From user innovator to social user entrepreneur; can these factors also be detected in Base of Pyramid situations?

An explorative case study on the analogies between the characteristics and factors of user-entrepreneurs and social entrepreneurs in a Base of the Pyramid context; a master thesis for the MSc in Business Administration of the University of Twente.

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Version:	Final
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Abstract

This research was the first to explore the analogies between user-entrepreneurship and social entrepreneurship in a Base of the Pyramid (BoP) context. This study explored which characteristics and factors influence the likelihood that a user innovates and afterwards commercialises its innovation. Subsequently whether these factors and characteristics could be detected at social entrepreneurs in BoP situations. To do so, the characteristics and factors of influence in the user entrepreneurship process were derived from the relevant literature. It was found that there were three factors influencing this process, which were the user innovator characteristics, the resources the user could apply and the industry conditions. The user innovator characteristics consist of the ahead of trend and expected benefit component, and influence the innovation likelihood of users. Whereas the resources can be divided into internal and external resources, which influence the innovation likelihood, the innovation costs and the development process and serve to be an important for the recognition of opportunities. The industry conditions were included because they serve as impeding and facilitating elements to user innovation.

Based on the user innovation and user-entrepreneurship literature propositions were formulated to make statements regarding the innovation likelihood and the likelihood that a user commercialises its innovation. The derived factors were placed into a process model to illustrate the transformation process. This enabled the analysis which interaction effects could be found in this transformation process, and applied it to social entrepreneurial cases with a BoP context. A content analysis was performed by the researcher and two independent coders on 75 cases, which were selected via a web-based search and two received databases derived from the Changemakers.com website. The analysis found one case social entrepreneurial case producing for the BoP that had strong analogies with the user-entrepreneurship theory. Although a large amount of cases were included in the analysis it was problematic to find cases that represented the phenomenon under study and provided sufficient information to make statements regarding this. Therefore, the analysis used the expected benefit component to analyse the cases, which is one of the user innovator characteristics responsible to trigger user innovation. Based on this filter 13 cases have been described an analysed.

Because user-entrepreneurship and social entrepreneurship had also not been researched in relationship to each other, the next step in the analysis was to omit the BoP context. Two additional cases were found that had analogies with the user-entrepreneurship theory and were described subsequently. Thereafter were the amount of cases examined that had the personal benefit component, which ranged based on the coder, between 7 and 26. The cases coded by at least two coders to contain the expected benefit component were described. This resulted in 12

additional cases be that showed analogies with the user innovation characteristics to provide information about innovation likelihood.

Social entrepreneurship has ascribed to be important to create social value and social change, which are needed in BoP situations. The BoP represent a large amount of people that live in severe poverty, which are lacking the resources and capabilities needed to find solutions to those needs. The findings of this study aimed to contribute to the generation of knowledge and the further development of the theories used in this research. Combining user-entrepreneurship with social entrepreneurship and the specific BoP context provides information that is valuable for the generation of knowledge and the development of the theories used in this research. This research distilled the important factors of the user innovation and user-entrepreneurship theory and took the first step to explore the boundaries of these theories to other field of entrepreneurship and other contexts than the often used extreme sporting and juvenile industries. Thereby can the findings be applied to the PC3 (product co-creation centres) project the currently undertaken University of Twente. PC3 aims to serve as a pre-incubator for the BoP and aims to fill the gap that BoP individuals are lacking concerning resources and capabilities. To do so the project serves as economically suitable and scalable model to boost the development of the BoP by providing people with competences to start their own business. Information how to find high potential BoP innovators enlarges the successful implementation of this project. Although not found in this research, it might be expected that due to the severe unmet needs BoP individuals face, transforming this information to co-create products and services to enhance those living at the BoP serves as a valuable contribution and a promising opportunity for product development and the eradication of poverty.

The fact that of the 75 cases the personal expected benefit component was found ranging between 8 to 34 times, depending on the coder, provides an indication of the importance of personally expected benefits and deep use related knowledge for entrepreneurs. Although the cases did not meet the criteria that it concerns individuals from the BoP that were users of a product and service that they modified, does not implies that this phenomenon only applies to developed countries. The specific BoP context asks for other approaches to select cases than a web-based search, because BoP individuals live in informal economies and often have limited access to technology such as the internet. This research presents a first step in combining several theoretical fields of inquiry, and the process models established in this research can serve future researchers in their efforts to examine these interesting phenomenon. The fact that these cases have not been found provides strong indication that further research is needed that takes into account the specific challenges of the BoP context.

Abbreviations used
BoP: Base of the Pyramid
PC3: Product co-creation centres
GEM: Global Entrepreneurship Monitor
IP: intellectual property
NGO: Nongovernmental organisation
MNC: Multinational corporation
OECD: Organisation for Economic Co-operation and Development
WEF: World Economic Forum
BI: Business Incubator
C1: Coder 1
C2: Coder 2
R: Researcher
PPP: purchasing power parity
SE: Social entrepreneurship
HI: Health innovations

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1. Introduction

User innovation and user entrepreneurship are phenomena currently documented in developed countries, however, in less developed countries, or at the Base of the Pyramid the research into this phenomenon is scare (Praceus, 2014). Only recently have scholars addressed this issue, such as the dissertation research of Praceus (2014)and the article by van der Boor, Oliveira, and Veloso (2014), which is currently in press. The same applies for research at the possible analogies between user-entrepreneurship and social entrepreneurship. In developed countries user-entrepreneurship has been documented in various industries, such as extreme sporting (Baldwin, Hienerth, & von Hippel, 2006; Hienerth, 2006; Shah, 2000), film animation (Haefliger, Jäger, & Von Krogh, 2010) and juvenile products (Shah & Tripsas, 2007, 2012), however not in relationship to social entrepreneurship. This provides an indication that there is much to explore regarding these phenomena. In order to provide some clarity about user-entrepreneurship, an example will be given. This example from the juvenile industry is about Baby Einstein:

Baby Einstein produces developmental and entertainment products for babies and toddlers, with a focus to "*create high-quality, innovative products that bring the arts and humanities to babies in a way that's fun and appropriate to their age"*[1]. The organisation was founded by "*a mom who incorporated classical music and artistic images into a video for her infant"* (Shah & Tripsas, 2007, p. 128). The entrepreneur wanted a product that combined her interest in arts with a toy for her baby. After searching market for it, she realised there was not a product that would meet her needs, and decided to developed this herself. As a former teacher, she was able to combine the knowledge and experience gained from her profession with the needs for a product she now encountered when she became a mother. On her website, she wrote, "*I never expected to be an entrepreneur, but I always knew I'd be a mommy. In trying to make the world a happier place for my baby, one led quite naturally into the other. Great mommies do not just make babies. They make babies smile"*[2].

This example displays some key characteristics of the user-entrepreneurship process. User-entrepreneurship is defined as "*the commercialization of a new product and/or service by an individual or group of individuals who are also users of that product and/or service*. (Shah & Tripsas, 2007, p. 124). User innovators are individual or professional users who are the first to develop an innovation to a functional state and expect to benefit from using the innovated pr(Shah & Tripsas, 2007)oduct or service themselves (von Hippel, 1988, 2005). Exemplary for

[1] http://www.babyeinstein.com/en/our_story/about_us/
[2] http://www.mommymade.com/#!about_us/csgz

the user-entrepreneurship process is the personal (in-house) need or personal use component that results in the high-expected benefit, which increases the innovation likelihood. The Baby Einstein example illustrates the personal need component clearly, the current market offerings were not sufficient when she needed a product when she became a mother. In order to solve this problem she modified the then available toys to meet her needs, and afterwards identified an opportunity for commercialisation. In order to establish the research objective and the research framework the central topics of this thesis will first be described.

1.1 User-entrepreneurship

User-entrepreneurship is a phenomenon that is emerging in the literature today. Although authors have devoted some attention to explore this topic, much has yet to be explored. Most research has focused on the industries in which user-entrepreneurship prevails and describes the characteristics and processes when user-entrepreneurship is most likely to happen (Baldwin et al., 2006; Shah, 2000; Shah & Tripsas, 2007). The user-entrepreneurship concept has its roots in the lead user methodology developed by Von Hippel (1986). The work of Von Hippel paid attention to the role of users in innovation processes, and found that many innovations often start with lead users(Von Hippel, 1986, 2005).

The lead user method traditionally argues that users often do not commercialise their innovations due to the lack of expected financial benefits derived from their innovations (von Hippel, 1988). However, users are not only a highly valuable forecasting laboratory, under some conditions they do commercialise their innovations themselves, change existing industries or even create new industries (Baldwin et al., 2006; Haefliger et al., 2010; Shah, 2000; Shah & Tripsas, 2007, 2012). The importance of incorporating user information and knowledge about new design possibilities in an organisation's new product development process is irrefutable (Von Hippel, 1986, 2005). When users have lead user characteristics they can provide organisations with valuable knowledge and many scholars have researched how to incorporate this knowledge into organisations to enhance their competitive advantage (Franke & Shah, 2003; Hienerth, 2006; Lilien, Morrison, Searls, Sonnack, & Hippel, 2002; Morrison, Roberts, & von Hippel, 2000). User-entrepreneurship might be a valuable addition to the field of entrepreneurship, especially when in dynamic and fast changing environments the traditional manufacturer-active paradigm is shifting towards a more customer-oriented paradigm. In addition, research has shown that this type of entrepreneurship often delivers high valuable novel new products, empowers users (especially end-users), and can be seen as an opportunity to create jobs (Shah, Smith, & Reedy, 2012). User-entrepreneurs are referred to be accidental entrepreneurs, because invention and innovation occur before formal evaluation to start an enterprise (Shah & Tripsas, 2007). If users are accidental entrepreneurs, it very well might be

that they can also be accidental social entrepreneurs. However, to the researcher's best knowledge, this phenomenon has not yet received scholarly attention. The next paragraph will describe an example that has analogies with the social user-entrepreneurial process to illustrate this phenomenon; however, first will the concept of (social) entrepreneurship be described.

1.2 Social entrepreneurship

It is well known that innovation and entrepreneurship are important drivers for economic growth, job creation, technological change and the intensification of competition in regions. Entrepreneurship is defined as "*the discovery and exploitation of opportunities [..]opportunities are those situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production"* (Shane & Venkataraman, 2000, p. 217;220). In the traditional model the function of innovation is to create new products, processes and services, whereas entrepreneurship aims to recognise opportunities for those innovations and by realising or exploiting those by organising resources to make the product or service available to the market. Innovation is often regarded as a fundamental element of entrepreneurship (Drucker, 1985; Kirzner, 1978; Schumpeter, 1934). The recognition of opportunities is considered to be the basis of both innovation and entrepreneurship, and together innovation and entrepreneurship create value (Mitra, 2012).

Where value creation is considered to be an essential part of entrepreneurial activity, for social entrepreneurs this is the creation of social value which stems from social moral considerations, the aim to start social change or address social needs (Bacq, Hartog, Hoogendoorn, & Lepoutre, 2011; Mair & Marti, 2006). Despite of the notion of the importance of social value creation, when it comes to defining a social entrepreneur it turns out that this concept is ambiguous, many scholars have devoted their time in researching what a social entrepreneur exactly is. There are, however, some commonalities regarding social entrepreneurship. Social entrepreneurship can be characterised by the presence of a social mission, along with the motivation to start an enterprise to create social value or change. With regard to that, innovation is often used in the pursuit of opportunities to create social change. A well-known and ground-breaking example of social entrepreneurship that has analogies with the user innovation and user-entrepreneurship literature is the Grameen bank.

"*In 1974, Professor Muhammad Yunus, a Bangladeshi economist from Chittagong University, led his students on a field trip to a poor village. They interviewed a woman who made bamboo stools, and learnt that she had to borrow the equivalent of 15p to buy raw bamboo for each stool made. After repaying the middleman, sometimes at rates as high as 10% a week, she was left with a penny*

profit margin. Had she been able to borrow at more advantageous rates, she would have been able to amass an economic cushion and raise herself above subsistence level.

Realising that there must be something terribly wrong with the economics he was teaching, Yunus took matters into his own hands, and from his own pocket lent the equivalent of 17 to 42 basket-weavers. He found that it was possible with this tiny amount not only to help them survive, but also to create the spark of personal initiative and enterprise necessary to pull themselves out of poverty. Against the advice of banks and government, Yunus carried on giving out 'micro-loans', and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust and solidarity."[3]

The example of the Grameen bank has a clear social mission, with the aim to create social value and was innovative. Mohammed Yunus can be considered as a professional user who experienced that the system that he taught his students was incorrect. The feeling of 'dissatisfaction' can be considered as a personal need or personal use component. The deviation from the user-entrepreneurship literature is that the development of the innovation was researched based and not per se to benefit himself or his direct work environment. Due to his experience as a professor in Economics, he was able to make modifications in the current system and change it. The Grameen bank offers micro credit to the poor, and is especially targeting women, which clearly shows that they have a social mission and aims to create social value.

The importance of social entrepreneurship is widely acknowledged, social entrepreneurship is considered to contribute to economic growth in regions and the creation of sustainable jobs is a pressing issue for developing countries in the reduction of poverty (Jauregui-Becker, Franco-Garcia, & Groen, 2013; McMullen, 2011).

1.3 The Base of the Pyramid (BoP)

The BoP is considered to be the four billion people that earn an income of approximately two dollars a day or less and thus refers to the largest and poorest socio-economic group in the economic chain and can often be found in informal economies (Hammond, Kramer, Katz, Tran, & Walker, 2007; London, 2007; Pervez, Maritz, & De Waal, 2013). Most research on the BoP investigated the potential of this market for multinational corporations (MNC).(Hart & Christensen, 2002; Karnani, 2006; Prahalad & Hart, 2002). However, difficulties were encountered when MNC started to produce for the BoP, often a mismatch in preferences were encountered and the market offerings did not fit the needs of the potential customers, resulting

[3] http://www.grameen-info.org/index.php?option=com_content&task=view&id=329&Itemid=363, http://www.grameen-info.org/

in often failed initiatives (Jauregui-Becker, Franco-Garcia, & Groen, 2012; Praceus, 2014; Simanis & Hart, 2008b).

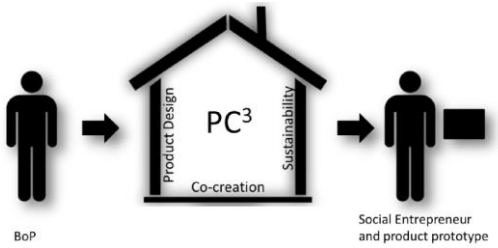
Research is starting to approach the BoP as potential producers and entrepreneurs, which is seen as a means to address the issues facing these individuals and alleviate their poverty. To enhance this, PC3 aims to bridge this gap between potential entrepreneurial activity and economic development through entrepreneurship by acting as a pre-incubator for the BoP.

1.4 PC3

PC3, which stands for Product, Co-creation Centre, is a project currently undertaken by the University of Twente. This project combines and brings the central topics in this thesis together. The hypothesis on which PC3 is based is described to be that "*a large group of people in the BoP have entrepreneurial skills and creative power but no means to exploit this and develop their own products and businesses"*(Jauregui-Becker et al., 2013, p. 10). This is derived from the research conducted by the Global Entrepreneurship Monitor (GEM). The PC3 formula emerges from the integration of Product Development, Entrepreneurship, Sustainability and Fast Fabrication Labs around the co-creation principle (Jaregui et al 2013).

The research that is carried out by this project investigates the development of an economically suitable and scalable model to boost the development of the BoP by providing people with competences to start-up their own business. PC3 offers a specialised program where potential (social) entrepreneurs with no required technical or business expertise interact with a panel of experts to co-create (innovate) products from an initial idea down to a physical prototype with a business plan (Jauregui-Becker et al., 2013). The co-creation process results in the professionalization of entrepreneurs and the creation of new product and services ideas with market potential (Jauregui-Becker et al., 2012). The method PC3 applies is user centric and in order to do so potential BoP innovators are addressed to be key partners. The PC3 approach aims to identify and support potential social entrepreneurs in BoP settings (Jauregui-Becker et al., 2012, 2013). Graphically displayed is the aim of the PC3 project to create the following:

Figure 2 Output co-creation centre[4]



[4] Derived from: Jauregui-Becker et al. (2012, p. 9)

It is therefore that the potential user-innovator and user-entrepreneur characteristics are examined in relation to social entrepreneurship in the BoP, because distilling the impeding and facilitating factors and characteristics will enhance the successful implementation of the PC3 project.

1.5 Project context

This research originated from the question whether it would be possible to detect overlapping characteristics between user innovators that became user-entrepreneurs and social entrepreneurs. This was later linked to the PC3 project, which provided the context (BoP) in which potential social user-entrepreneurs could be analysed, and helped to demarcate the research objective. This resulted in aim to investigate whether it would also be possible to apply the findings of this theory-oriented research to the PC3 project in order to contribute to increase the chances of success for those involved on this process.

A research project can be divided in practice and theory- oriented (Verschuren & Doorewaard, 2010) the project. This research is theory-oriented, according to Verschuren and Doorewaard (2010, p. 33) the theory-oriented project context "*is made up of the process and product of knowledge formation within the field in which the research project is carried out".*

This research aims to contribute to creation of knowledge for the fields of user-entrepreneurship and social entrepreneurship in the context of the BoP. The theories on user-entrepreneurship and social-entrepreneurship are relatively young, and many areas have not explored yet. The explorative nature of this study allows to contribute to the generation of knowledge regarding these theories. To the researcher's best knowledge, it had not yet been explored whether there are overlapping characteristics between user innovators, users-entrepreneurs, social entrepreneurs and the BoP context

Furthermore, this research aims to contribute to further development of these theories by exploring the user-entrepreneurship phenomenon in a yet unexplored field. To date most research has focused on the prevalence of user-entrepreneurship in the consumer product field by especially paying attention to extreme sporting or juvenile products. It has not yet been explored whether these processes also applies to other products, industries or other classifications of entrepreneurship. The same applies for the user innovation theory, on which the user-entrepreneurship theory builds; user innovation has only recently begun to be explored in other settings, such as the BoP. The section of the theoretical relevance will elaborate on this.

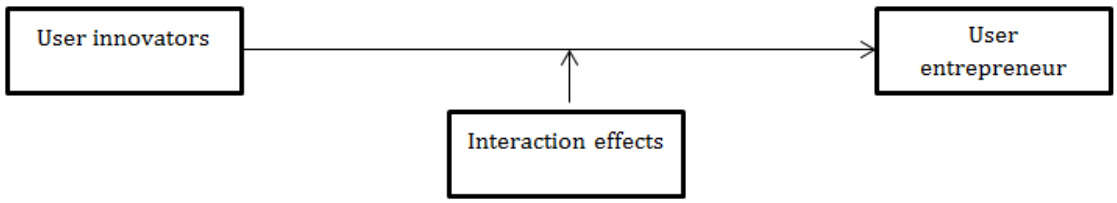
If the user-entrepreneurship characteristics and similarities between the processes can be found at social entrepreneurs at the BoP, this might facilitate to apply this knowledge as an instrument

to enhance an increase in amount of user-entrepreneurial activities, which is also valuable knowledge for the PC3 project. This research takes an exploratory approach, because the phenomena in this study have not been explored together. Therefore it is yet unknown whether the processes and characteristics could be detected at social entrepreneurs in a BoP context, and secondly, whether the outcomes of this confrontation with social cases would lead to results that are useful for PC3.

