015
- Martha Stewart American Made Awards–Honorable Mention 2014

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“Rebel Nell has taught me about time management, the importance of unity, and how to budget. I no longer live paycheck to paycheck. I’ve been able to share that knowledge and help others with their budgeting. In my current role, I see a lot of people that don’t have hope, especially if they had something on their criminal record. I believe in finding what resources they need, and I do my best to empower, educate, and enrich their lives. I’ve grown in many ways, but I always remember the hope that Rebel Nell instilled in us, and it leads me to help others in the same way I help myself”.
Karen Hopes
Rebel Nell Alum
SEED - Seeding Futures Program
Youth training to equip them for self-resilience and green work opportunities

ABOUT US
An accredited 6-month skills training and work readiness program that awakens unemployed township youth to their strengths and equips them for self-resilience and green work opportunities.

TARGET MARKET
The growing cohort of under and unemployed youth has been recognized as a National prerogative. The Cape Flats has at least 400,000 youth that are unable to find work and testify to feelings of hopelessness and of being left out of participating in the economy. They find themselves adrift and vulnerable to falling into crime and substance abuse.

VALUE PROPOSITION
SEED provides a comprehensive skills training and work readiness program for unemployed Cape Flats’ youth. SEED equips participants to know themselves and the positive actions they can take to change their lives and neighborhoods and also prepares them for green work and enterprise opportunities.

Contributing to Cape Town’s resilience by waking up the potential in unemployed township youth through growing personal resilience and green work opportunities.

Headquarters:
Mitchells Plain, Cape Town, South Africa
Established: 2000
Impact Areas: South Africa
Type: Hybrid
Sector: Education
Staff Size: 12
Annual Budget: $11, 800
Major Funders: First Rand Foundation, Nussbaum Foundation, Lipschitz Charitable Trust
Stage: Revenue

MANAGEMENT TEAM

LEIGH BROWN
Director
“Now, after applying the learning for over 12 months, I am well on my way to becoming self-sustainable, as well as just about to launch my own urban Permaculture training centre so that what I experienced and learnt on Seeding futures can spread and go viral. It really only takes one seed to start a forest.”

Imraan Samuels 2014 graduate

INVESTMENT REQUIRED

Seeding Futures is seeking $180,255 of Grant funding which covers the following:
• Prove the impact model through graduating 100 Cape Flats youth
• Growing and formalising the Job Placement component as separate unit
• Strengthening the Alumni group

IMPACT TO DATE

• Pioneered Outdoor Classrooms that went National and impacted 29, 100 teachers, learners, community members.
• Piloted 5 intakes of Seeding Futures graduating 98 unemployed township youth – with 68 green jobs, 89 long term resilience gardeners, 4 youth-led enterprises and 1200 educated in Climate resilience Practice.
• Educated 9640 people in Climate Resilience through Rockland’s Urban Abundance Centre.

MILESTONES ACHIEVED

2012-15: Developed Rocklands’ Urban Abundance Centre as a demonstration and enterprise hub.
2015: Launched 4 youth-led eco-enterprises employing 6 youth.
2017: Developed Impact Model at $1100 per participant for full 6-month program.

GROWTH PLAN

2017: Develop online assessment platform, Formalise work placement, grow alumni network.
2018: Mainstream Seeding Futures through partnerships with government
2018: Write Full Matric (final year of school) and deliver through partnerships targeting 9650 youth per year.
2018: Partner the City of Cape Town for city-wide resilience design implemented with work creation for Seeding Futures graduates.

KEY AWARDS

2014 Deutsche Bank Urban Age Award
2010 Imphumelelo Award
2009 Real Simple Green Hero

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Solstice
Expands access to clean energy by deploying community-shared solar power

ABOUT US
80% of Americans are locked out of the rooftop solar market because their roof isn’t optimal, they rent or live in a condo, or cannot afford the cost. Solstice radically expands access to clean energy by providing community-shared solar power to American households. This model enables any resident to enjoy clean energy at no upfront cost while saving money on their electric bill.