1.6 Research objective

This research departs from the traditional view on innovation and entrepreneurship by investigating which internal and external factors influence the transition of user innovators in becoming user-entrepreneurs and examine whether these factors might also be applicable in the context of social entrepreneurs at the BoP. This research can be placed on the intersection of two theoretical fields, which are user-entrepreneurship and social entrepreneurship in the context of the BoP. Figure 3 graphically displays the aim of the study:

Figure 3: aim of the study



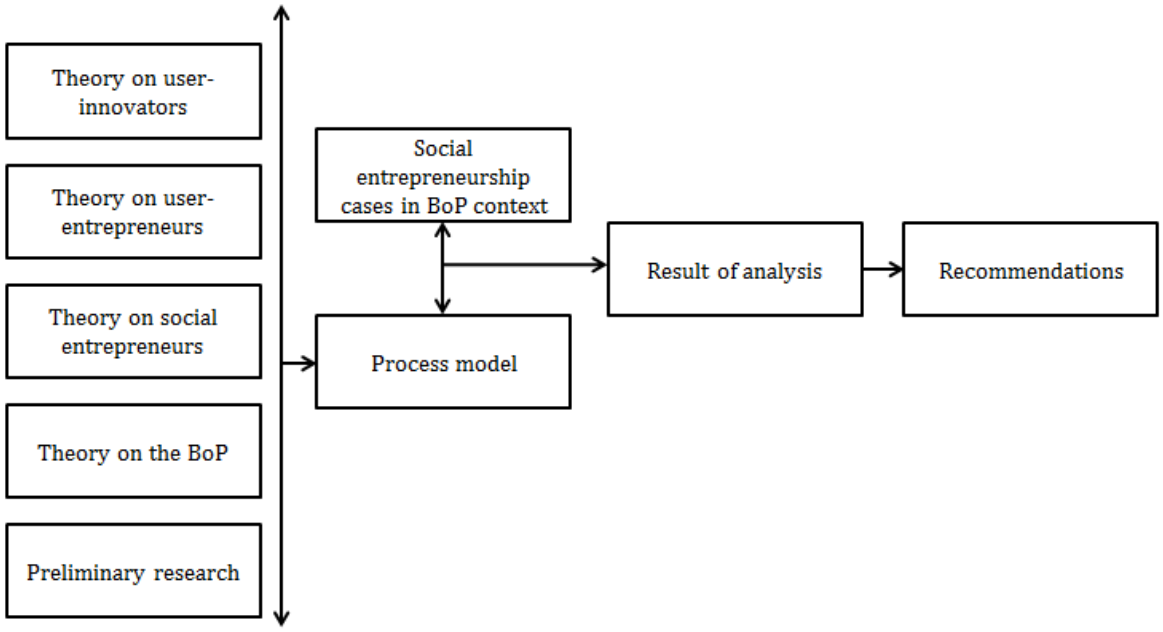
The focus in this research will be on the characteristics and factors that can be derived from the literature on these topics that influence the process that user innovators go through when becoming an user-entrepreneur, and whether these characteristics and processes could be applied to social entrepreneurs in a BoP context as well.

Therefore, this research will specifically focus on the analogies between the user-entrepreneurship and social entrepreneurship theory by examining whether the user innovation and user-entrepreneur characteristics can be applied to new areas, such as social entrepreneurship in the context of the BoP. In order to find out whether these processes can be detected at social entrepreneurs in a BoP context, the user-entrepreneur characteristics and factors that influence whether a user innovation will be commercialised will be derived from the relevant theory and held against social entrepreneurial cases. The research objective also contributes to PC3 project whereby the findings might provide insight in the stimulating and impeding factors that could be of influence for the project.

1.7 Research framework

Based on the research objective the following research framework is formulated. This framework is based on the approach on designing a research framework described by Verschuren and Doorewaard (2010). This model shows the relevant literature on which concepts will be derived that will be operationalised. In addition to that, the research framework aims to capture the research objective and how the intended results will be achieved.

Figure 4 Research model



The factors and characteristics derived from the literature that influence the user innovation and user-entrepreneurship process will be held against cases that have a strong social and BoP context to investigate whether the internal and external factors that influence the commercialisation outcome of user innovators also apply to social entrepreneurs. First will the factors and characteristics be derived from the literature that result in an increase of user innovations and subsequently the factors and characteristics that influence the likelihood on user-entrepreneurship. In order to do so, the user innovation theory and user-entrepreneurship theories are used, the results of this literature review will be applied on social entrepreneurs in the context of the BoP. With regard to that, to determine whether the cases meet these criteria, theories on social entrepreneurship and the BoP will be used as well. Because in order to explore user-entrepreneurship in relationship to social-entrepreneurship in a BoP context, social-entrepreneurship theory is needed to determine whether social entrepreneurs are examined. Moreover, to determine whether the BoP context applies, theory on the BoP will be used as well.

1.7.1 Research question

In order to meet the research objective the following research question is formulated:

What are the characteristics and factors that influence the transition from user innovators to user-entrepreneurs when examining this in relationship to social entrepreneurs in the context of the base of the pyramid?

1.7.2. Sub questions:

- What are the characteristics of a user-innovator?
- Which factors influence the likelihood that users will innovate?
- What are the characteristics of a user-entrepreneur?
- Which factors influence the likelihood that a user-innovator commercialises its innovation?
- What are the distinguishing features of social entrepreneurship?
- What are the distinguishing features of the BoP?

The aim of the questions is to describe the relevant aspects that occur in this process. These questions provide answers to the factors that are present in this process, such as the characteristics, the attributes and the aspects of the process. These factors form the input of the analysis of the confrontation with the cases. Subsequently, to obtain insight which similarities and differences can be found when the findings of the sub- research question are held against cases on social entrepreneurs in a BoP context. This enables the understanding whether there are similarities between these the phenomena user entrepreneurs and social entrepreneurs. Lastly, the aim of this question is to derive the factors that could be of influence for the PC3 project to enlarge the project's steering capacity that enhances a successful outcome. Whether this would be on the selection of individuals to participate in the project, or factors that could increase the change that a useful, commercial attractive innovation is made, and that this is sold eventually.

1.8 Research method

To achieve the research objective an exploratory case study approach is used. This design is chosen because these particular characteristics and processes are not yet researched. Explorative approaches are often used when the phenomenon under study is relatively new and when the purpose is to develop methods to be used in further studies (Babbie, 2010). This research, can therefore, be regarded as an investigation to "*test the feasibility of undertaking a*

more extensive study" (Babbie, 2010, p. 92). The first aim is to provide explorative information, where the next step is to look for explanatory data. Because, in order to explain phenomena they must first be described (Gerring, 2012).

The case study method is defined as *"the intensive study of a single case for the purpose of understanding a larger class of similar units (a population)"*(Gerring, 2012). Due to the lack of knowledge about the causes of the effect, the variables and the boundaries of the context the case study is a viable option to study intensively the phenomenon and explore the presumed relationships (Swanborn, 2013). Because there has not been evidence that user innovator characteristics can be found at social entrepreneurs, this must first be examined. The same reasoning applies to the theory on user entrepreneurs, making the case study a justified research method.

In order to analyse the data this research uses a qualitative approach. The variables used in this study are hard to quantify, due to the novelty of the literature, and the fact that most research into user innovation and user-entrepreneurship were also case studies as well, making it hard to use those measurement items (Swanborn, 2013).

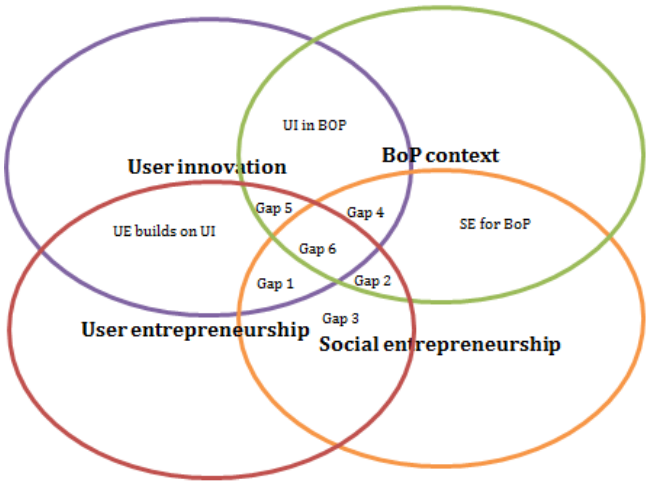
A qualitative approach is often used when the amount of cases limited. When there are many cases available statistical tools could be used to collect and analyse the data (Swanborn, 2013). The approach for data analysis is a content analysis. Babbie (2010, p. 333) defines content analysis as "*the study of recorded human communications*" almost all written communications would be suitable for this type analysis, and in which coding is an important element. Based on the literature review the relevant codes will be distilled for the analysis.

The derived concepts in the form of the coding scheme will be held against the cases that have social and BoP context. The units of observations are initially written (success) stories, best practices or other documented information about entrepreneurial start-ups.

1.9 Theoretical relevance

As mentioned in the section regarding the project context, this research aims to contribute to creation of knowledge for the fields of user-entrepreneurship and social entrepreneurship in the context of the base of the pyramid and to contribute to the further development of these theories subsequently. To achieve this objective an explorative approach is used. The figure that is displayed below illustrates the current gaps in the literature regarding the theories used in this study and shows how this research might contribute towards providing information regarding these gaps.

Figure 5: Gaps in the literature



- Gap 1: The relationship between user innovation, user entrepreneurship and social entrepreneurship has not been researched yet.
- Gap 2: The relationship between user-entrepreneurship and social entrepreneurship in a BoP context has not been researched yet.
- Gap 3: The relationship between user-entrepreneurship and social entrepreneurship has not been researched yet.
- Gap 4: The relationship between user innovation, social entrepreneurship and a BoP context have not been researched yet.
- Gap 5: The relationship between user innovation, user-entrepreneurship and a BoP context have not been researched yet.
- Gap 6: The relationship between user innovation, user-entrepreneurship, social entrepreneurship and a BoP context have not yet been researched yet.

5

Knowledge gained on whether user-entrepreneurship has analogies with social entrepreneurship can help to shed light on issues such as the drivers or impeding elements in the process of starting an enterprise, and might help to establish better policies and regulations to stimulate user-driven social entrepreneurship. The findings in this study might enable to apply this knowledge as an instrument to enhance an increase in amount of user-entrepreneurial activities.

The section about the project context elaborated on the contribution of this research towards the generation of knowledge and the development of the theories used in more detail.

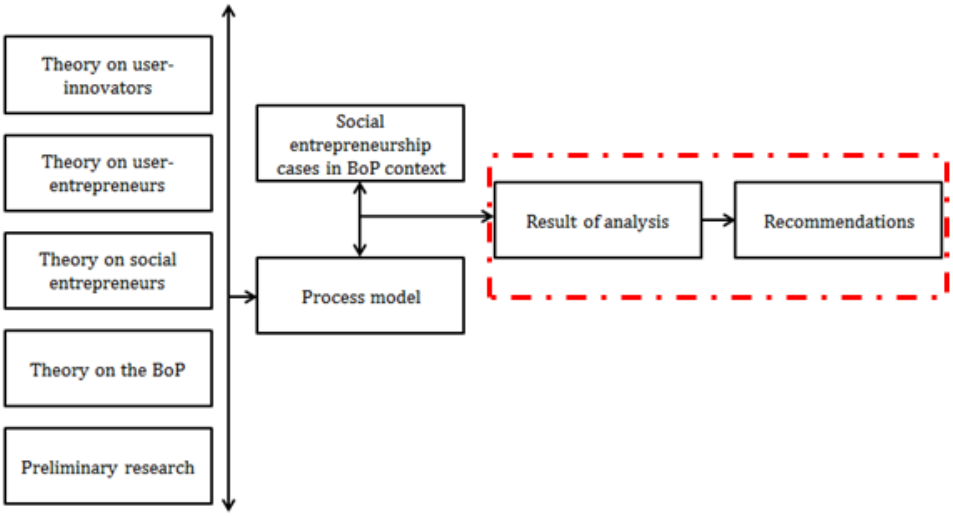
1.10 Practical relevance

The findings of this study can contribute to the PC3 project that is currently developed. As mentioned, the research objective was in a later stage linked to the PC3 project and demarcated the research. The findings of this study can be applied to the PC3 project, where the goal is to co-create innovations with BoP individuals based on their needs, with the aim to create products and entrepreneurs for that market. Much is unknown about the application of this process and this research can help to contribute to the refinement of the processes at work during the stages of the PC3 project, which increases the changes of successful outcomes of the project. As mentioned in the section about PC3, much research is needed regarding the factors that

[5] It should be noted that user-entrepreneurship and social entrepreneurship both belong to the general entrepreneurship theories.

contribute to the successful implementation of the project, including how to incorporate potential BoP innovators in the project. The user innovation and user-entrepreneurship literature can serve as a valuable tool to enhance the successful development of this process. The findings of this study based on the confrontation with the cases, could be used for recommendations for the PC3 project to enhance the change of success during the different .. Thereby, this thesis might contribute to the PC3 project to enlarge the project's steering capacity and to enhance a more successful outcome. Recall the research framework, the practical relevance of this study can be illustrated by the red box, which are the result of analysis and the recommendation derived from it.

Figure 6: Practical relevance of the study



1.11 Structure

The subsequent chapters consist of the following elements: Chapter 2 provides the theoretical framework in which will be elaborated on the literature review conducted regarding the core concepts in this study, user innovators, user-entrepreneurs and social entrepreneurs. This chapter aims to describe how these theories contributed to this research and concludes with a conceptual model of the most important concepts. This chapter gives indications about the relevant characteristics needed to conduct this research. Chapter 3 describes the methodology used in this research, elaborates on the research method and the arguments for the method used in this study. Other aspects that are described in this chapter is the motivation for this research strategy, why there has been chosen for this specific data source and how they are contacted, and finally how the data is analysed. This chapter also touches upon the concepts of reliability and validity. Chapter 4 provides the results of this study, which forms the input to answer the research questions. The last chapter, chapter five will draw conclusions based on the results of this research project.

2. Literature review

User-entrepreneurship builds on the notion of user innovation. User innovation is a form of the distributed innovation process referring to the sources of innovation outside the focal firm (Bogers & West, 2011; von Hippel, 1988). This is another approach to innovation, especially to the traditional view in which the manufacturer is considered the most important source of innovation. This view can be labelled as a closed innovation model, where the development and marketing of new products and services take place within the organisation. It was long assumed that the closed innovation model was the dominant logic to innovation. In the closed innovation model the primary task of the manufacturer to identify the needs of the user, analyse the information about the needs and wants, translate those needs into responsive designs and to test the solution on the customer again. In this process the manufacturer is responsible to develop new products or services within the firm, and in order to benefit from the developments financially they are (legally) protected. In this view the user has a passive role, which is to have needs that can be identified and filled by the manufacturer by offering new products and or services(Hippel, 1978; 2005).

Opposite to the closed innovation model is the distributed innovation model, which builds on the notion that knowledge is heterogeneity distributed among actors. Distributed innovation deviates from the traditional view on innovation, where manufacturers are considered the most important source of innovation. There are several open innovation paradigms, which all have in common that innovation does not take place inside firms alone, and that user information should be incorporated into the fuzzy-front end of the new product development process. This is to achieve that products offerings fit the needs of the user in the most suitable manner and to enhance the competitive advantage of firms.

Other types of distributed innovation are the open innovation paradigm, which is built on the idea that organisations should involve external parties, besides their in-house knowledge, in the idea generation and paths to market (Chesbrough, 2006). The other is the value co-creation paradigm, which indicates that value is created by the joint effort of both the customer and the organisation. In this paradigm the customer also actively participates in the early stages of the product development process (Prahalad & Ramaswamy, 2003). However, user innovation and user-entrepreneurship will be the main focus of this thesis. It was von Hippel (1988) who paid attention to the origins of innovation, and concluded that many innovations often start with users. User innovators are considered to be those individuals or firms that are the first to develop a working prototype to be used by themselves or similar alike, without the help or assistance of producers (von Hippel, 1988, 2005).

The work of Von Hippel describes that contrary to what was assumed users are often, instead of the established manufacturer, the source of many innovations. The user innovation process can be characterised by users having found that there needed to be an advancement. Furthermore, they prototyped their ideas into an innovation, used the innovation in-house and diffused information on the invention (von Hippel, 1988, p. 19). The ideas and developed prototypes of users are considered to be commercial attractive. The following illustration provides an oversight of how this process is modelled.

Figure 7: User innovation process (Von Hippel, 1988)

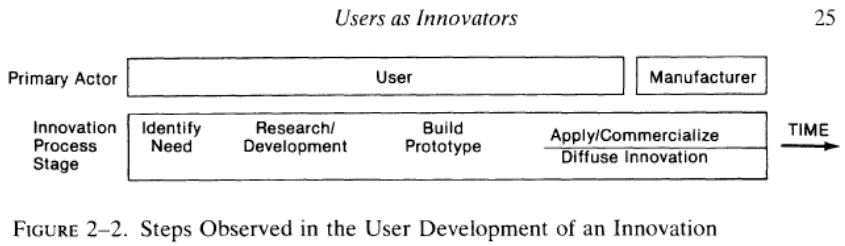


FIGURE 2–2. Steps Observed in the User Development of an Innovation

To provide clarity on what is meant when the concept innovation is used; innovation is defined as the "*introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics*"(OECD/Eurostat, p. 48).

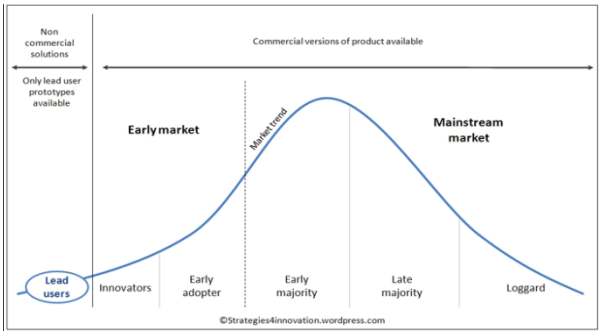
The main purpose of innovation is to create new products or services, to translate information from the environment into new designs and implement it in the market. To develop new products or services for users it is important that their needs and wants are collected correctly because they form the basis on which the manufacturer develops a solution. Von Hippel (1986) argues that traditional market research methods are insufficient to provide this task. In order to develop new products and services that respond to the need of users accurately, the information about the needs and solutions should reach the manufacturer. The difficulty often is that the users hold the information about needs, whereas the manufacturer holds the information about possible solutions. It is often difficult to transfer this knowledge to the manufacturer, making it difficult to translate the needs into adequate new offerings. This difficulty is often due to sticky information, which pertains information that is often costly to use, transfer and collect, due to the information itself or the attributes that relate to the information. The more costly this is, the more the information is considered to be sticky (Von Hippel, 1994). Sticky information is considered the reason why user innovation occurs at all. When information is hard to transfer,

combined with the capabilities to modify a current market offering, this creates room for users to innovate.

In the traditional product development model, the focus is on the typical customers that is positioned in the target market. The insights of these typical users about new attributes for products or services are constrained by their real-world experience making it hard to generate new product concepts because this conflicts with the familiar. This results that the problem-solving techniques that are known and that have often worked in the past constrain to find new applications for usage that are yet unfamiliar. To solve this problem Von Hippel (1986) argues that users positioned at the leading edges of the target market should be incorporated into the new development process, because these users often do have real-life experience with product concepts that have not yet become present in the target market. Lead users "*face needs that will be general in a marketplace—but face them months or years before the bulk of that marketplace encounters them, and—are positioned to benefit significantly by obtaining a solution to those needs*" (Von Hippel, 1986, p. 796). Lead users are, therefore, a valuable resources to provide information on the development, adoption and diffusion of new products (Schreier, Oberhauser, & Prügl, 2007). The first lead user characteristic, being ahead of a trend, corresponds to the commercial attractiveness, and the speed of adoption of innovations. Where the high expected benefit component draws on the notion that the more the innovation contributes to solving a need that is of importance to the user the greater the likelihood that the user will innovate (Franke, von Hippel, & Schreier, 2006).

The lead user methodology can be viewed along with the work of Rogers (2003) on the diffusion and time of adoption of innovations and the life cycle of innovation, in which several stages are distinguished. Lead users have needs that have to become general in the market place and are therefore positioned at the most left side of the diffusion curve, before early adopters, as shown in figure 6. With regard to the diffusion of innovations, which is of influence on the commercialisation, the paragraph regarding user-entrepreneurship elaborates on the factors that are of influence to that.

Figure 8: diffusion of innovation by Rogers (2003)



The lead user methodology is based on the idea that the richest understanding of new product and service needs is held by lead users. When these can be identified, their ideas and prototypes should be incorporated into the firm's new product development process. Von Hippel (1986) developed the four phased lead user method, which aims to enhance the innovative power of organisations and can assist in the development of breakthrough innovations. The information provided by users can be from users in the target market, from users in analogue markets, or users with respect to attributes in the target markets (Churchill, von Hippel, & Sonnack, 2009, p. 9). The lead user theory was initially developed to select and identify commercially attractive innovations developed by users to integrate in the manufacturer's production process. Lead users can, due to their characteristics, provide valuable information on product designs or concepts to organisations that can be used for their new product or service opportunities. Most research has focused on describing the characteristics and processes of innovating users from the point of view for established manufacturers or firms to enhance their understanding about this phenomenon and to incorporate them in the new product development process. This is closely related to the open innovation paradigm in which this phenomenon fits quite well. As mentioned, user need information is intangible and sticky, making it difficult for manufacturers to obtain (Von Hippel, 1994).

The next paragraph will describe the most important findings found in the literature on user innovation, by especially focusing on end-users. In order to do so an extensive literature review will be conducted to describe these phenomena. To understand the characteristics and factors that influence user-entrepreneurs in their innovation efforts, the motives that drive users to innovate must be well understood in the first place, because it builds further on the user innovator concept. This also helps to determine which factors influence users to commercialise their innovations subsequently. Although the distinction between commercialisation outcomes is less clear in some articles, this topic will be extensively dealt with when the concept of user-entrepreneurship is described, and is therefore only described briefly in this section. To describe this phenomenon thoroughly this paragraph provides an oversight of some of the most cited and or relevant articles on this topic and will conclude with the factors and characteristics that could be learned from the literature.

2.1 Review of the literature on user innovators

There is an extensive body of literature on user innovation for industrial products and for intermediate (professional) users, however, research on end-user innovation is relatively young (Flowers, De Jong, & Von Hippel, 2012; Lüthje, 2004; Raasch, Herstatt, & Lock, 2008). When research into end-user innovation received more attention, researchers dedicated most of their time in explaining the differences between innovating users and non-innovating users, which

characteristics they possess and how the innovation process could be interpreted (Morrison et al., 2000; Raasch et al., 2008; Schreier & Prügl, 2008).

Franke and Shah (2003) investigated what kind of assistance and resources end-users received when innovating. They investigated whether the user community functions as a source of support for innovating end-users. The open source software creation is often used as an example to illustrate the workings of communities. Their findings indicate that innovation is a joint effort between users and that they share information freely with each other, offer assistance and advice to other users. Several arguments why users would freely share their information are given, such as the realisation of improvements, better standards, low rivalry conditions and reciprocity and reputation effects. The authors have investigated the characteristics of the innovation and the innovator. Characteristics of the innovation were divided into four factors; newness, urgency, market potential and commercialisation. Whereas the characteristics of the innovator were divided into the lead user characteristics, and the time spent and role in the community. It was found that innovating users differ from non-innovating users on both the individual and the community level. The authors also found that the innovating users had lead user characteristics, and the interaction and time spend with the community is more frequent than with non-innovating users. The interaction with the community increases the likelihood that one will innovate. This is because innovation by users often does not happen in isolation but in collaboration with likeminded users that either give assistance themselves, or provided the user with assistance by bringing them into contact with those who could. The people who provided assistance were considered to be creative and innovative. The authors link receiving assistance as an enabling element of the diffusion of the innovation, which might serve as a proxy for overall diffusion later on. The focus of their study was innovation by users that belonged to communities.

Lüthje (2004) investigated the innovation characteristics and activities of users in outdoor related consumer products to determine the differences between innovating and non-innovating users. The assumption was that the motivation and qualification for innovations for a particular product or service depends on the context of that product field. The study reports that there is a high level of innovation among consumers, of which over a third have developed new ideas for products and of those a proportion actually build prototypes. Innovation by users was related to the innovation related benefits that could be new needs that are not addressed by the current market, dissatisfaction with the existing product, fun in solving problems and financial rewards for the creative work. The second condition that contributed whether users innovated was the level of user expertise, which can be divided in product related knowledge and experience in use. It was stated that the higher the level of expertise of a user the lower the innovation-related

costs are, and therefore the barrier to innovate is also lower. The authors tested several characteristics such as the expert status, which consisted of product-related knowledge, use experience and enjoyment in the process and labelled it commitment to the product field. The innovation related core benefit measured the expected benefits and consisted of facing new needs and dissatisfaction. Use experience was found to be an important indicator of innovation likelihood; those users were more active in the product field, showed more intensive search behaviour and differed in the type of information exchange. The authors linked speed of adoption to the expected benefit variable, the argument was that when users expect to benefit significant they would sooner adopt new innovations. With regard to the interaction with manufacturers, it was found that few users would transfer their innovations to manufacturers. The most important reason given is that the innovation was for in-house use. It was found that the community was an important factor for user innovation, along with commitment to the product field that reduces the innovation costs.

Lüthje, Herstatt, and von Hippel (2005) investigated user innovations in the field of mountain biking and found that user innovators rely on local information that influence and determine the need and solution for their innovations. Whether to rely on local information to innovate depends on the stickiness of the information. Local information was considered the users' needs and the use environment. When information is sticky and the user can use local need and solution information, this is automatically less costly than when this has to be transferred, resulting in the low-cost innovation niches. When it would be costly to obtain information that is not local, users would be more drawn to rely on (less costly) local information and informational asymmetries arise. To draw on local information is thus influencing the innovation related costs, and the innovation related benefits. The benefits from the innovation stemmed from in-house use. Financial benefits were less likely due to the legal protection such as patents, copyrights or trade secrecy laws needed for diffusion. In their example, users did not expect effective intellectual property (IP) protection. Other benefits mentions were enjoyment in the innovation process due to the learning by doing element and the creation of something new. The authors divided user-innovations into four factors, newness, technical sophistication, personal benefit and market potential to determine whether it were incremental or radical innovations, the technology was high or low-tech, the degree the user benefitted from the innovation and whether the innovation would be easily adopted. The influence of use experience was investigated, and it was found that the more active the users were in their field, in combination with more technical skills and their personal experience, the more likely they would innovate. The study found that the user's pre-existing local stocks of technical knowledge and skills determine the type of solution that will be developed.

Franke et al. (2006) investigated the relationship between the commercial attractiveness of innovations developed by users and the influence of the lead-user characteristics these users had in the field of kite-surfing. They found that the two lead user characteristics, although independent of each other, could not be dropped without a reduction of the commercial attractiveness. It was found that the high benefits expected of an innovation is associated with the innovation likelihood, and that the position of being ahead of a trend is associated with the attractiveness of an innovation. Two other important elements found that contributed to the innovation likelihood and the commercial attractiveness were informational advantages and the users own resources. The resources at hand were divided into technical expertise and community-based-resources. The authors found that the four constructs indeed positively related to the likelihood that a user develops a commercially attractive innovation.

Raasch et al. (2008) investigated user innovation with regard to a high-performance sail-boat in the field of sport equipment. The findings confirm that knowledge sharing within communities is common. However, when the amount of competition increases the sharing of knowledge decreases. It was found that the most important drivers to freely exchange information are the expectation of reciprocation, enjoyment derived from helping others and the willingness that the community progresses. User innovation is an important element that can only be realised by exchanging information. The authors identified five drivers to be responsible for the development over time with regard to user innovation activities: technology complexity, technological maturity, market structure, customer satisfaction and barriers to innovation. It was found that when the technology became more complex, user innovation decreases. With regard to technological maturity, the assumption was that when technologies became more mature, users would have fewer possibilities to add novel functionalities to the current designs (incremental innovation). However, arguments were given that in contrast to the model of Baldwin et al. (2006), instead of the mining out of a design space, user's attention is redirected to other fields of activity. This, however, requires a flexible design space. With regard to market structure, the assumption was that due to the uncertainty of the innovation, established manufacturers do not want to invest in the innovation, only when this would become more standardised. The authors found that user innovators received more help from small-scaled manufacturers. With regard to the customer-satisfaction, the authors argue that established manufacturers will enter the market when customers prefer more standardised solutions, rather than the more radical innovative solutions from users. The authors argue that the level of satisfaction and demand of users may change or evolve over time, and therefore user innovation also. The results of the study support earlier research on user innovation activity and the emergence of user communities. It was found that changes in the barriers to innovate might result that users refocus their attention, and under certain conditions will continually innovate.

Schreier and Prügl (2008) argue that there has been few additional measurements of the lead user characteristics over time and in their research they provide an extension to these characteristics. The study explores the antecedents and consequences of being a lead user among individual end-users. Besides (consumer) knowledge, use experience, two personality traits to lead users were added, the locus of control and the innovativeness. A person's locus of control is closely related to the ability to creative problem solving if this is internal. An internal locus of control means that outcomes depend on individual actions. Innovativeness is linked to one's attitude towards change, newness or novelty, and would enable to better cope with change in uncertain situations. Due to the lead user characteristics, the user better adopts innovations than others. The study finds evidence for their propositions based on three studies conducted in the consumer sports field.

Bogers, Afuah, and Bastian (2010) reviewed the literature on user innovation. The authors make a distinction between "intermediate users", which are users that use components or equipment for the production of products or services and "consumer users" that use consumer goods and often are individual end customer or a community of end users. The motives for users to innovate were examined, the first were the costs of innovation-related knowledge transfer, thus the transfer of sticky information, secondly other costs that were related to innovating such as the degree of unique knowledge and expertise. Third are the expected benefits from the innovations which were first of all the use of the innovation, because of that the innovations are often considered to be functionally novel. Again, this was linked with the lead user characteristics. Lastly, the other benefits that can be derived from the innovations, such as selling the innovation. This article also mentions that users do not expect effective IP protection, and therefore it would be more difficult for users to become user-manufacturers (user-entrepreneurs). Other benefits are the enjoyment in the problem-solving process in which users could enhance their capabilities and respect from other users. The authors continue by addressing the strengths and weaknesses regarding user innovations.

2.2 What can be learned from the literature

The literature review illustrates the different factors and characteristics used to examine user innovation in the past. The first part of the research question aimed to determine the characteristics and factors that were distinctive for user innovators. Based on the literature several factors that influence user innovators can be derived. Those factors are the lead user characteristics, the expected benefit component, the costs related to innovation, industry characteristics and the influence of a user community. Those factors will be described subsequently.

2.2.1 Characteristics of user innovators

All research into user innovation shows a strong relationship between lead user characteristics and innovation likelihood. It was found that users that innovated often had lead user characteristics. Morrison et al. (2000) argue that the innovativeness of users is concentrated among lead users and Shah (2000) found that innovating experts often had lead user characteristics. Other scholars reported the same findings (Franke & Shah, 2003; Jeppensen & Frederiksen, 2006; Lüthje, 2004). The lead user characteristics can be divided into being ahead of a trend and the expected benefits regarding the innovation.

2.2.1.1 Ahead of trend:

Users that experience needs that later become general in the (mass) market, are considered to be ahead of a trend. This can manifest itself by experiencing needs ahead of others or the novelty of the solution proposed. In order to measure the 'ahead of the trend' characteristics, Franke and Shah (2003, p. 163) used five questions regarding the newness of the (opportunity) of the solution, the benefit extracted from the solution, whether the user has tested an innovation, the degree in which a user is "cutting edge" and whether the innovation solution was border crossing. They measured the ahead of trend component by investigating whether the users had use-expectations before others, or considered themselves more 'leading edge' compared to others.

2.2.1.2 Innovation related benefits in obtaining solution:

The benefits expected of the innovation influence the likelihood. Often, when a user expects to benefits significantly from an innovation, the current offerings from the market do not meet the user's needs. When the solution contributes to solving a need that is of importance to the user, the greater the likelihood that the user will innovate to try to find a solution (Franke et al., 2006; Lüthje, 2004; von Hippel, 1988). Users do, first and foremost, expect to benefit from the innovation for in-house use, which entails that there is a personal need. The innovation likelihood increases when users have needs that are not addressed by offering in the current market. When these needs are pressing enough and a solution is lacking an incentive is created to innovate for themselves. This is often linked to the dissatisfaction of the current offerings by the market. Users can also expect to benefit from an innovation because they like to solve problems, and find enjoyment in the problem-solving process. Lastly, another benefit can be financial. This option depends on the possibility to protect an innovation, when this is considered hard, then this is not a viable option (Bogers et al., 2010; Lüthje et al., 2005). Based on the aforementioned, this results in the following propositions:

P. 1.1 The lead user characteristics, being ahead of a trend influence the likelihood that users will innovate

P. 1.2 The lead user characteristic 'expected benefits' increases the likelihood that a user will innovate

2.2.2 Resources

An important element that contributes whether users will innovate is when information about possible solutions for a users' need is sticky and harder to transfer. This is considered an essential element why users innovate in the first place. As mentioned, when information is "sticky" it is harder to transfer, making it more costly. When it is more costly to transfer information about needs and wants of customers, it is harder for a manufacturer to solve the gaps experienced. When information is not sticky, the user has less incentive to innovate. In those situations when the user has high expected benefits in obtaining a solution, and the information about the solution (problem-solving information) would be easy to transfer to the manufacturer, it would be less necessary for the user to innovate. Sticky information could be caused by encoded information, or attributes of the provider/seeker of the information, such as expertise and capabilities (Von Hippel, 1994, 1998)

However, sticky information and expected benefits do not necessarily result that users actually innovate. The ability to innovate, in this thesis labelled as (internal) resources, contains all necessary factors that users need to innovate. It is stated that when users are experts, which entails having product related knowledge and/or experience in use, the likelihood of innovation increase (Lüthje, 2004).The level of skills a user has, combined with personal experience and the technical knowledge influences the decision to innovate (Lüthje et al., 2005; Schreier & Prügl, 2008). In that instance, will sticky information influence the cost of innovating, which is lower for the expert user due to deep understanding about needs and preferences. The combination of unique knowledge and skills, enables the users to develop low-cost solutions that are personalised to their own needs (Bogers et al., 2010). This affects the innovation likelihood because when the costs related to innovating are considered to be low enough, users will be more likely to innovate (Lüthje, 2004; Shah, 2000). Another factor that influences the costs of innovating, dealt with in the following section, are the external resources. Based on the above, the following proposition is formulated:

P. 2 The internal resources an user has influences the innovation likelihood

2.2.3 The role of the community (external resource)

Interaction with a community serves as input for the innovation process by providing resources needed, it can therefore be regarded as an external resource. User innovation does not happen in isolation and a community of like-minded serves as viable input in the development of the innovation and thereby do they share the information about the innovation freely (Franke & Shah, 2003). The literature demonstrated that community membership positively contributes to the probability that users will innovate and that the time spent interacting with a community positively affects the innovation likelihood (Franke & Shah, 2003; Lüthje et al., 2005). Community interaction can be in the form of freely sharing information, receiving assistance, or spending time in the community (Franke & Shah, 2003). The external resources thus affect the in-house resources of the user by providing feedback and information about improvements for the innovation, and realisation of better standards. It was also found that community membership enhances the diffusion on an innovation and can serve as a proxy to determine the diffusion at a later stage(Franke & Shah, 2003). Therefore, the community function serves as a positive effect on innovation outcomes.

P 3 The degree of interaction with a community increases the likelihood that a user will innovate.

2.2.4 Industry conditions

Most research about innovating behaviour has so far focused on small-scale niches in which expert users experimented with new offerings (Franke et al., 2006; Jeppensen & Frederiksen, 2006; Lüthje et al., 2005). The markets in which users innovate are considered to be small and uncertain, because due to their lead user characteristics they are positioned at the leading edge of the market (Franke et al., 2006). Also, it has been stated that user innovators have advantages in the early stages of industry development, and are active when the industry life cycle can still grow (de Jong, 2010). This is also in line with the work from Raasch et al. (2008) who described the five factors that influence user activity over time and thus influence the industry. Those factors were technology complexity, technological maturity, market structure, customer satisfaction, barriers to innovation. User innovation would be most when the technology is neither complex nor mature and when there is less demand for standardisation from the customer. This results that the established manufacturer does not want to invest in capital intensive production equipment. Innovation likelihood is related to the barriers to innovation. Braun and Herstatt (2007, p. 294) described the four barriers to innovation, which are: legal, economical, technological and social. Legal barriers can be understood as IP rights and the difficulty obtaining protection. Economical can be understood as the market concentration, and the difficulty competing against established firms. Technological refers to the increase in

technological maturity and complexity, requiring more knowledge and access to equipment to innovate. The last barrier, social, which indicates negative reactions towards user modification of existing products. To summarise, user innovation is most likely to happen when there is room to innovate, meaning that the environment in which a user wants to innovate provides this possibility based on the aforementioned factors. Therefore, the following proposition is:

P. 4 The characteristics of an industry can serve as barriers that influence whether users will innovate

2.3 Transition to user-entrepreneurship

The work of von Hippel and the research on user innovation is based on the idea that the information from users, whether these were new applications, products and problem solutions, should be incorporated in the established firms. The focus was on how to identify, select a transfer this information. It was long assumed that the commercialisation of innovations by users was not a viable option because their motivations to innovate were based on usage primarily and established manufacturers would have economic advantages, such as the control over complementary assets, which would make it very difficult for users to commercialise their innovations (Hienerth, 2006; Shah & Tripsas, 2012; von Hippel, 1988). Until recently, it was assumed that user innovators would not have an incentive to commercialise the innovations they built. It was argued that the lack of expectation to benefit from an innovation financially contributed to the fact that users often shared information about their innovation freely with community members or manufacturers (von Hippel, 1988). It was presupposed that in order to protect an innovation, users needed some sort of protection in the form of intellectual property protection, which was considered costly (Bogers et al., 2010). However, research shows that users can be a source of entrepreneurial activity, although little research has paid attention to this phenomenon. Lettl (2005) found that although (professional) users did act entrepreneurial they often did not became entrepreneurs due to the fact that they did not have the competencies, resources. In addition to that they made high investments in their careers, therefore the manufacturer took over. Nevertheless, there is a proportion of users that do commercialise their innovation and become entrepreneurs themselves. Although research on this topic is relatively young, some scholars have described the process of how user innovators became user-entrepreneurs (or user-manufacturers). The assumption is that users can have a viable contribution to economic activity and serve as a source of theory building insights (Shah & Tripsas, 2007).