TARGET MARKET
Solstice’s target market is comprised of 90 million households in the US who can be served by solar energy but are unable to avail its benefits due to real or perceived constraints. Solstice is focused on a total addressable market of 35 million people in the 16 states (and DC) with enabling laws for community solar.

VALUE PROPOSITION
Solstice makes community-shared solar power easy and straightforward by bringing the two sides of the solar market together through its online marketplace and customer management platform. Solar developers lower their cost of customer acquisition and management by partnering with Solstice, and more households save money and access clean energy for the first time in a simple and seamless customer experience. Solstice is the only enterprise to offer a turnkey software solution with community organizing for both customer acquisition and customer management, unlike our competitors that focus on one or the other, which fails to be scalable.
INVESTMENT REQUIRED
We are seeking $1.5 million in equity.

IMPACT TO DATE
- Completed nine pilot projects in Massachusetts, enrolling 62 households, one apartment building, and one church in a community-shared solar power program, which amounts to over 600kW of electricity generation capacity.
- Worked with two large organizations, Etsy and Amazon, to enroll their service centers in solar.
- From our enrolled households alone, we are providing energy savings of more than $200,000 over the lifetime of our 20-year contracts and avoiding the emission of 114 tons of CO2.

MILESTONES ACHIEVED
- Enrolled new customers in 600 kW of solar capacity
- Obtained an $800,000 Department of Energy SunShot grant to research alternative qualifying metrics to FICO, which will hopefully remove a current barrier to enrolling many potential customers
- Signed a consulting agreement with Etsy, our first corporate partnership

GROWTH PLAN

Short Term
- August 2017: Launch first project in New York
- September 2017: Platform released in Beta (1.0)
- Dec 2017: Sign up 100th customer

Medium Term
- Mid-2019: Reach profitability with 8,000 households under management in three states
- Community Solar online marketplace functionality, utility integration for Customer Management Platform, mobile capabilities

Long Term
- 2021-50,000 customers that collectively save $12 million in energy costs

KEY AWARDS
- Techstars Boston
- Obvious Ventures
- The Dept. of Energy
- Echoing Green
- MassChallenge
- The Global Good Fund

“Everyone from Solstice has gone above and beyond. They are incredibly committed, dedicated, and knowledgeable. I really admire their persistence and idealism.”

Deb, Bridgewater, MA, local Solstice Leader
SunPoynt Health

Enables uninsured poor slum dwellers access to health care twice monthly

ABOUT US

We collect and convert plastics waste in slums into a health insurance fund for uninsured poor slum women and kids who are less than five years old, while improving sanitation, environment and hygiene to better their lives. We sign up slum women who are required to deliver to us 45 kilograms of plastic waste monthly worth $8. Collected waste is sold to our partner plastic recyclers as raw materials. The money generated is converted into a fund to provide health-care coverage for our members as an incentive to continue delivering waste to us. We earn $8 per member per month; $4 of these funds pays for two monthly clinic visits with guaranteed insurance coverage, paying for healthcare services they receive. We spend $2 on managing operational expenses and retain $2 as our net revenue per member.

TARGET MARKET

We mainly target kids under five years of age and expectant women based in slum areas around Nairobi City due to high child and maternal mortality rates in slums. Maternal mortality is a major killer of women in Nairobi slums. Most maternal deaths occur to women who deliver outside of a health-care facility and with the help of unskilled personnel. If you visited any slum in Kenya, you would see the menace of waste and lack of healthcare access among women and kids under five years of age.

VALUE PROPOSITION

SunPoynt Health provides a sustainable solution to healthcare for women and children in slums by delivering a long-term health-care access and improved hygiene, sanitation and environment by engaging the community in waste collection as a free, un-utilized resource to fund healthcare unlike Organizations working in slums for short-terms healthcare projects depended on donor funding.