Recall from the previous paragraph that the work of Rogers (2003) can be used to examine the diffusion of innovation. There are four elements that influence the adoption of innovations,

which are the innovation itself, the communication channels, time and the social system. The rate of adoption of innovation is described by five factors: the relative advantage; compatibility, complexity, trailability and observability. A detailed oversight of the link with Rogers diffusion theory falls beyond the scope of this research, however, for an oversight and Rogers model see Appendix I.

The following section describes the literature, which documented the phenomenon of user-entrepreneurship and proposes propositions based on the literature

2.4 Review of the literature on user-entrepreneurs

The previous section described the literature and the relevant aspects that influence the transition in becoming a user-entrepreneur. As mentioned this phenomenon builds on the user innovation literature. Based on these insights propositions will be formulated.

Shah (2000) was one of the first to explore the functional sources of innovation in the field of consumer products, such as skateboarding, snowboarding and windsurfing. It was found that in these industries a small group of expert users (lead users) developed innovations and that this could be explained by the allocation of sticky information between the users and manufacturers and the innovation related benefits. The research was also the first to describe that (end) user innovators could become user-manufacturers and that they sold their innovations in small 'life-style firms'. The findings were that all of the innovations in that industry were developed by users. The innovation development process is characterised by learning-by-doing and trail-and-error learning. The benefits derived from the innovations were firstly for personal use, fun and the increase of reputation. Often the innovations were not legally protected, because licencing was considered to be costly and ineffective. Financial benefit was obtained by starting small life-style firms. It was found that user innovations made sense when the market is small and uncertain, because in that case the user benefitted the most since the manufacturer does not want to invest in the development of the innovation. It was also found that the costs of innovating were lower for expert users than for manufacturers, due to the upfront investments made by the users, resulting that the users had more information about the innovation. This information was hard to transfer to the manufacturer, due to its stickiness. The production processes were often low-cost and required to copy their existing designs, and often they could use inexpensive marketing techniques.

Hienerth (2006) investigated the commercialisation process of user innovations in open communities, the rodeo kayak industry. It was found that in this field lead users commercialise their innovations under certain conditions. A four staged model was developed that contains the following stages: stage one the start of user innovations, where a user starts to innovate to

enhance the usage of the product. In the second stage, a community is build, because over time more users started innovating and meeting each other in events that belonged to the sport. This enabled in the sharing of information and giving advice to each other. In the third stage, the commercialisation of the innovation, the established manufacturer does not see any market demand and the user commercialises its innovations by himself. The user-founded firms grew and started to compete with established manufacturers. The last stage, the industry stage, has the highest degree of commercialisation and the focus in this stage is on incremental innovations. When the user-founded firms became more mature and were competing with established manufacturers, economic motives became more important and the differences between established manufactures and user-entrepreneurs decreased

Baldwin et al. (2006)researched the pathways taken when user innovations became commercial products. The authors have modelled how user innovations are organised, evolve over time and how these innovations influence the evolution of markets. The process of user innovation starts with the recognition of new design possibilities, which is referred to as the design space. The users start to explore this design space for new solutions, where after user-communities arise to exchange information about solutions for the innovation. As a reaction to this, user-purchases appear that want to buy the product. It is stated that in response to this user-manufacturers are often the first to enter the market to sell the innovation. User-manufacturers are defined to be user innovators that make copies of their designs and sells them to user purchasers. The authors argue that the decision to enter the market by either the user or the manufacturer is influenced by five dimensions. The first are the innovation costs, which are the costs of changing a design. The quality of the design, secondly, refers to how the design is perceived by the user innovators and user-purchasers. The users' costs of ownership, thirdly, are the indirect and direct costs related to the products. For user innovators these costs would be zero. The variable costs of production, fourthly, are the costs per unit for making that unit. Lastly, the capital costs are all the upfront costs for making an item. These five dimensions form the input for their model on which the decision to enter is made. The authors explain when user-entrepreneurship takes place. User-entrepreneurs often use high-variable costs and low-capital methods. The findings are that user-manufacturers have several advantages over the established manufacturer because investments in the design are already made, whereas the established manufacturer has to do this. In addition does the community function as a low-cost diffusion mechanism reducing the variable costs and lastly, the user-manufacturer can use the prototype facilities it already has and is therefore profitable from the outset.

Shah and Tripsas (2007) conducted research in the juvenile industry and modelled how users create, share and commercialise their innovations. In their sample of 263 firms it appeared that

84 percent were user-entrepreneurs. They define user-entrepreneurship as the "*commercialisation of a user innovation by an individual user or group of users"* (Shah and Tripsas, 2007, p. 124). The distinguishing characteristic of user-entrepreneurs is that the user innovation process applies to them; they experience a need through usage which is currently not met by the market and which serves as an incentive to develop a prototype to satisfy their own needs, without even thinking about commercialising that solution. Another aspect is that the development of the innovation often happens in close collaboration with members of a community to which the user belongs. The community members often test the innovation and provide assistance and feedback, which serves as viable need information about the preferences of other users. Additionally, the freely sharing of information about the innovation contributes to the diffusion of the innovation and provides an indication of the potential market demand. This is an important element of the identification of the opportunity. Furthermore do the authors make a distinction between 'traditional' entrepreneurship and user-entrepreneurship. The difference between these processes lies in the moment in which the opportunity is recognised. Along with that, the nature of the opportunity that is recognised is different, which is partially a result of information asymmetries. Users have deep knowledge on usage and can better understand the demands from the market. The authors state that due to this, and the diversity in a community, they are better able to identify opportunities. As was described earlier the conditions by which user innovators start to innovate (expected benefits and costs of innovating) contribute to the fact the innovation is often commercially attractive. The authors view user-entrepreneurs as utility maximizers, offering an alternative to the reasoning that financial benefits would be the most important drivers to develop and commercialise an innovation. The authors expect that user-entrepreneurship would be more likely to occur when several conditions are met. The first is when use provides enjoyment rather than economic benefit. The second is when they experience low opportunity costs. The third when the market is characterised by small-scale niches and when there is a lot of variety in demand or in nascent markets and lastly, when the market is turbulent which is when the product is new and there is much uncertainty about the needs of users and when those needs are evolving.

Haefliger et al. (2010) developed a model of the commercialisation of user innovators by users when they enter an industry based on the technologies that were developed in another industry. The authors have developed a two-phased model in which user-entrepreneurs enter an industry based on findings in the animation industry. The first stage consists of a horizontal move, where the technologies of one industry are applied as complementary assets in another. Due to this, the users could enter the other industry without the established firm paying attention. In the second-phase, the users experimented with the design in order to commercialise their prototypes. The authors mention several conditions which positively influence the

commercialisation outcome, those are the selective sharing of firms in the other industry of proprietary assets, the users access to complementary assets, the interaction with the community and the ability to combine domain knowledge with the skills to apply complementary assets. The thought behind entering another industry can be found in the fact that due to legal boundaries firms that have IP on products, might be more willing to allow users to apply products in industries in which the firms do not compete. The authors conclude that the findings of their article go beyond the existing work on user-entrepreneurship because they make a distinction between the user innovator and the user-entrepreneur. Entering an industry occurs in two phases helps to avoid entry barriers. They relate to the effectuation theory, that diffusion can occur differently and have put emphasis on selective sharing of information.

Shah and Tripsas (2012) developed a theory that explains when users commercialise their innovations and enters a market. Their model is based on the expectation that users and established firms differ on two dimensions. The first is the profit threshold when entering a market and the second is the estimate of the financial returns. Based on the interplay between these factors, the decision to enter a market by the established manufacturer or the user result in different commercialisation outcomes. The estimates of the financial returns are influenced by several factors, such as the market size and growth, the degree of competition in the market, the needs of the customer and the how the organisation can add value. The profit estimate is influenced by whether or not there is access to complementary assets, the informational advantages to identify opportunities and when the expected benefits of the entrepreneurial activity exceed the costs of investing resources into developing the prototype. The profit threshold is influenced by the opportunity costs and non-economic factors. Because users innovate initially for in-house use, it is expected that the profit threshold is lower for the user. Based on these factors several outcomes are possible raging from non-commercialisation to commercialisation.

Logically, when the profit threshold and the expected benefits are not met by either the user or the manufacturer neither will enter the market. Another option would be that only the user's profit threshold is not met, for example due to high opportunity costs or when the user does not have access to complementary assets. Then can the manufacturer commercialise the user innovation. The third outcome would be when the profit threshold of both the user and the manufacturer is met, although the expectation is that the manufacturer will be able to achieve more financial returns. The user will only enter the market when the IP regime is weak and when it is unable to license the innovation, or when it would be expensive to patent the innovation. In addition, if the market is new the user would face high costs to contract a manufacturer and explain the technology, making market entry by the user a more viable option.

Lastly, because the financial returns are higher for the manufacturer there is a possibility that an attractive licensing fee can be negotiated. If this would not be the case, or when the manufacturer does not want to invest in the innovation, the user would enter the market in order to benefit from the innovation financially. The fourth option described is when only the users profit threshold is met; in those situations the only option would be for the user to enter the market. The last outcome would be when both the user and the manufacturer's profit threshold is met, but only the user would expect the financial returns to be higher. Licensing would be less attractive because the manufacturer expects lower returns on their profit estimate, making it a less appealing option for the user. When there is a weak IP regime, the manufacturer can work around it and also enter the market.

The authors argue that there are several conditions that are favourable for user entrepreneurship, such as an open product design, with a modular architecture. In those settings is it easier for users to experiment, which increases the likelihood on user innovations and therefore user-entrepreneurship. Other conditions favourable for user-entrepreneurship is when the industry life cycle is in an early stage, and when there are government regulations that do not hinder market entry by new firms. The article concludes with the importance of gaining knowledge on the user-entrepreneurship phenomenon, due to their often novel solutions stemming from their deep insights acquired from use, which lead to informational advantages over other entrepreneurs.

Shah et al. (2012) documented the prevalence of user-entrepreneurship in the US and researched the founder and firm characteristics, the revenue growth rates and the IP creation by firms founded by users. It was the first large scale longitudinal investigation of this phenomenon where data of 4,928 firms from the US was collected. It was found that a large proportion of start-ups are founded by users and that they survive the first five years. The authors found that there are differences between professional user-entrepreneurs and end-user entrepreneurs, and added another type of user-entrepreneur to this distinction, the hybrid user-entrepreneur. The hybrid user-entrepreneur is a mix between the professional and end-user entrepreneur. The findings document that user-entrepreneurship prevails across a wide range of industries; that is common among innovative start-ups, and that many received venture capital, indicating the novelty and market potential of the innovations. The difference between professional user-entrepreneurs and end-users was documented. Professional user-entrepreneurs had more experience along several dimensions such as work experience and industry experience. They are often highly educated and have founded firms in the past. The professional users founded firms often received venture capital and had more, and higher revenues. End-users on the other hand, were found belong to minority groups more often and a large proportion were women.

Generally, they had fewer employees and had less revenue. Most firms were founded at home and the entrepreneurs used their own money to finance their start-up. In addition, the different types of user-entrepreneurs were compared to other start-ups based on factors such as growth rate, job creation, IP over time, and R&D investments. It was found that professional user-entrepreneurs reported higher growth rates and had higher levels of job creation in comparison to others. End-user entrepreneurs were the least likely to report revenues. The proportion of firms that invested in R&D, the percentage of user-founded firms was higher among the sample and were more likely to possess IP. With their findings the authors contributed to enhance the understanding of how different paths taken result in different entrepreneurial outcomes. The data showed several patterns, one that user-entrepreneurship is linked to innovative start-ups, and those start-ups often receive venture capital.

de Jong (2010) studied user innovations made by end-consumers in the Netherlands and explored whether there was a relationship between user innovations and entrepreneurial attitudes. This study found that there is a positive relationship between user innovators and entrepreneurial aspirations. The research showed that user innovators, in comparison to non-innovating citizens, are "*twice as likely to engage in early-stage entrepreneurial activity*" (de Jong, 2010, p. 96). User innovators have an advantage over established manufacturers when the industry is in an early stage of its life cycle and when there is heterogeneity among user needs. Other outcomes were that their products were found to be more innovative by consumers that they experienced less competition, and had more positive growth expectations in comparison to non-innovating users. These findings are in line with the work of Shah and Tripsas (2007). The author further argues that user innovation becomes more present in the near future due to the changes in technologies, modularisation and digitalisation plus the increase of less expensive communication channels.

2.5 What can be learned from the literature on user-entrepreneurship

User-entrepreneurship builds on the user innovation literature and it is therefore not surprising that the same factors come back in the user-entrepreneurship process, such as the expected (personal) benefits, the costs related to innovation, the community function, the market conditions and the lead user characteristics. In order to be a user-entrepreneur, often, the user is also a user-innovator. To avoid being repetitive about the factors described in the previous section, this section will summarise the most important factors and will focus to describe the conditions that contribute that users take the entrepreneurial plunge.

The literature indicated that, contrary to what was expected, user-entrepreneurship is a phenomenon that does occur and it occurs often. As mentioned, the initial believe was that user innovators would not have an incentive to commercialise their innovations. Furthermore, if users would want to, they would be in disadvantage competing against an established manufacturer (Hienerth, 2006). However, the previous paragraph pointed out that this is not the case and findings of user-entrepreneurship can be reported in several industries, such as extreme sporting (Baldwin et al., 2006; Hienerth, 2006; Shah, 2000), juvenile products (Shah & Tripsas, 2007, 2012), film animation (Haefliger et al., 2010). In other articles examples were found of user-entrepreneurship, such as in the bicycle industry (Hanna, 2008), and even the virtual world (Chandra & Leenders, 2012).

Exemplary for the user-entrepreneurship process is that innovation, the building of a prototype and the testing of it accordingly happen before an opportunity to commercialise the innovation is identified, and that this process happens in close collaboration with a user community (Baldwin et al., 2006; Hienerth, 2006; Shah, 2000; Shah & Tripsas, 2007, 2012). . The various articles describe several factors that contribute to this process that will be summarised briefly. For example, the influence of sticky information and the expected innovation related benefits and when low-costs, effective licensing is not an option which results in advantages for users that want to commercialise their innovation (Shah, 2000). Other factors mentioned are the specific characteristics of the user-entrepreneur in relation to the emergent and collective process of user-entrepreneurship (Shah & Tripsas, 2007). The advantage users have over established manufacturers due to their high variable, low-capital production technologies they have at their disposal is another factor mentioned(Baldwin, 2006). Likewise, the influence of the user innovators profit threshold and the expectation of the financial benefits (Shah & Tripsas, 2012). Whereas Heafliger et al., (2010) attribute the application of domain knowledge with the complementary assets as distinctive elements for user-entrepreneurs to enter a market. Supplementary to this, are the intrinsic and extrinsic motivations as drivers for-user entrepreneurship (Hamdi-Kidar & Vellera, 2012). Chandra and Leenders (2012)relate the unique needs of users with the combination of prior knowledge and recourses to user-entrepreneurship. In addition to that are the distinct motivation, skills, and cost advantages users have (Hienereth, 2006). Other factors ascribed include several themes as uncertainty reduction, collaboration, the user community as a career departure point, and positive factors motivating exploitation decision as distinctive elements to the user-entrepreneurship process (Yu & Ogawa, 2012, p. 17) .

Despite the broad spectrum of factors, the literature remains vague about the exact meaning of the concepts that are used to explain user-entrepreneurship. Most studies use case studies and

anecdotal evidence to explain the phenomenon. Many terms are used that aim to explain this transition, however, it is lacking precise measurements that enable to generalise in other settings or measure the terms accordingly. As mentioned by Yu and Ogwana (2012, p. 4), *"Although these heterogeneous and specific research viewpoints help understand every aspect of user entrepreneurs, researchers could lose a "whole" feeling among a set of parts*" .

Without aiming to provide a holistic oversight of all the different components that comprise user-entrepreneurship, the following section describes the most important elements that the literature ascribes to the commercialisation of a user innovation by the user, and perhaps contribute towards a more "whole feeling" accordingly.

2.5.1 Characteristics of user-entrepreneurs and commercialisation

The user-entrepreneur often has lead user characteristics, and therefore proposition 1 also applies. User-entrepreneurship can be considered as an extension of the user innovator. It often starts by having personal experience with a product or service, the experience of a gap between the current market offering and what is needed accompanied by a significant benefit to obtain a solution for that need, without the initial intention to benefit from the innovation financially (Hienerth, 2006; Shah & Tripsas, 2007). The enhancement of usage is often a motivation to start innovating (Baldwin et al., 2006). Their exclusive need related knowledge is an important element of the information asymmetries between users and established firms, which is advantageous for users (Shah and Tripsas, 2007). The combination of user's unique needs and the capabilities they possess enable them to better recognise opportunities. Moreover, when they come from outside the core discipline of an industry the recognition of opportunities would even be more advantageous for users (Shah and Tripsas, 2007). Besides the lead user characteristics, other demographics were found at user-entrepreneurs. End-user entrepreneurship was common among minority groups, such as females and often the start-ups were founded from home (Shah et al., 2012). Because the user innovator characteristics also apply to user-entrepreneurs Propositions 1 can also be used to examine the likelihood that users commercialise their innovations.

P. 5 The user innovator characteristics, being ahead of a trend and expected benefits positively influence the likelihood that users will innovate and commercialise their innovations

2.5.2 Internal resources and commercialisation

Users' unique use-related knowledge contributes to the identification of opportunities and a sense of market demand (Shah and Tripsas, 2007). As mentioned, due to the stickiness of the information, informational asymmetries arise which are advantageous to the user (Shah, 2000;

Shah and Tripsas, 2007). This is closely related to the internal resources needed to innovate, described earlier at Proposition 2. Often user-entrepreneurs are considered experts in their field, or had deep use related knowledge throughout their own use experience. The user already invested in the design of the innovation, whereas the manufacturer has to do this still. From the perspective of the user, the production of copies to sell the innovation can be at low-cost (Shah, 2000; Baldwin, 2006). Hienereth (2006) ascribes the skills of the users and the interaction with the community as a primary reason that users were able to outperform established manufacturers. In addition, it is mentioned that independence, increase of reputation and individuality were reasons user innovators would commercialise their innovation by themselves. Thereby, the user perceives the innovation process as enjoyable, where investments made are not seen as costs (Shah and Tripsas, 2007).

Recall from Baldwin et al. (2006) that there are five factors that influence on the user innovation process, this is when users already innovated they invested in the design and prototype facilities to diffuse the innovation. This reduces the design costs and variable costs, resulting in an advantage for the user compared to the established manufacturer, because they can produce the innovation from the outset. Thereby, do users often experience low-opportunity costs, reducing the profit threshold and making market entry a more attractive option (Shah and Tripsas, 2012).

P. 6 The user innovator's internal resources contribute to the commercialisation of the innovation

2.5.3 External resources for commercialisation (Community)

All the conditions mentioned that contributed to proposition 4 also influence the commercialisation of user innovations. However, the community is not only essential during the development of the innovation process by providing feedback and assistance to the user, it also serves as an important element in the commercialisation of the innovation. Other users, or a user community, enable the user to receive valuable signals about potential demand of their innovation after it is developed, which often results in the identification of an opportunity to commercialise the innovation (Shah & Tripsas, 2007). User communities contribute to domain knowledge in combination with complementary assets (Heafliger et al, 2010). Communities also contribute to more creative ideas through user interaction, and provide feedback on the needs and preferences of other users, which serves as valuable feedback on the market demand (Shah and Tripsas, 2007). Later in the process does the community help to diffuse the innovation. (Baldwin et al., 2006; Hienerth, 2006; Shah & Tripsas, 2007). Thereby, does the community function as a diffusion mechanism that reduces the marketing costs for the user (Baldwin et al., 2006).

P. 7 The degree of interaction with a community increases the likelihood that a user will commercialise its innovation.

2.5.4 Industry characteristics and barriers to commercialisation

Many of the conditions mentioned in the previous section (Proposition 4) also influence the commercialisation outcome. Shah & Tripsas (2007, p.134) argue that user entrepreneurship is more likely to happen when there is need heterogeneity, when there are small-scale niche markets or in nascent markets. Often accompanied with high turbulence, uncertain, ambiguous and evolving demand conditions A related factor that influences the possibility to commercialise an innovation is the strength of the IP regime, when patents are not effective, licensing the innovation is not a viable option, making market entry the most attractive alternative (Shah, 2000; Shah & Tripsas, 2012). The choice to enter a market is determined by the estimate of financial returns and the profit threshold of the manufacturer and user (Shah & Tripsas, 2012). Of influence is that the established manufacturer not wants to risk investing in an uncertain outcome, leaving room to the user to commercialise its innovation (Baldwin et al., 2006). Because user innovators do not focus on mass markets in the early stages, they are not received as a threat to existing manufacturers. The lack of early staged competition was an advantage for the user (Hienerth, 2006). When users can use their own facilities the copy the innovation is another advantage, whereas the manufacturer must invest in such a facility. Because the user already made those investments, all sold copies are regarded as a competitive advantage over the established manufacturer. Therefore, when the manufacturer wants to enter the market investments have to be made in high-capital technology, which is only feasible when the profits would justify those investments. Even if the manufacturer enters the market, user preferences will differ, ensuring both the user-entrepreneur and the manufacturer to have a market share. However, when it would be possible for the manufacturer to use low-cost equipment to produce the innovation, the user would be at disadvantage. The same applies for access to complementary assets, when these are controlled by the manufacturer the user would find it difficult to commercialise the innovation. These industry barriers could be viewed in relation to Porter (2008) that described the forces that shape industry conditions. Without aiming to provide a detailed oversight of these forces, the five are threat of new entrants, threat of substitute products or services, bargaining power of customers (buyers), bargaining power of suppliers and intensity of competitive rivalry. The strength of the IP regime can be considered as a threat to new entrance, as well as the costs advantages in production. The fact that it often concerns niche innovations can be interpreted that the established manufacturer does not expect a major threat of users. This also influences the threat of substitutes. The bargaining power of customers is in lesser degree of influence. The influence of the bargaining power of the supplier is however, as well as the intensity of rivalry when a user wants to enter a market.

P 8 Specific industry characteristics influence the likelihood that a user will commercialise its innovation.

2.6 Transition to social entrepreneurship

If users can be accidental entrepreneurs, they might also be accidental social entrepreneurs. If so, those might also be positioned in the BoP context. Although the literature on user-entrepreneurship did not investigate the reach of the theories on those domains, the in the literature review distilled factors can be used to analyse this specific context. Before this will be done, it must be clear what is understood when the concept social entrepreneur is used. To provide this information, the concept of entrepreneurship will be described and how social entrepreneurship differs from this, as well as its distinguishing features.

2.6.1 Entrepreneurship and social entrepreneurship

The OECD (2013, p. 12) provides a broad definition of entrepreneurship:
"The phenomenon associated with entrepreneurial activity, which is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets. In this sense, entrepreneurship is a phenomenon that manifests itself throughout the economy and in many different forms with many different outcomes, and these outcomes are not always related to the creation of financial wealth; for example, they may be related to increasing employment, tackling inequalities, or indeed, increasingly, environmental issues".

Entrepreneurship is defined as "*the discovery and exploitation of opportunities [..]opportunities are those situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production"* (Shane & Venkataraman, 2000, p. 217;220). Bacq et al. (2011, p. 6) characterise entrepreneurship as "*as the identification and recognition of opportunities, the will to innovate, to take risks and to have a proactive attitude towards growth, survival and serving the market*".

How these opportunities are discovered, whether they are created (Alvarez & Barney, 2007); whether they build on effectuation or causation (Sarasvathy, 2001), a central part of entrepreneurship is the opportunity and the exploitation of that opportunity. It is not surprisingly that there is a link between innovation and entrepreneurship, which both aim to create value. Innovation aims to create new products, processes and services, whereas entrepreneurship aims to recognise opportunities for those innovations and by realising or exploiting this by organising resources to make a product or service available to the market. Together innovation and entrepreneurship create value (Mitra, 2012). Innovation is often regarded as a fundamental element of entrepreneurship (Drucker, 1985; Schumpeter, 1934). The recognition of opportunities are at the basis of both innovation and entrepreneurship

(Mitra, 2012). Through innovation established firms can get or remain competitive advantage, and new firms can be formed.

Value creation is considered an essential function of entrepreneurship, however it does not necessarily mean that the main purpose is to create profit. Social entrepreneurship can considered as a deviation from the traditional view on entrepreneurship. Where financial value creation is considered to be an essential part of entrepreneurial activity, for social entrepreneurs this is the creation of social value, which stems from social moral considerations, the aim to start social change or address social needs. The non-pecuniary examples given in the definition of the OECD can be linked to social entrepreneurship. In addition, as the previous paragraph showed to user-entrepreneurship as well.

Scholars have dedicated much time to define the concept social entrepreneurship and establish the boundaries of the phenomenon. Depending on the angle from which it is addressed, this concept it has been ascribed many definitions, ranging from broad to narrow (Peredo & McLean, 2006) for profit only (Mort, Weerawardena, & Carnegie, 2003), to hybrid or profit only. In order to provide some insight on social entrepreneurship, a few definitions will be given. However, this is far from comprehensive, because one of the few things social entrepreneurship researchers agree upon is the lacking of an unambiguous definition (Dacin, Dacin, & Tracey, 2011; Mair & Marti, 2006; Short, Moss, & Lumpkin, 2009).

"A key distinction between entrepreneurship and social entrepreneurship relates to differences in the goals, and aspirations that drive each type of organization" (Short et al., 2009, p. 177). The authors go on to describe in their extensive literature review five key area of interest with regard to social entrepreneurship, those are environmental sustainability, supporting and/or donating to social causes, community enhancement efforts, innovations intended to address social needs and policy making designed to bring about social change.

Dees (1998, pp. 3-4) defines the social entrepreneur as a "*one species in the genus entrepreneur*". He argues that social entrepreneurs bring change by their social mission, the social value they create and the pursuit of new opportunities to accommodate their mission. In addition to that, the process can be characterised by innovation, adaption and learning, and acting despite the necessary resources at hand. Often they are feeling a high sense of accountability to their target audience and results.

Whereas the OECD (2010, p. 188) defines social entrepreneurship as "*entrepreneurship that aims to provide innovative solutions to unsolved social problems [..] and the social innovation process aims to improve people's lives by promoting social changes*". Besides this definition, insights into

social entrepreneurship is give Social entrepreneurship can be an act of individuality but can also be collective; social value creation is the primary motive for social entrepreneurs and cover all types of sectors, such as not-for-profit and for profit as well. Regarding the level in which social entrepreneurship occurs, it is stated that it mostly occurs at a local level, the effects can be measured globally.

Mair & Marti (2006, p. 37) defines social entrepreneurship as "*a process involving the innovative use and combination of resources to pursue opportunities to catalyse social change and/or address social needs*". The authors argue that social entrepreneurship can take place in not-for-profit as well as for profit organisations, as well that the primary driver for social entrepreneurship is the creation of social value.

Austin, Stevenson, and Wei-Skillern (2006, p. 2) define social entrepreneurship as : "*an innovative, social value creating activity that can occur within or across the non-profit, business, or government sectors".* The authors describe several aspects on which social entrepreneurs differ from commercial entrepreneurs, such as the influence of market failure, the social mission, the resource mobilisation and how performance is measured.

Whereas Lepoutre, Justo, Terjesen, and Bosma (2013, p. 693) refer to social entrepreneurship as the "*entrepreneurial activity with the explicit objective to address societal pains*." The authors aimed to develop a methodology to measure social entrepreneurship based on three criteria, the social mission, innovativeness and revenue model.

Zahra, Gedajlovic, Neubaum, and Shulman (2009, p. 522) define social entrepreneurship to *"encompasses the activities and processes undertaken to discover, define, and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner."* In their article, they classify social entrepreneurs to be social bricoleurs, social constructionists or social engineers. The difference in classification builds on the difference in opportunity recognition and the process in which an organisation are established.

Lumpkin, Moss, Gras, Kato, and Amezcua (2013) define several antecedents that are unique to social entrepreneurship and how it influences the entrepreneurial process. They describe the following antecedents to be unique to social entrepreneurship: social motivation or mission, opportunity identification, access to capital/funding, and multiple stakeholders (Lumpkin et al., 2013, p. 763). The antecedents are assessed in relationship to entrepreneurial orientation and the influence on the outcomes related to social entrepreneurship, which are social value creation, interaction with multiple stakeholders and sustainability.

2.6.2. What can be learned about from the literature on social entrepreneurship

Although the above is not a complete overview of all the definitions on social entrepreneurship, it shows that there are many definitions that aim to capture its meaning. After examining the literature, there are some commonalities found between the viewpoints. Social entrepreneurship can be characterised by its social mission and the motivation to start an enterprise is to create social value or to achieve social change. With regard to that, innovation is often used in the pursuit of opportunities to create social change. Social entrepreneurs are referred to be innovative. Another important feature of social entrepreneurship is the aim to deliver sustainable solutions.

Recall from the typology of Zahra et al. (2009) the social bricoleur. This classification has the most analogies with the user-entrepreneur. A social bricoleur uses local, tacit knowledge and local resources in the discovery of opportunities and is able to do so due to information asymmetries. This can be related to influence of sticky information and the informational advantages that users have that innovate drawn on local information. This might provide an indication that there could be analogies with the user innovation and user-entrepreneurship literature. Furthermore, the overview of the literature on social entrepreneurship provided several important conditions that the cases selected for the analysis should meet to provide information regarding this concept.

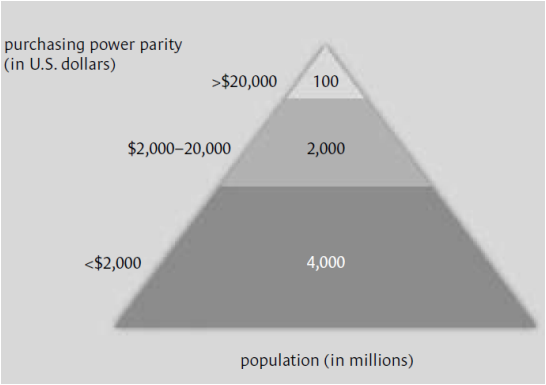
2.6.3. Importance of social entrepreneurship

Entrepreneurship serves the economy by stimulating innovation, efficiency, competitiveness, creation of jobs and addressing emerging social issues and is often regarded as a tool to alleviate poverty(Abu-Saifan, 2012; Hall, Matos, Sheehan, & Silvestre, 2012). Social entrepreneurship contributes to economic growth in regions and the creation of sustainable jobs is a pressing issue for developing countries in the reduction of poverty (Jauregui-Becker et al., 2013; McMullen, 2011; Zahra et al., 2009). The same applies for technological development, which has been mentioned to spur economic growth (Jauregui-Becker et al., 2012). Social entrepreneurs have been ascribed to improve social conditions that were underserved by established organisations or non-governmental organisations (NGO) (OECD, 2010; Zahra et al., 2009). It is not without reason that the BoP and social entrepreneurship are often mentioned together. As Lepoutre et al. (2013) mentioned that social entrepreneurs address social pains, and it is expected that in areas where these social pains are more severe social entrepreneurship would have a more prominent position. In those situations organisations that aim to alleviate poverty, reduce inequalities, aim to create jobs are often considered to have a social mission, or aiming to create social value are more needed.

2.7 The BoP and PC3

BoP individuals live in poverty, and the number they represent is an enormous problem regarding the severe poverty they live in to meet their unmet needs. One of the first authors that addressed the BoP were Prahalad and Hammond (2002, p. 4), which stated that " *Improving the lives of the billions of people who are at the bottom of the economic pyramid is a noble endeavour. It can also be a lucrative one".* Making the BoP a market for MNC to target, due to the untapped potential that now was coming to surface. The authors illustrated the BoP in the following manner:

Figure 9: The world pyramid by Prahalad and Hammond (2002)



However, more authors have defined the BoP. Hammond et al. (2007, p. 3) define, based on US dollars means in 2005, this as "*The 4 billion people at the base of the economic pyramid (BOP)—all those with incomes below $3,000 in local purchasing power—live in relative poverty*". The characteristics of these market were subsequently described, which were that they consist of, informal economy, that are not integrated in the global market and therefore not benefit from it. Often these BoP markets are located in rural areas, and face significant unmet needs. Thereby do they often pay higher prices for food, basic goods and services.

Webb, Kistruck, Ireland, and Ketchen (2010, p. 555) refer to the BoP market as "*These markets are comprised mostly of the nearly 4 billion people, or 70% of the world's population, that live on less than two dollars per day*". The characteristics of this market are described as facing institutional voids, often with informal markets. The labour market of the BoP is described to consist of an often uneducated, unskilled and unorganised workforce.

There is, however, debate in the literature how to establishing the threshold that captures the BoP. Some authors omit the (purchasing power parity) PPP from their definitions. (London, 2007, p. 11) defines the BoP to be "*The base of the pyramid is a term that represents the poor at the base of the global socio-economic ladder, who primarily transact in an informal market*

economy." Pervez et al. (2013, p. 55) define the BoP as "*the largest and poorest socio-economic group in the economic chain*".

Although not all articles have been mentioned to describe the BoP and its distinguishing features, it is clear that individuals from the BoP face severe unmet needs, this can be basic needs as access to water, electricity and health care. Besides basic unmet needs, the BoP is lacking solutions that make life easier, such as access to infrastructure, such as public transportation or access to information and technology, such as education and the internet.

Most research on the BoP investigated the potential of this market for multinational corporations (MNC) (London & Hart, 2004). Targeting the BoP could be done with disruptive innovations developed for the BoP and was seen to serve organisations with a new target market and thus new market potential (Hart & Christensen, 2002; Karnani, 2006). Since the BoP has severe unmet needs, initiatives to address these needs were be seen as opportunities for established organisations to serve this market(Ansari, Munir, & Gregg, 2012). However, difficulties were encountered when MNC started to produce for the BoP, and a mismatch in preferences was often encountered. The market offerings did not fit the needs of the potential customers, resulting in often failed initiatives (Ansari et al., 2012; Jauregui-Becker et al., 2012; Praceus, 2014; Simanis & Hart, 2008b). Besides the problems translating the needs of the BoP in products, another element is that BoP individuals often choose to make their own products themselves to save their resources(Viswanathan & Sridharan, 2011).

Several factors that cause initiatives to fail are described in the literature. Often the conditions in which the individuals life differ from the developed world, they often have lower education levels, less access to information and live in rural areas which are harder to reach (Praceus, 2014; Webb et al., 2010). Due to this the BoP often lack capabilities, which hinders to take advantage of social and economic opportunities (Ansari et al., 2012). Another factor that causes failure is that the needs of those living at the BoP are not fully understood, (Dahlman & Kuznetsov, 2014; Simanis & Hart, 2008a).

Kaplinsky (2014, pp. 63-64) describes several elements that are characteristic for developing countries resulting in market imperfections, those are: the lack of access to information, imperfections at the border and inappropriate regulatory mechanisms. Another factor is added, that results in market failure. This lies at the core and is that governments and companies often drive innovation. When there is a lack of funding this underinvestment causes market failure, and this is often the case in developing countries. Another cause to failure is lack of information resulting that customer needs are not fully understood. However, to address the needs of the BoP is considered to be essential to raise the living standards of those who live there, such as

welfare, productivity and income, in order to alleviate their poverty (Hammond et al., 2007). Thereby is the creation of realising markets for that work for the BoP and include them in it an essential element to poverty alleviation (London, 2007).

Recently researchers are starting to approach the BoP as an opportunity to enhance the empowerment of those living there and engage them in innovations or entrepreneurial activities (Hall et al., 2012). Karnani (2006, p. 107) argues that the BoP should be seen as producers instead of consumers to alleviate poverty due to the characteristics of the BoP market. He argues that "*rather than emphasize selling to the poor, we should emphasize buying from the poor*". More authors critically reflect on the notion that the BoP are considered as consumers instead of producers. (Jauregui-Becker et al., 2013; Pervez et al., 2013). However, to date there is limited understanding about the BoP and to address their needs(Ansari et al., 2012). As an extension of this, much is unknown about the product development process for the BoP (Viswanathan & Sridharan, 2011).

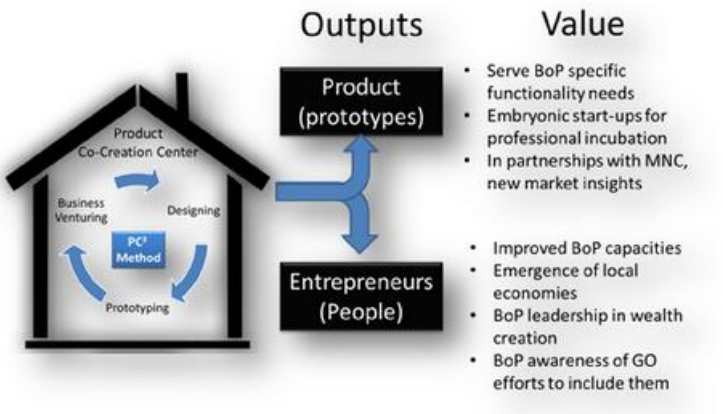
2.7.1 PC3

To enhance this understanding, PC3, which stands for Product, Co-creation Centre, aims to bridge this gap between potential entrepreneurial activity and economic development through entrepreneurship by acting as a pre-incubator for the BoP. The hypothesis on which PC3 is based is described to be that "*a large group of people in the BoP have entrepreneurial skills and creative power but no means to exploit this and develop their own products and businesses"*(Jauregui-Becker et al., 2013, p. 10). This is derived from the research conducted by the Global Entrepreneurship Monitor (GEM) The global report 2013 of the Global Entrepreneurship Monitor (GEM) describes, based on the work of Porter, Sachs, and McArthur (2002) and the World Economic Forum's (WEF) Global Competitiveness Report, three phases of economic development, which are "factor-driven economies", "efficiency-driven economies" and "innovation-driven economies". The Factor-Driven is the least developed stage of an economy, which relies on agriculture, unskilled labour and natural resources. The efficiency-driven economy has evolved more and is more competitive. This stage can be characterised by industrialisation and economies of scale. In the innovation-driven phase, businesses become more knowledge-intensive accompanied with an expansion of the service sector. (Bosma & Amorós, 2013, p. 20). Based on the differences in stages the GEM report measures several dimensions of entrepreneurship (attitude, activity and aspirations) along the stages of economic development for early staged entrepreneurial activity. The BoP can be considered as factor driven economies, for an oversight of the difference in entrepreneurial factors based on the difference in economies see Appendix III. These findings provide an indication that the BoP has

entrepreneurial potential and can recognise opportunities to create value (Jauregui-Becker et al., 2013). Thereby did Banerjee and Duflo (2007) found that there is a large fraction of people who are poor that act as entrepreneurs. This is however, due to the fact that their skills are undeveloped and are lacking access to capital. Making entrepreneurship an easier option that to find a job. Nevertheless does these findings provide an indication that there is entrepreneurial potential that can be (further) developed.