HEADQUARTERS:
Nairobi, Kenya

Established: January 2016
Impact Areas: Nairobi, East Africa
Type: For-Profit
Sector: Environment, Equality & Social Justice, Health
Staff Size: 15
2016 Total Revenue: $63,000
Major Funders: Founder’s investment ($12,000), Sale of plastic waste to recyclers, Seed funding of $50K from Connect to Grow Foundation
Stage: Revenue

MANAGEMENT TEAM

KENNEDY LAMWENYA
Founder & CEO
INVESTMENT REQUIRED
SunPoynt Health seeks $700,000 in seed capital in the form of $500,000 in grants and $200,000 as a convertible note, enabling SunPoynt Health to set up five additional centers in three more slums, targeting to register 60,000 slum women, and hire operations team. In addition, we plan to purchase and set up our own plant to recycle plastic waste into fencing poles for sale and invest in bigger organic-waste-to-organic-fertilizer-converter machine to enable us to increase fertilizer production to meet rising demand in the market. Upon receipt of these findings, we plan to implement the above projects within a time frame of one to two years.

IMPACT TO DATE
- We have provided monthly health-care access to 5,730 patients in our 12 months of operation.
- We have collected 258 tons of waste from Mathare Slum in our 12 months of operation.
- We have offered employment to 25 women and youths in Mathare slums.
- We have trained 1,255 Mathare slum women in sanitation, waste management and infant health-care support.

MILESTONES ACHIEVED
- We have provided monthly health-care access to 5,730 patients within 12 months in operation.
- We have collected 258 tons of waste from Mathare slum in our 12 months in operation.
- We have offered employment to 25 women and youths in Mathare slums who were previously idle, abused drugs, and lived in absolute poverty.
- We have trained 1,255 Mathare slum women in hygiene, sanitation, waste management, and infant health-care support and well-being.
- Obtained $50,000 in grant funding from Connect to Grow Foundation to scale our model in two more slums.

GROWTH PLAN
- Set up eight more operational centers within five major slums in Nairobi.
- Implement a USSD-based mobile application to enable slum communities receive instant wide range of health-care tips anytime by clicking on the application on their mobile phones.
- Set up a quality, efficient, large-scale organic waste converter plant with the ability to process organic waste to fertilizer within 10-15 days.
- Set up our own plastic waste recycling plant to convert plastic waste to fencing poles for sale.
Aheza

Prevents childhood malnutrition by providing low-cost access to fortified porridge

ABOUT US

Aheza Fortified Food is a social enterprise launched in 2015 to ensure that fortified food products known to prevent childhood malnutrition are accessible to low-income and rural families. In Ruli, Rwanda, local production and sale of fortified porridge (Aheza) provides low-cost access to fortified foods for the entire community, subsidizes the cost of porridge provision to the most vulnerable children, and generates revenue to be invested into additional health services.

TARGET MARKET

Aheza was created to provide the nutrients required to prevent and treat malnutrition in children. While other fortified foods exist, they are unaffordable for the organizations, health centers, and vulnerable populations who most need them. Aheza is available at 45% less than the price of our competitors, in part because of our unique sales strategy focuses on bulk sales rather than direct-to-consumer sales.

Throughout East Africa, our target market includes nearly 300,000 public and private-sector organizations who distribute or sell fortified products and who could easily incorporate Aheza into their product offering. In Rwanda alone, there are 20,000 such customers. To achieve our goals for scale, Aheza only needs to secure 200 of these customers by 2021. We are honored with the opportunity to provide an affordable, healthy, and socially-impactful product for these customers who can ensure that Aheza is distributed to vulnerable populations most in need.

VALUE PROPOSITION

For organizations and companies who purchase Aheza for redistribution, Aheza is a fortified porridge that provides high-quality nutrition at an amazingly affordable price. Unlike other commercially available products, Aheza is preferred by the end consumer, due to Aheza's superior taste and aroma, and provides significant social impact to the community.
INVESTMENT REQUIRED
• We are seeking grants and debt investments totaling $200,000 by June 2018. Grant funding will be used to invest in the staff and equipment needed for scale, and a revolving credit line will allow us to maintain a stable reserve of raw materials each year.
• In addition to monetary investments, we are looking for partnerships with experience and connections in the agriculture industry to bolster our supply chain and grain procurement processes.