However, although the individuals from the BoP might have the potential to provide valuable input for the development of innovations and have the potential to become an entrepreneur, this potential must be developed. Often those living in the BoP are lacking the necessary resources to transform ideas into products and businesses subsequently. The PC3 project is currently undertaken by the joint efforts of several disciplines at the University of Twente. The research that is carried out by this project investigates the development of an economically suitable and scalable model to boost the development of the BoP by providing people with competences to start-up their own business. The PC3 project focusses on three elements, which are product development, business development and sustainability. The focus on product development aims to develop products that have growth potential and subsequently can lead to employment. The focus on business development has the aim to identify potential customers and develop a business model in the most suitable manner. The focus on sustainability has the aim to preserve the natural resources needed, which are insufficient to alleviate poverty for this large group living in the BoP. On the website of PC3 can the following representation of the PC3 project be found that illustrate the process and the value it aims to deliver:

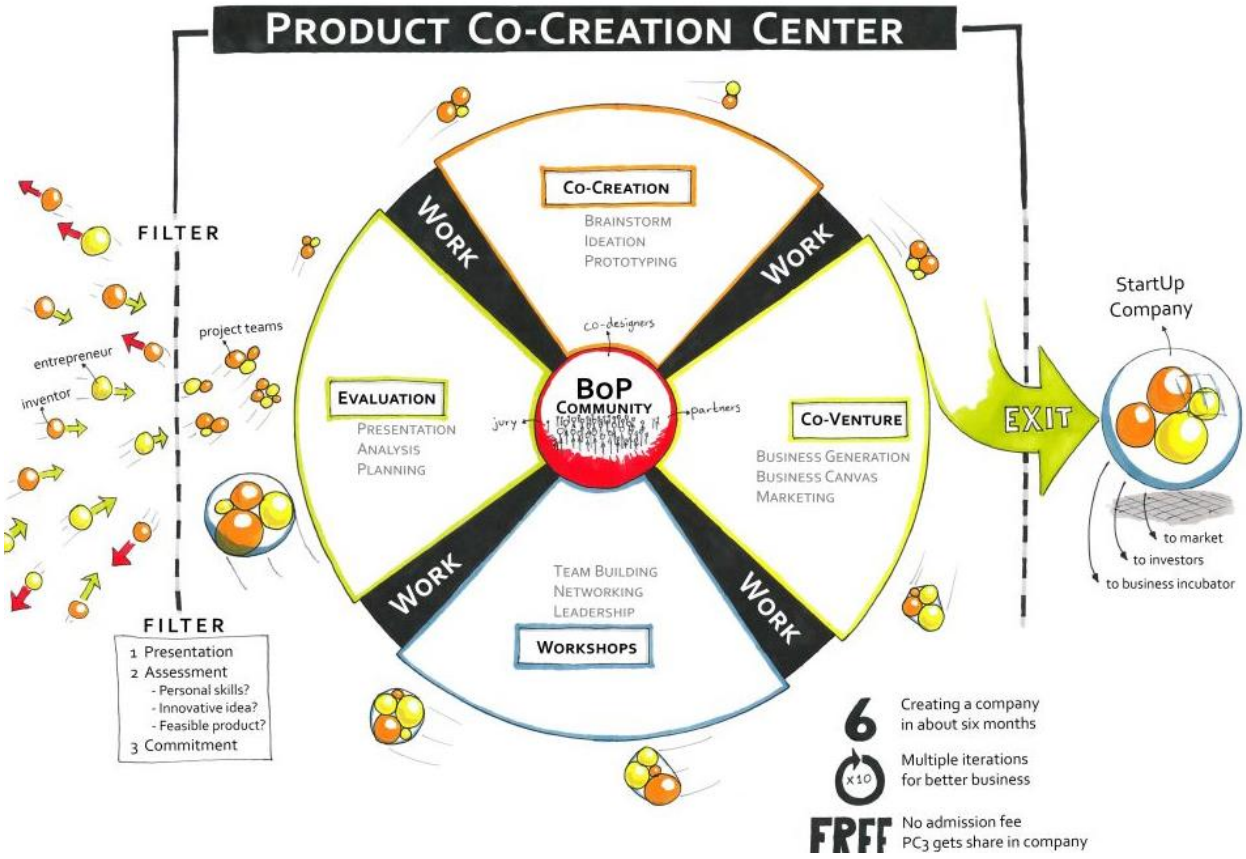
Figure 10: Illustration PC3 project



PC3 offers a specialised program where potential (social) entrepreneurs with no required technical or business expertise interact with a panel of experts to co-create (innovate) products

from an initial idea down to a physical prototype with a business plan. The aim is that BoP individuals with innovative potential, together with experts from developed countries, define specifications for product developments that enhance their communities. By developing products and services that enhance BoP communities and by developing the potential of individuals from the BoP, the PC3 project aims to serve the local communities of BoP individuals and enhance economic development by creating employment. Thereby does the PC3 project aims to enhance the development of business ideas into products and businesses by supporting BoP individuals with capital and support, which they often lack. By combining the product co-creation centre with Business Incubators (BIs), the co-creation process results in the professionalization of entrepreneurs and the creation of new product and services ideas with market potential, that create social value and take into account the sustainability of the environment. The sustainable nature of the solutions that are developed are derived from the notation that the natural resources needed to provide the BoP population with what they need would be insufficient in the long term to improve their living situation, and therefore creating sustainable solutions is important. The method PC3 applies is user centric and in order to do so BoP innovators are addressed to be key partners. (Jauregui-Becker et al., 2012, 2013). This co-creation process can be illustrated in the following manner:

Figure 11: PC3 co-creation process



Important steps that are identified for this process to succeed are firstly, the identification of potential co-creators, and the actors that should be involved into this process. When looking at the figure above, this applies to the 'filter' stage. This entails finding innovative individuals and filtering these people to establish project teams. Secondly, the co-creation itself, and all aspects required for this process such as the competencies, the relationships and techniques. Lastly, the development of measurable instruments to determine the impact of the co-creation process (Jauregui-Becker et al., 2012, p. 9).

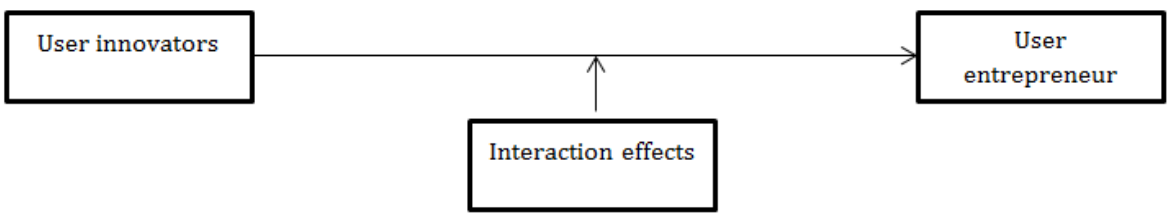
Research on the method to identify the co-creators, on the co-creation itself and analysis is thus needed. It is therefore that the user-innovator and user-entrepreneur characteristics are examined in relation to social entrepreneurship in the BoP, because distilling the impeding and facilitating factors and characteristics will enhance the successful filtering of potential innovators and the implementation of the PC3 project.

2.8 Process model:

Based on the formulated research question the aim of this research is to detect the characteristics and processes that can be derived from the literature on user innovators and user-entrepreneurs. In order to provide insight on the factors that influence the process when user innovators become user-entrepreneurs, and secondly to confront these findings with social entrepreneurial cases to develop propositions regarding the PC3 project.

It is therefore important to detect which factors should be present that increase the likelihood of the effect, i.e. user-entrepreneurship. Recent literature is starting to explore these factors, but this has not unequivocally determined. The factors and characteristics that influence the process of becoming a user-entrepreneur are modelled to be interaction effects. There is not a direct effect, because user innovation does not directly lead to user entrepreneur. Recall from the introduction the abstract display of the aim of the study:

Figure 12 Process Model 1: abstract display of the aim of the study



Based on this, the propositions form the input for a less abstract model to illustrate their influence on the process; this is displayed in figure 6.

Figure 7 displays a detailed relationship of the factors that are derived from the literature review that are of influence the likelihood that a user innovates and secondly, that influence the likelihood that a user commercialises its innovation.

Figure 13 Process model 2: propositions based on the interaction effects

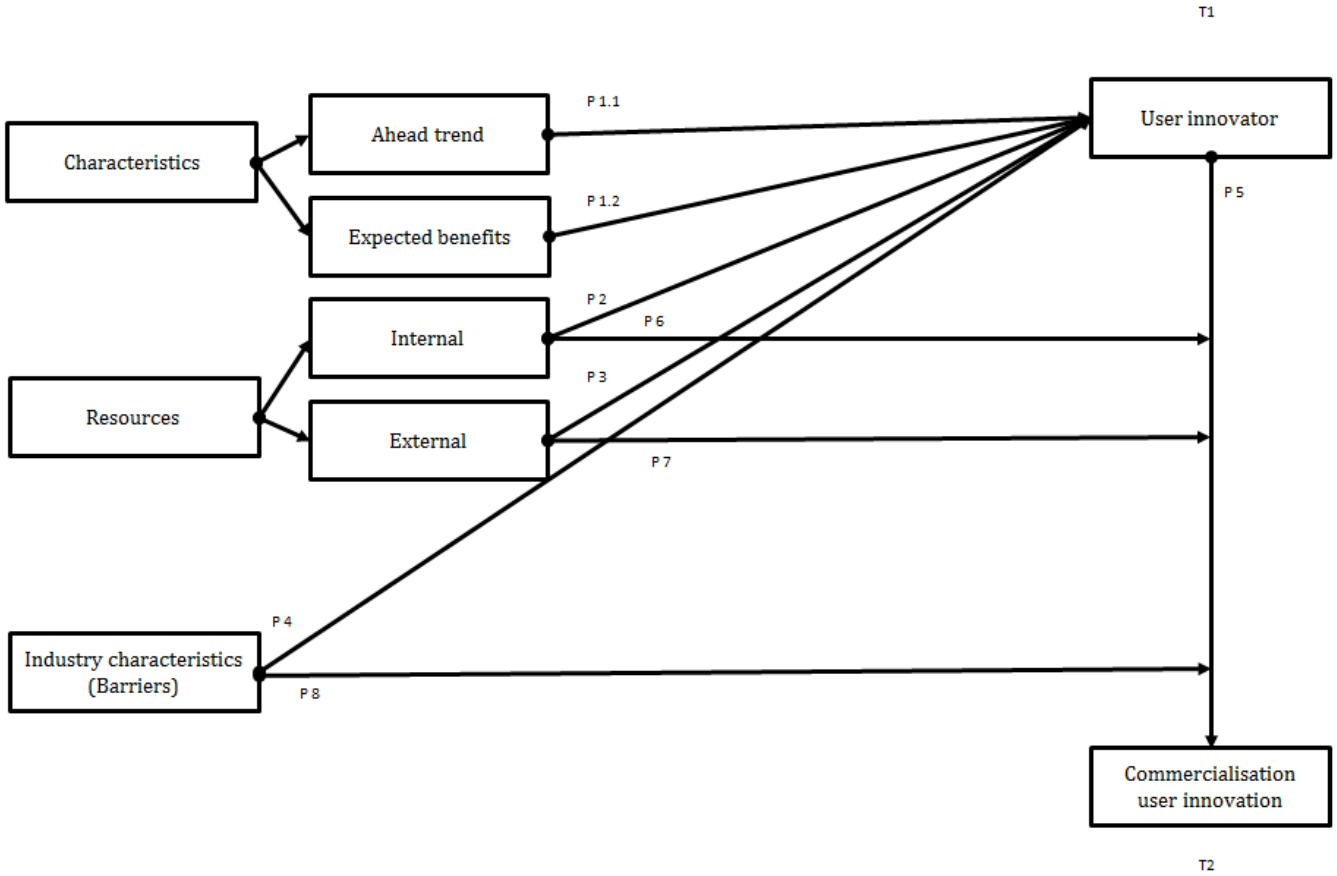
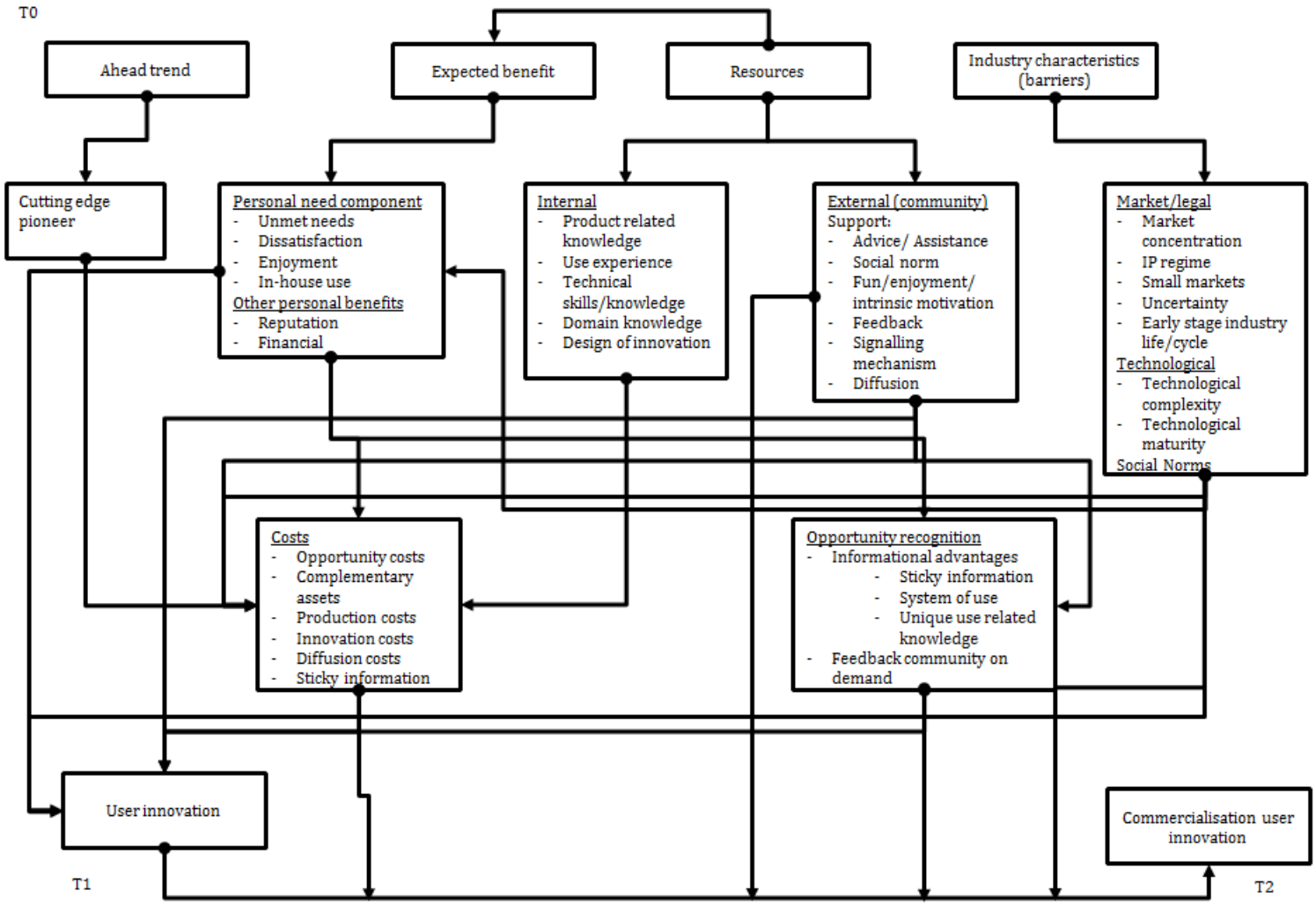


Figure 14 Process model 3: detailed display interaction effects based on literature review



3. Methodology

This chapter discusses the methodology used to answer the research question. As mentioned, this research is theory oriented and aims to further develop the theories on user innovation, user-entrepreneurship and social entrepreneurship by exploring whether user innovators and user entrepreneurial characteristics can be detected at social entrepreneurs in the context of the BoP. Thereby, whether there are analogies between the path that user-entrepreneurs and social entrepreneurs take in order to commercialise an innovation. Thirdly, these findings might be applied to the PC3 project. Since the user innovator and the user entrepreneurship characteristics have not yet been researched in relation to social entrepreneurs in the context of the BoP, this research will take an exploratory approach. Explorative approaches are often used when the phenomenon under study is relatively new and when the purpose is to develop methods to be used in further studies. Therefore, can this research be regarded as an investigation to "*test the feasibility of undertaking a more extensive study*" Babbie (2010, p. 92). The first aim is to provide explorative information, where the next step is to look for explanatory data. Because, in order to explain phenomena they must first be described (Gerring, 2012).

3.1 Research design

The case study approach is often used when exploring new phenomena and is defined as *"the intensive study of a single case for the purpose of understanding a larger class of similar units (a population)"*(Gerring, 2012). Due to the lack of knowledge about the causes of the effect, the variables, and the boundaries of the context, the case study is a viable option to intensively study the phenomenon and explore the presumed relationships (Swanborn, 2013). Baxter and Jack (2008) refer to the case study as "*an approach to research that facilitates exploration of a phenomenon within its context using a variety of data sources".* In addition, Yin (2009) describes that case studies are a preferred option when the research question aim to answer "how" or "why" questions, when the there is little control over events, and when the focus in on explaining a phenomenon in its real-life context. However, case studies can also be used for describing phenomena, testing and generating theories (Eisenhardt, 1989). Case studies are suited when the main goal is to describe and explain the factors that occur in a process, resulting in an exploration the factors to be described that influenced the outcome accordingly (Swanborn, 2013). Therefore is the case study a suitable approach for this research, especially considering the lacking of knowledge about the user-entrepreneurship phenomenon, the factors that are of influence and the novelty of the theories used.

There is a distinction between types of case studies; there are single case studies and multiple (comparative) case studies. The first type of case study takes one case, whereas the latter aims to compare interrelated cases. Such as the hierarchic method described by Verschuren and

Doorewaard (2010), in which separate cases are examined as if they belong to a series of single case studies, where in the second stage a comparison is made. The latter approach is used in this thesis, the cases are examined independently, and afterwards are compared to establish patterns, where possible.