IMPACT TO DATE
- Total Metric Tons Sold: 43
- Rates of Chronic Malnutrition: 57% decrease among high-risk children who have received Aheza
- Total Number of Lives Impacted: 14,300

MILESTONES ACHIEVED
July 2015: Inauguration of fortified-porridge-production facility
November 2015: In-house production of 100% of the fortified porridge provided to 300 high-risk mothers and children each month
June 2016: Local sales of Aheza begins in the community of Ruli, Rwanda
December 2016: Over 500,000 servings of Aheza distributed in 2016
March 2017: Profits cover 70% of The Ihangane Project’s clinical-care program expenses
June 2017: Enter Kigali, Rwanda market

GROWTH PLAN
2018: Three-fold increase in production and sales to 315 metric tons by year-end
2019: Breakeven at 10% of projected sales
2020: Complete repayment of our debt investments
2021: Prevent malnutrition for over 1,055,000 children

KEY AWARDS
- Aspen Ideas Award
- Finalist: Spotlight Health

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“We must support the health of our families through healthy eating and fortified food. Aheza is here to help us help ourselves!”

Philamena speaks to hundreds of her community members at the inauguration of Aheza’s porridge-production facility.

Aheza is a social enterprise created by The Ihangane Project.
the third half

Provide education to disadvantaged children around the world through sustainable soccer tourism

ABOUT US

the third half is an “adventure soccer travel” company that empowers nonprofit organizations to generate their own sustainable revenue. the third half designs, markets, and implements 7-14 day tourism experiences that teach global citizenship and leadership through the medium of soccer while generating income to support social programs in the local host community.

TARGET MARKET

the third half appeals to a growing global demand among travelers—especially millennials— for authentic tourism experiences that have a positive impact on society. 71% of millennials are seeking experiences that take them out of their comfort zone, and experiential tourism is projected to be the fastest growing tourism sector for the next 20 years. the third half’s unique product appeals to schools that seek to educate their students, sports teams that want to broaden their horizons, and individual travelers who want to generate a tangible social impact from their tourism choice.

VALUE PROPOSITION

the third half creates once-in-a-lifetime travel experiences that use the power of soccer, the world’s favorite sport, to help travelers understand new countries and cultures and make a difference in the lives of underserved youth.

Headquarters:
Oakland, CA, USA

Established: 2016

Impact Areas: Global (customers), Lesotho, Haiti, India, Cape Verde, Brazil, Costa Rica, Ireland, Colombia (beneficiaries)

Type: For-Profit

Sector: Education, Equality and Social Justice

Staff Size: 2

Annual Budget: $143,500

Major Funders: Founders equity from Definition XI LLC and streetfootballworld USA

Stage: Revenue

MANAGEMENT TEAM

GERMAN ARGUELLES
CEO

MIKE GEDDES
COO
INVESTMENT REQUIRED
the third half is seeking $600,000 in grants or variable debt financing to grow our core management and sales team and reach our sales targets for 2018. This investment will allow us to reach profitability by 2020 with over $1.5 million invested into nonprofit organizations (2.5x social impact return). With no further financing required, our five-year goals are to reach $22 million in annual revenue by 2022 with over $7 million invested in social impact.

IMPACT TO DATE
44 travelers (youth aged 16-18) from the USA have completed our Global Citizenship and Leadership curriculum

$35,000 in unrestricted revenue generated for non-profit organizations using soccer to address social issues

Free HIV testing and counselling provides to 2,500 orphans and vulnerable children in Lesotho (figure provided by local host organization)

MILESTONES ACHIEVED
2016: Pilot program to Lesotho and South Africa: $115,000 in revenue and $25,000 invested in HIV/AIDS education

2017: Second program to Ireland: $75,000 in revenue and $10,000 invested in refugee integration

2017: Destinations expanded: Lesotho, Ireland, Cape Verde, Costa Rica, India, Colombia, Haiti, and Brazil

GROWTH PLAN
2018: 8 trips, 160 travelers, $112,000 in social impact

2019: 20 trips, 400 travelers, $280,000 in social impact

2020: 80 trips, 1,300 travelers, $1,120,000 in social impact

KEY AWARDS
2017: GSBI Online Scholarship

2016: SOCAP Entrepreneur Scholarship

“You just can’t do this in a classroom. The way in which our kids have been able to connect to the local people through soccer is better than I’ve ever seen before. Connecting sport and international development is a phenomenal idea”.