This research uses a qualitative approach to select and collect data. The variables used in this study are hard to quantify, due to the novelty of the literature and the fact that most research methods used by other authors in this field were case studies as well. Earlier was mentioned that because there are so many elements aiming to describe user-entrepreneurship, researchers might lose an holistic view on the concept. This makes it hard to establish well-defined measurement items based on the literature. The case study can be used for qualitative, quantitative and mix of both approaches (triangulation). A qualitative approach is often used when the amount of cases limited. When there are many cases available statistical tools could be used to collect and analyse the data (Swanborn, 2013). In this instance would it look that there are many cases, because 75 were included into the analysis. However, it should be kept in mind that the nature of this study is explorative, and when searching for the dependent variable, the amount of cases that meet the needed criteria are limited, on which will be elaborated later on.

This research builds on the input of several articles on two topics, user innovation and user-entrepreneurship to establish a process model. Although the latter is an extension of the fist, adjustments are made. The same applies to the user-entrepreneurship theory. This research does not take one model as a leading template to test whether the theory holds. This research combines the knowledge on these topics in a new model and test whether these variables can be found in a new field.

Although the case study is a justified approach for this research, there is some critique on this method. Authors state that the findings are not generalizable (Gerring, 2007, 2012), which also applies to this research. However, the aim is to look whether these factors can be detected at all and to explore whether further research is feasible, and less to generalise over other settings yet, due to the explorative nature of the study.

Another critique is that there could occur a bias in the selection of cases (Gerring, 2007, p. 6), initially would this research use purposive selection, and ideally would the cases be selected on the dependent variable or their 'extremeness'. With regard to explorative case studies, Swanborn (2013) mentions that the results could be exposed to subjective bias and lucky shots, and with regard to that the findings should always be questioned. This inherently results in a bias, because random sampling has not been applied and the aim was to find cases that represent the phenomenon under study the most (Swanborn, 2013). Because these direct hits

with the literature could not be found were, besides an internet search, other databases used and were cases selected on words that could indicate relevant concepts.

3.2 Data and case selection

In order to answer the research question several approaches were used to build the theoretical framework that described the factors and characteristics that influence the process of becoming a user-entrepreneur. The first step of this research was an extensive literature review; the subsequent part will describe how this literature review was conducted and secondly, how the cases were selected.

3.2.1 Literature review

The literature review can be considered as the first part of the research and provides the input for the confrontation with the researched reality (Verschuren & Doorewaard, 2010). The most articles about lead users were received from an external PHD student who is currently researching lead users. The GoogleDrive contained more than 200 articles about various aspects of lead users. To separate the wheat from the chaff, and find the articles that were relevant for this study, three databases were used; Scopus, Web of Knowledge and Google Scholar. To find relevant literature regarding user innovation several search entries were used: "user-innovator" and "user innovation". The articles were filtered based on four criteria, conducted separately, the first was 'times cited', the second on 'relevance'; the third was on 'recentness' and lastly on 'review only'. The first 10 hits were used for this analysis. This resulted in 102 articles, the duplicates were removed and the articles were scanned for their relevance on the topics that provided insight in the characteristics and factors that contributed to the fact that users innovated. The scanning consisted of assessing the title and abstract. If this did not provide enough information, the introductory text and conclusion were read as well. In addition to that was the impact factor of the journals checked to determine the relative importance of the journals in which the articles were published. A total of 49 articles were selected that were read more extensively. See for an extensive oversight of the table on user innovators, the oversight of the articles that scored YES on relevance based on this approached in Appendix IV.

The same method was applied in order to find relevant articles about user-entrepreneurship. The three databases were used as well as the filters. However, the topic of user-entrepreneurship is less explored, resulting in fewer results in the search engines. Several terms have been used as input to work around the unfamiliar term :

Table 1 input search entries

Input
'user-entrepreneur(ship)'
"user innovation AND entrepreneur"
"lead user AND entrepreneurship"
"user innovation AND commercialization"
"user-manufacturer"
"user-manufacturer AND user innovation"
"lead user" AND "entrepreneurship"

It appeared that it was less relevant to filter on the four approaches used earlier (relevance, cited by, date and review) because only in two instances where the results more than 10 hits. This was when the term "user-manufacturer" was used. Based on these search entries and after removing duplicate articles, 97 articles remained. Those articles were scanned for their relevance in describing the user-entrepreneurship phenomenon, whether this where the characteristics or factors that could be of importance in relation to this, were after only 24 remained to be further explored. Some of the articles that were used in the previous section were also used in this section. In addition, to investigate this topic thoroughly the references of the articles (reference search) served as input to search further, whereby 9 articles were added, see Appendix IV.

3.2.2 Unit of analysis and observation

This study focuses on exploring analogies between user-entrepreneurship and social-entrepreneurship in a BoP context to provide information about the characteristics and factors that can be detected within these processes. The unit of analysis are social entrepreneurs in the context of the BoP, because the aim is to detect whether there are similarities with the theories on user-entrepreneurship. The derived concepts in the form of the coding scheme will be held against the cases that have social and BoP context. The units of observations are written (success) stories, best practices or other documented information about entrepreneurial start-ups and their innovations.

3.2.3 Selection of cases

Data that can be used for case studies can stem from several sources, which could be existing data sets and or set of text; can stem from primary or secondary sources and can be qualitative or quantitative (Gerring, 2007). Swanborn (2013) describes several approaches to select cases of which a few will be elaborated on in order to justify the method for selecting cases. The first is homogeneous on the independent variable; this is when a model or theory is new or does not exist. It is then advised to reduce the variance between the cases. With this approach, cases are

selected on the independent variable and the research on one case is replicated on other cases. This is recommended when little is known about the topic under study.
Another option is to select heterogeneous on the independent variable. This is viable when maximization of the variance on the independent variable is preferred. This is a recommended approach when there is an established model and the scope of the model can be examined. In that instance, cases can be selected that only differ on relevant background variables. This can be achieved by making a crosstab. Within this option, another alternative is to select cases whereby the independent variable has different degrees.
The third option is to select on the dependent variable. There are several options to do this, such as best practices or success stories. However, due to the lacking of variance this does not help much when a causal relationship has to be established, because it is not known whether these conditions are also present in less successful cases. Another approach is to select cases that are extreme on both sides. In that instance, the best practices and the failures are selected. However, when effects are examined, this approach is less onerous and provides the opportunity to determine whether a specific independent variable is needed to achieve the desired outcome, or whether there are alternatives to arrive at the desired outcome.

Normally it is advised not to select based on this, due to the difficulties in determining the variance and the degree of correlation between the independent and dependent variables. Distinctive for the user-entrepreneurship process is that due to the characteristics of the process it would be hard to find users that might innovate in the future and later on commercialise their innovation. Even when these cases could be found, the transformation process takes a lot of time, too much time for the breath and the scope of this research, to actively analyse the process when this takes place, and the independent variables cannot be manipulated. Gerring (2007, p. 104) refers to cases that are selected on the dependent variable as the “extreme-case method”. In this instance would the selection be on extreme cases, which represent an extreme value on either the independent or the dependent variable. Therefore, in order to come to a good representation of the phenomenon under study the aim was to select cases based on the extreme-case method, in this instance the dependent variable, which is social user-entrepreneurship in the context of the BoP.

3.2.4 Approach to selecting the sample

The cases must meet two important elements, the first is that they provide sufficient information that describe the phenomenon under study, and second, that they are representative(Swanborn, 2013). The results of these entries did not in first instance lead to exemplary cases that represented the phenomenon under study. In order to analyse whether user-entrepreneurship

could be observed in the cases that were collected, the cases that led to a follow-up were examined if they would represent the variables that were found in the literature.

The approached used to select cases and document this selection process was to enter all the search entries in Access, which is put Appendix VI, and notating the source of the information. The amount of hits (case studies) were also notated and the amount that had to be followed-up after a brief examination of the content. The follow-up cases were put into the second table 'case database' and were examined further. The second table contains more information and was used to analyse the cases by the coders. The database of the selected sample of cases contained 75 cases that seemed useful or additional information was needed to determine their usefulness to represent the phenomenon under study.

To select the cases an extensive search on the internet has been conducted. Input for the search were the articles about the BoP, which mentioned examples of social entrepreneurs. The time that the internet-search took place was between January and April of 2014.

Table 2 Input for search

Search entries	Websites
"social entrepreneurs in developing countries"	The case center (thecasecenter.org)
"sociale ondenemers in ontwikkelingslanden"	Acumen fund (/acumen.org/ten/)
"prothesen in ontwikkelingslanden"	Barefoot (.barefootcollege.org/)
"case studies in social entrepreneurship and sustainability"	The BoP innovation center (bopinc.org/)
"ondernemers in ontwikkelingslanden"	Africa Funded (africafunded.nl)
"user-entrepreneurs at the base of the pyramid"	Ondernemen in Ontwikkelingslanden (.ondernemeninontwikkelingslanden.nl)
"entrepreneurs at the base of the pyramid, cases"	Technoserve (technoserve.org)
"social entrepreneurs in developing countries, cases"	MVO Nederland (mvonederland.nl)
"microkrediet casussen voorbeelden"	Oikos: The cases from Oikos were selected based on the tags development, (social) entrepreneurship, food and beverage, energy and/ or had the wording base of the pyramid in it
"microfinance success stories"	Bidnetwork (bidnetwork.org)
"innovative entrepreneurs at the base of the pyramid"	TNO (BoP) (tno.nl)
"innovative startups with microcredit"	Case Studies in Social Enterprise (virtueventures.com/files/cicases.pdf)
"startups at the base of the pyramid"	Sida (Sida.se/Svenska)
"local/domestic/micro/ entrepreneurship at the base of the pyramid"	Social traiders (socialtraders.com.au)

“necessity entrepreneurs BOP”	BoP Global Network (bopglobalnetwork.org/)
“SME in the BOP| "small and medium-sized enterprises" in developing countries”	The Practitioners Hub (businessinnovationfacility.org)
“local initiatives entrepreneurship in developing countries| "local entrepreneurs" in developing countries”	Center for the Advancement of Social Entrepreneurship (caseatduke.org)
	Honey Bee Network database (.sristi.org/hbnew/)

For an oversight of the addressed organisations see Appendix XI. Based on the internet search the file “Case Studies in Social Enterprise” by Alter (2002) was used and “Social Entrepreneurs as Lead Users for Service Innovation” by Huysentruyt and Stephan (2011). Of the latter, the organisations in the organogram were tracked to determine the (lead) user innovation component. Two additional databases were used from Changemakers.com to search for cases. The first Social Enterprise (SE) database consisted of more than 1300 pages, to search for cases the following search entries were used: “origins of innovation”; “high tech”; “story of the founder”. The cases that had these search terms were included in the sample. The other database contained information about Health Innovations (HI).

Initially, the approach to select and analyse cases would be to identify potentially representative cases based on web-based search, and follow-up with interviews or surveys when there would be a representative amount. This is an approach frequently used in the literature regarding user-entrepreneurs (Haefliger et al., 2010; Lüthje et al., 2005; Raasch et al., 2008; Shah, 2000; Shah & Tripsas, 2007).

However, the identification stage of the cases could not be completed because during that stage it was found that it was hard to find representative cases, and inherently even more difficult to contact entrepreneurs that met the required conditions. Therefore, in order to explore the phenomenon under study another approach was used, thereby omitting the interview part of the research. Due to that can this study now be classified as unobtrusive, since it studies social behaviour without affecting it. This type of research has three research methods, which are content analysis, analysis of existing statistics and comparative/historical research (Babbie, 2010, p. 332). The subsequent paragraph will elaborate on this.

Other approaches that were used in the reviewed literature was to use a pyramid approach to find experts in the field of interest and ask them whether they would know others, which enabled the researches to identify lead users (Hienereth, 2006). This approach is hard to use in this setting, first of all, it is hard to identify major innovations in the context of the BoP that are made by end-users, due to the economic position they are in and often the lack of resources and knowledge. Even if they could be found, it is hard to contact them because they do not use the

media and are hard to find (Paraceus, 2014). Without that, one must have local knowledge of those regions, which was not the case.

Social user innovation and social user-entrepreneurship, theoretically, can happen among many products or services. Therefore, it is hard to find experts up front, something that would seem worthwhile pursuing if the phenomenon under study can be found in the sample.

3.3 Data analysis procedure

This section describes how the data is analysed, which method is used to do so and the approach to do it accordingly. First will the content analysis method be described, what can be achieved with it and it will be applied to this specific thesis. Thereafter will the conceptualisation and operationalization described. Based on that a coding scheme is developed, which serves as a tool to analyse the data. Lastly, will be described how the data is analysed.

This study takes a retrospective approach and uses primarily secondary data, such as databases with innovative start-up information, or stories on websites as mentioned earlier, that are based on things (phenomenon, situations or events) that have happened. In retrospective research the cause that influenced the dependent variable has already happened (Thomas, 2011). There are two approaches to this type of research; retrospective cohort approach (selection on the independent variable) and case/control approach, selection on the dependent variable. This approach is useful when the distribution on the dependent variable is skewed (when there is a small fraction of the entire population that concerns it). In that instance, the phenomenon user-entrepreneurship (social/BoP) is compared to other instances of entrepreneurship to examine on which points they differ (Swanborn, 2013).

3.3.1 Content analysis:

Babbie (2010, p.333) defines content analysis as "*the study of recorded human communications*". Almost all written communications would be suitable for this type analysis. In order to perform a content analysis the key variables have to be operationalised. In order to do so a category system is used. Category systems can be very accurate or contain general descriptions of the list of subjects and could be compared with either closed or open interviews (Verschuren en Doorewaard, 2010).

Babbie (2010) describes two approaches to content analysis, which are manifest and latent coding. Manifest coding can be interpreted as using a standardised questionnaire and latent coding as looking for the underlying meaning. With this research topic is it hard to standardise the concepts found in the study, because, often, they are not binary or dichotomy and counting the concepts (codes) would not lead to useful insights about the characteristics and factors that

are of influence of these processes. However, displaying the counts on the codes enables to see patterns that otherwise might be overlooked. Therefore have the codes been transformed into dichotomous values (Yes/No) in Excel, to graphically display the findings of the study. For example, expecting to benefit significantly can represent various degrees that are subjected to an individual's interpretation of the situation (context) and would not be the same for someone else. Standardised forms would not suffice to find all the information needed, and in order to do so the overall context should be assessed. An important element of content analysis is coding. Coding is defined as "*the process of transforming raw data into standardized forms*" (Babbie, 2010, p. 338). Verschuren and Doorewaard (2010, pp. 190-192) describe three forms of coding, which are sensitising concepts and open coding, axial coding, and selective coding. The first is lacking precise meaning of the concepts used and is often aimed to establish this. Due to the extensive literature review, this does not apply on this thesis. Secondly, axial coding defines the concepts more precise and can put them in relationship to the phenomenon under study. Due to the various articles and the derived concepts it was beforehand possible to determine the relationship of the variables under study. The last form is selective coding enables to establish the key concepts and detailed line of argumentation for the theories. The authors have described these three examples in relationship to the grounded theory approach, which could also be used for content analysis. This thesis uses concepts derived from theories on user innovation and user-entrepreneurship, these concepts form the input for the coding scheme and the analysis. The concepts will be put in relationship to examples of social entrepreneurs in a BoP context, in order to do so they fist had to be conceptualised and operationalised.

3.3.2 Conceptualisation and operationalization

Conceptualisation is *"the process through which we specify what we mean when we use particular terms in research"* (Babbie, 2010, p 130). Conceptualisation serves to provide indicators that give meaning to the concepts used. As the literature review indicated, this research has combined concepts from different scholars, which are user characteristic, ahead of trend and expected benefits, the resources; internal and external and industry condition. These concepts serve as an umbrella under which several variables can be placed. In chapter of the literature have these variables been listed. First, a summary of the most important definitions will be given in Table 3 where after these concepts and the related variables are listed in Table 4, and subsequently are put into the coding scheme.

Table 3 Conceptualisation

Concept	Definition
User innovator	Those individuals or firms that are the first to develop a working prototype to be used by themselves or similar alike, without the help or assistance of producers (von Hippel,

	2005). Often user innovators have lead user characteristics
Lead user	Have needs that are ahead of the target market and expect to benefit significantly from obtaining a solution to their needs (Von Hippel, 1986)
User entrepreneurs	Are (lead) users who have commercialised their innovation and took the path of entrepreneurship (Shah and Tripsas, 2007).
Resources	The internal and external resources the user has at his/her disposal, which influence the costs and likelihood on user innovation/commercialization. - The internal resources can be considered as the necessary capabilities and knowledge. - The external resources can be considered as the advantages related to community interaction. - The costs can be considered all the expenditures related to innovating and commercialisation.
Industry conditions	Industry conditions: Five forces (Porter, 2008): - Threat new entrants, - Bargaining power suppliers, - Bargaining power buyers, - Threat of substitutes, - Rivalry among existing competitors Innovation barriers: The four barriers to innovation described by Braun and Herstatt (2007, p. 294) which are: - Legal; - Economical and contractual factors; - Technological; - Social.
Social Entrepreneurship	*"Encompasses the activities and processes undertaken to discover, define, and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner."* (Zahra et al., 2009, p. 522)
BoP	The largest, but poorest socio-economic group, the four billion people that earn under US$2000 a year (in 2002). (Prahalad & Hart, 2002)
PC3	Product Co-Creation Centre is a specialised support centre where people from the BoP can co-create innovative products and business models with the aim to become (social) entrepreneurs.

When searching for cases that represent the phenomenon user-entrepreneurship several independent variables were taken into account. The literature review has shown that there are several factors that are important, to summarise the characteristics of the innovating user, the resources that could be applied for the invention, the industry conditions, the community interaction and the commercialisation of the innovation. These will factors represent codes that are divided in categories. The indicators provide examples of how this category should be interpreted and the dimensions aim to do the same at a more detailed level.