Trish Anderson Educator, PACE Academy Atlanta, the third half Lesotho/South Africa 2016

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WateROAM
Develops easy-to-use water filtration devices for disaster relief in developing communities

ABOUT US
WateROAM provides simple, affordable, durable, and highly portable water filtration systems that purify biologically contaminated water into infrastructure quality drinking water within a matter of minutes without the need of electricity.

TARGET MARKET
WateROAM provides water-filtration solutions to disaster-stricken victims and the rural poor. Our primary target market includes 540 million people living in rural communities without clean drinking water and 163 million people who are affected annually by natural disasters that cuts off their access to clean water. We reach these communities via NGOs, humanitarian aid organizations, governments, and corporate social-responsibility projects focused on disaster relief and long-term rural development. Due to the high occurrence of natural disasters and large population of unreached rural poor, our primary focus is on India and Southeast Asia.

VALUE PROPOSITION
For the disaster relief segment, WateROAM provides highly portable water filtration systems that purifies biologically-contaminated water sources into infrastructure-quality water for up to 200 people with no electricity within minutes. Unlike bottled water or other filtration systems, WateROAM’s systems are far more cost effective and easier for disaster relief organizations to deploy in disaster relief zones. For the rural market segment, WateROAM provides an inexpensive safe drinking-water solution that purifies biologically-contaminated water sources into infrastructure-quality water for up to 200 people with no electricity within minutes. Unlike community-based clean-water infrastructure which requires high-capital investments, WateROAM’s systems are far more cost effective and easier to deploy.
INVESTMENT REQUIRED

WateROAM is seeking (a combination of grants and equity funding) funding of $700,000 to set up initial higher scale production and market entry into rural community marketplace.

IMPACT TO DATE

Since 2014, WateROAM has provided clean water access to 25,000 people living in rural areas and disaster-stricken zones.

MILESTONES ACHIEVED

2015: Released our first portable household level water filter, the ROAMfilter Lite. Sold and distributed more than 2500 ROAMfilter Lite units worldwide. Raised $70,500 in grants.

2016: Released a beta program for our new portable community filtration system, the ROAMfilter Plus. Provided clean water access to 25,000 people worldwide. Raised $100,000 in grants.

GROWTH PLAN

2018: Establish supplier partnership with five major disaster-relief agencies

2019: Set up Emergency Readiness Programme (ERP) with 24h turn-around supply-chain and logistics management

2020: Provide clean-water infrastructure to 8,000 rural communities to benefit 1.6m beneficiaries across Asia

2020: Become a Level 2 United Nations (UN) Secretariat Registered Vendor

KEY AWARDS


2016: ASEAN Impact Challenge Best Innovation for “Early-Stage” Category

2016: DBS Foundation Social Enterprise Grant Awardee

“... WateROAM design filtration systems that are extremely simple and easy to use. By turning murky river water into safe drinking water, they are able to improve their health and turn around the lives of the communities living in Kelantan (East Malaysia) effectively!”

Lydia Lee, World Vision Malaysia
GSBI Impact Metrics

- 257M lives positively impacted
- 730 SEs trained
- 97 student fellows
- 100% would recommend

- $525M investment raised
- $201M investment raised since graduation
- 129M impact growth since graduation

GSBI Alumni

Map based on Longitude (generated) and Latitude (generated). Color shows details about GSBI Program (group). Size shows count of Organization Name. Details are shown for Shipping Country.
We are deeply grateful for the generous contributions made by our staff, the volunteer GSBI mentors, and content leads in support of GSBI social enterprises. The mentoring provided by the individuals below sets the GSBI apart from any other program in the world, and we thank them for their support.

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