Table 4 Operationalization and coding scheme

Concept/code	Variable/category	Indicator/subcategory	Dimension
1. user innovator characteristics	1.1 Ahead of trend	Expectation improvements Cutting edge Pioneer Benefits recognized early	Use expectations before the bulk of the market place High degree of innovativeness compared to environment Knowledge about new solutions before others Building and testing of prototypes in order to improve current offerings Commercially attractive innovations High speed of adoption of innovations Important and needed innovations
	1.2 Expected benefit	<u>Personal need:</u> Unmet needs Dissatisfaction Enjoyment process In-house use <u>Other benefits:</u> Reputation Financial	The benefits obtained provide a solution for professional use (intermediate user) The benefits obtained provide a solution for my personal use (end-user) Benefitted significantly by the early adoption and use of new products The innovation is used for themselves of similar alike. Dissatisfaction with the current offerings, experiencing a gap between need and solutions offered The improvements would serve to improve personal situation The innovation could serve as an increase in reputation The innovation process could be characterised by learning-by-doing and/ or trail-and-error which enhance enjoyment The improvement of capabilities and respect from like-minded could enhance the enjoyment of the innovation process Legal regulations influence the financial benefits that might be obtained
2. Resources	2.1 Internal resources	Product related knowledge Use experience Technical skills/knowledge Domain knowledge Expert status	It would be difficult to transfer information about the needs and wants to manufacturers. The more active a user is in the

Concept/code	Variable/category	Indicator/subcategory	Dimension
			innovation related field, the more use experience he/she has Personal experience increases the technological skills the user has Pre-existing local stocks of technical knowledge and skills influence the type of solution The knowledge gained on the product/service enabled to innovate at lower costs Use experience ascends from frequent use of products Product related knowledge entails knowledge about the technology, the materials and the technology that are used in the market.
	2.2 Costs	Opportunity costs Complementary assets Production cost Innovation costs Diffusion costs Sticky information	The in-house resources influence the opportunity costs Producing the innovation could be done at low costs because the innovation was already build The external resources reduced the costs of diffusing the innovation Need information is sticky, making it difficult and costly to transfer. Complementary assets such as distribution channels, brand recognition, capability to manufacture Opportunity costs are the costs that have to be made to commercialise an innovation
	2.3 External resources (community)	<u>Support</u> Freely sharing information Advice Assistance Social norm Fun/enjoyment/intrinsic motivation Expectation of reciprocation <u>Interaction</u> Time spent Diffusion Opportunity recognition	Received assistance from the community when innovating Received advice on improvement or feedback The community diffuses the innovation at low-costs The community enables the user to recognize opportunities for commercialization

Concept/code	Variable/category	Indicator/subcategory	Dimension
3. Industry conditions (Barriers)	Industry conditions (Barriers)	Market (Legal/economical) Economical and contractual Market concentration IP regime Small markets Uncertainty Early stage industry life-cycle Technological (architectural) Technology complexity Technological maturity, Social (Norms) Customer satisfaction Standardisation	The market in which was innovated could be considered small The reason the innovation could be developed was because mass production techniques were lacking If the market size was larger, the manufacturer would most likely produced the innovation When standardised production techniques can be used manufacturers would likely to enter or dominate markets Market structure provides indication of the production costs, especially capital-intensive production, and can be linked to the support of established organisation to produce user-innovations Technological maturity: when the idea or solution provides additions to the current offerings and can be improved successfully, the likelihood that users can innovate increases
4. Commercialisation	Entrepreneurship model	Opportunity recognition: Informational advantages Sticky information System of use Unique use related knowledge Information asymmetries Feedback community potential demand Costs advantages due to innovation process Entrepreneurship model: Traditional model User-entrepreneurship model	Due to unique need related knowledge and system-of-use able to see opportunities Due to information asymmetries of being a user sense of market demand The community serves as a signalling mechanism to provide information on market demands The opportunity for commercialisation was recognised before the innovation was developed (traditional model) The opportunity for commercialisation was recognised after the innovation was developed (user-entrepreneur) Opportunity costs: cost that one has to forgo before starting a firm were lower for users. Low costs diffusion: Community members costless marketing techniques which enabled commercialization Innovation design and facilities: Investments made make low

Concept/code	Variable/category	Indicator/subcategory	Dimension
			costs, already developed innovation for themselves, favourable for users Production technologies: flexible, high variable, low-costs technologies used to build prototypes favourable for users
5. Social Entrepreneurship		Social value creation Social mission Sustainability Social change	Reduction of inequalities Empowerment of people Sustainable for the environment Targeting social causes Efforts for community empowerment/enhancement Aiming to address social needs Aiming to establish social change
6. Base of the Pyramid		From BoP For BoP	Poverty Rural areas Informal economy Significant unmet needs

3.3.3 Data analysis

Ideally would the data provide sufficient information to code on the dimension level, the most detailed level. In those instances Figure 10, process model 3 (detailed display interaction effects based on literature review) could be used to analyse the cases in detail and to examine which factors can be found at the cases. However, the data did not provide sufficient information to use these dimensions. To overcome this barrier the analysis took place on the level of the indicators. An abstract representation of the concepts related to the theory are displayed in Figure 9, process model 2 (propositions based on the interaction effects).

The cases selected in the sample have been given several headings to order them to provide the information needed to answer the research question. If the information about the cases in the database, or the website did not provide enough information, a follow-up search was conducted. The databases "social entrepreneurship" and "health innovation" that were received were derived from Changemakers where organisations can enter in several competition based on central topics. Those topics can be for example the empowerment of local communities, the transformation of health systems or creating businesses for social change. Changemakers uses a standardised questions that have to be filled in. Due to the amount of cases received from these databases the lay-out of the in this thesis selected cases have some headings that are derived from the Changemakers format. The case database takes the following from, the descriptions describe what the headings measure.

Table 5: Layout case database

Heading	Description
Entrepreneur	This section provides information on the entrepreneur, and aims to determine if the entrepreneur was a user and or innovated him/herself. If so, the personal

	use component could be measured and which user-innovator characteristics could be detected, for example whether the user was a professional or end-user and the internal resources that were used.
Organisational/ start-up information"	This section aims to provide insights in what triggered the entrepreneur to innovate; it aims to provides insight in whether it was for personal use, how the innovation process went and if external resources were used. For example, whether opportunity recognition preceded development and testing of the invention/innovation, which in that case would be considered as 'traditional entrepreneurship'. In the case of user-entrepreneurship the personal need component should be present and should serve as the incentive on which the innovation takes place and most importantly, to serve an in-house need through usage, whereby later on the opportunity was recognised to commercialise the innovation.
Innovation	This section aims provides insight about the innovativeness of the innovation, whether the innovation was incremental or radical, and if it would be possible to judge, the innovation is ahead of a trend
Additional search	This section displays the websites that were read to find additional background information.
Additions	This heading provides information on barriers, articles or webpage content that could have been useful to determine whether the person would be a user-innovator or user-entrepreneur.
Analysis	In this sections will the codes that are given are summarised and if needed elaborated on.
Useful	If it concerns a user innovator or a user-entrepreneur, or when there are strong analogies regarding the theories, than a V will be filled in. When this is not, then a 'X' is filled in.

Important to note is that if the context of the data does not indicate that the entrepreneur is a user, and when there is lacking a clear personal need and in-house use component, the case cannot be considered to give a representation about user innovators or user-entrepreneurship. To describe it in necessary and sufficient terms (Babbie, 2010; Gerring, 2012), being a user is a necessary condition to be(come) a user innovator, but not a sufficient one, because being a user does not guarantee that a user will innovate. The same applies for user-entrepreneurship, in order to become a user-entrepreneur, it is necessary that the user innovated, however, being a user-innovator is not a sufficient condition that the user will commercialise the innovation. To summarise, the most important element for the user-entrepreneurship process is that the entrepreneur is a user of the product or service and that the user has innovated to serve a personal need. This means that there should clearly be a link with the innovation and a personal need and that the solution aims to solve an in-house need. This can be for the entrepreneur

him/herself, for family and friends or his community that he/she lives in. The indicators that related to this are summarised in Table 2, code 1.2. User innovators and user-entrepreneurs are the main focus. This study does not aim to analyse the entrepreneurship process of social entrepreneurs, and therefore an extensive analysis of the indicators related to social entrepreneurs who are not users of the product they commercialise or do not have a personal expected benefit component, fall beyond the scope of this research.

In order to analyse the data the researcher received assistance from two independent coders. They received the case database, where the first case was coded by the researcher as an illustration how the coding worked. The coders received a document with the aim of the study and the models to provide a graphical representation of the relationship of the concepts under study. In addition to that, they received the tables with the concepts and the operationalization, and coding scheme along with an introductory texts of how to apply the codes. After the coders filled in the database, the researcher assessed whether there were elements that were unclear, imprecise or inconsistent. In a feedback session was elaborated on these points and was the text coded independently another time to ensure the consistency in the codes used. Even though a feedback session took place, there remained some inconsistencies with regard to coding due to the interpretations of the coders. For instance, one coder interpreted code 1.2 differently and this code was not assigned as much as by the researcher and the other coder. Thereby was code 2.3 also interpreted differently by two coders, all external funding or the empowerment of an community as business opportunity were labelled as community (external) resources. This is however not problematic, because code 4 was given in the same instances as the other coders. This means that in the instances that code 4 was used to illustrate the user-entrepreneurship process, this covert code1.2 as well.

With regard to validity, which entails whether the test measures what is supposed to measure. Problems with validity can be regarded as systematic error or bias (Gerring, 2012, p. 83) If a test is reliable, than it can be regarded as precise (Gerring, 2012, p.8) In order to increase the reliability and the validity of the test, the cases have been coded independently of the researcher by two volunteers. Ideally, would more than two other persons perform this test of reliability, however, due to the time in which the analysis took place, the holidays, it was hard to find people. The fact that the cases have been coded independently of the researcher increases the reliability of this study (Swansborn, 2013).

4. Findings

Recall from the previous chapter that the most important element of the analysis of the cases was that the entrepreneur or innovator is a user and the product or service initially served to enhance in-house performance, whether this is professionally or as an end-user and explore whether they would apply to social entrepreneurial cases in the BoP.

The factors that were of influence in the process of becoming a user-entrepreneur were derived from the literature and served as input for the coding scheme. Based on this, the cases were independently analysed to determine the presence of these codes in the cases. Recall from chapter one the sub-questions that aimed to provide enough information to answer the research question. Based on the literature review these questions could be answered and models have been established for the confrontation of the literature with the cases.

For a qualitative summary of the codes given per case per coder see appendix V, for the database and the analysis per coder see Appendix XII to XIV. The codes have been transformed into dichotomous measures to illustrate the counts per codes (yes/no code). An oversight of these counts divided into social entrepreneurial cases and the bop context see Appendix IX, for an oversight when the BoP context is omitted, see Appendix X. This chapter displays the findings based on the data analysis. In order to do so, the qualitative analysis has been transformed into quantitative measures to display which codes have been given and which have not. This enables to visually display the counts of the codes that the coders have been given have been for each case. These counts have been put in excel. Although the aim is not to quantify the findings from the analysis it helps to display where there are consistencies or deviations between the cases by code and enables to recognise patterns. It does not, however, answers the motivation why that code has been given and what the text explains in relationship to the theory, and is therefore not enough information to make qualitative statements.

Based on these counts, the next step contains a more detailed oversight of the cases that encompasses the codes to provide information to interpreted the meaning of the codes in relation to the cases. Moreover, will it provide a representation of the degree that the codes correspond to the sub-question.

4.1 Social entrepreneurship and the BoP

The aim was to analyse whether the user-entrepreneurship process applied to social entrepreneurs in a BoP context. It appeared out that selection on the dependent variable (user-entrepreneurship) was problematic, especially when the conditions of social entrepreneurship and the BoP context had to be met. The approach was therefore to select on cases that concerned social entrepreneurs and the BoP context and that had indicators that might display the

variables derived from the literature. The first step was therefore to determine whether the cases reflected social entrepreneurs. The table below illustrates the amount of times that the coders have identified the cases to contain code 5. This condition has been met. All the cases have been coded at least one time for social entrepreneurship. In Appendix VI can the scores on code 5 per case be found.

Table 6: scores on code 5, social entrepreneurship

	Total Social entrepreneurship divided into `social entrepreneur and no code`		
Code_5	Coder 1	Researcher	Coder 2
No code	11	5	10
Social Entrepreneur	64	70	65
Total	75	75	75

The aim of this thesis was, however, to study the analogies between user-entrepreneurship and social entrepreneurship in a BoP context. The next step was to determine the amount of cases reflected entrepreneurs or organisations that were from the BoP or were producing for the BoP. The next table illustrates the counts of code 6 in relationship to code 5. The codes for code 6 were 'From the BoP' or 'for the BoP' and when no code was given it has been notated as 'no code'.

Table 7: scores on code 5 and 6, social entrepreneurship and BoP context

Code_5	Social Entrepreneur and Code_6		
Coder	C1	R	C2
Code_6			
For BoP	12	39	27
From Bop	1		1
No code	51	31	37
Total	64	70	65

This table shows the amount that has been coded for code 5 code 6. This table shows that of the social entrepreneurs present in the cases in two instances was coded that they were from the BoP. The amount of cases that were addressing the BoP varied from 12 to 39. Appendix VIII shows these counts per case. Further analysis showed that in the instances that the cases were coded to be from the BoP, this concerned individuals that were familiar with the conditions of living in rural areas and the problems that are present there, however, they could not be considered as individuals from the BoP. This is because they were employed and highly educated. They possessed the internal resources needed to recognise an opportunity and were not living in severe poverty.

Besides these two codes, the other social entrepreneurs were coded to be producing for the BoP. As was mentioned earlier, it is not without reason that social entrepreneurship is a topic that is often related with the BoP. Social entrepreneurs aim to create social value or address social pains and when these issues would be more severe, such as in the BoP, they would have a more prominent position(Lepoutre et al., 2013). In this research it can also be seen that the social entrepreneurs in this database were addressing the BoP. This limits, however, the ability to provide answers to the question whether the user-entrepreneurship process can be applied to social entrepreneurs from a BoP context, especially when the focus would be on finding BoP innovators to partake in the PC3 project. Most valuable would be to find information about the characteristics and factors that the individuals from the BoP contain.

The fact that there were so limited social (user) entrepreneurs that were from the BoP does not necessarily mean that social (user-) entrepreneurship happens less in that particular context. It might very well be that the databases used did not include this type of entrepreneurs due to several reasons mentioned earlier, such as the lack of access to the internet, information and technologies, on which will be elaborated in the following chapter. Nevertheless, the data used could not provide an indication of the prevalence of social user-entrepreneurship in a BoP context by individuals from the BoP.

4.2 Characteristics and factors influencing user-entrepreneurship found at social entrepreneurs in the BoP

The aim of this study was to identify user-entrepreneurs that could also be classified as social entrepreneurs and were from the BoP or addressing the BoP. With regard to social user-entrepreneurship that focuses on products and services for the BoP it was found that one case had analogies with the user innovation and user-entrepreneurship theories. This case will be described subsequently, but first will an oversight be given of the codes that have been given to this case.

Table 8: scores on code 5, 6 and 4, social entrepreneurship, BoP context and user-entrepreneurship

Code_4 Code_5 Code_6	User entrepreneurship model Social Entrepreneur (For BoP/From BoP)			
Case		**Coder**		
		C1	**R**	**C2**
25		1	1	1
Other codes for case 25		**Coder**		
		C1	**R**	**C2**
1.1			1	
1.2		1	1	1
2.1			1	
2.2				

2.3	1	1	1
3		1	

This case was coded to represent the user-entrepreneurship model, and the other codes that have been given to this case were the ahead of trend component, the personal expected benefits, the resources needed, community interaction and industry conditions. The following box will describe fragments from the case coded in the case database to provide insight in the coding process and in order to analyse the case.

Case 25: Eco Femme

Eco Femme is **a social enterprise** with a global mission and reach, working in the area of menstrual hygiene management. It began in 2010 **under the umbrella** of Auroville Village Action Group (AVAG), an NGO working for **grassroots community development in rural Tamil Nadu, South India (5;6)**.
In addition to promoting eco-positive menstrual practices, our project supports education for girls and livelihood for women, with a particular focus **on rural India** where many women are **marginalized and do not have access to education** or products that enable them to manage their menstruation in a healthy and dignified way **(5;6)**.
Today, it is estimated that 12% of the 355 million women of menstruating age in India can afford disposable sanitary napkins. India is poised to become the largest market for sanitary napkins globally. **The ground is being prepared by multinational companies for a massive penetration of these products in the coming years (3)**.
Our concern at Eco Femme is not so much about women using recycled cloth. We are more concerned that they are armed with the information they need to make their own choices. **As rural women are recently being bombarded for the first time with multi-million dollar advertisements and government programs promoting disposable sanitary products, we believe it is important that they are able to decide which menstrual products or methods really are best for themselves and their environment(3).**
We started the Eco Femme project in early 2009, **though Kathy has been producing cloth pads on a small scale in Auroville since 2000 (4)** and AVAG has been doing grassroots community development and facilitating SHG's in the area since 1983.
Kathy became an **avid cloth pad user 12 years ago** when I moved to India to live in Auroville. **After trying to dig holes in baked earth to bury menstrual products each month, I figured that there must be an easier way (1.2)**. Upon learning of cloth menstrual pads, I began **experimenting** with designs and started **producing them for other women in Auroville** and as friends from abroad visited and came to know about Eco Femme, some **wanted** to sell the products in their own countries (**2.3, 4**). **Without really trying, I found myself having a small business (4, UE).**
For seven years until 1997, Kathy was an occupational therapist in Australia**(2.1).**
When I moved to India to live in Auroville 15 years ago, one of the first things that I found myself having to contend with was how to dispose off my sanitary waste **(1.2).** In the west, there is at least the appearance that these products go "away" when tossed into a bin, but in India it was obvious this was an illusion. I felt like a fugitive lurking around in the dark, looking for a place where I could dig a hole –

usually in baked earth- to bury used pads. Throwing them in a bin for others to handle or burning them with their plastic liners was even more unthinkable! **How DO local women here manage**? I wondered."
After having used for 7 years, she started playing around with designs and in 2009**, she started low-key production** of reusable sanitary pads using brushed flannel cotton and **thus was born Eco Femme (1.2).** Walkling began **selling them in the local store (4).** Soon women **called** and **said that they wanted to sell it(2.3;4).**

Eco femme develops products for the BoP and has the aim to create social value throughout a social mission. The organisation pursues the creation of a sustainable alternative, and empowers women by providing information and employing them. In a way the product is ahead of a trend, the sanitary issue that will become present in India, this product addresses this issue in order to reduce the pressing nature of it. It is therefore that code 1.1 has been given. This case also shows the expected benefit component clearly. The entrepreneur initially started to use washable cloths as a way to overcome a personal problem, which was the disposal of her hygienic products. What this case shows less clearly is how her internal resources contributed to the development or the modification of the product. With regard to her work experience, it was found that she was an occupational therapist and moved to Auroville. However, the case does not describe in detail what motivated her to move to India. It does mention, however, that her real passion was to empower women and reduce the waste issue. The case does not give an indication that the entrepreneur went to India with the aim to start a business, but it might be that her personal values have contributed to it. The external resources (code 2.3) have been found to be present in this case. The case shows that when the entrepreneur started to produce the washable cloths locally community members approached her with interest, and that they wanted to sell the product. This has also been found in the literature on user-entrepreneurship. Recall the examples of the juvenile industry that when the users started to use their products, through feedback of a community, the user was able to receive signals about the demand and helped in the recognition of the opportunity for commercialisation (Shah & Tripsas, 2007). With regard to the costs of innovating (2.2) does this case provide less information to make statements about this. More information is be needed to make statements whether the low-key production of the product influenced the cost related to the development and production. With reference to the industry conditions (3), the Indian market for menstrual products is opening, and established organisations are beginning to target this market. This results in possible waste issues where the entrepreneur is concerned about. This also provides an indication that the industry is in an early stage, not only because the product was until now not available, but also about the taboo on this topic. However, the information in the case description is too limited to make statements how this factor has influenced the development and commercialisation of the

product. The case shows indications that the user-entrepreneurship process applies (code 4), the entrepreneur is an example of a woman that has used her personal situation to modify a product and later on sell it. The case does not provide an indication that the entrepreneur's initial motivation was to sell the product. The entrepreneur clearly was as a user of the product, and the development of the cloth path was for in-house use, as well as to address social issues and reduce the waste created by the disposal of regular paths. The phrase *"without really trying, I found myself having a small business"* is exemplar for the user-entrepreneurship process described by (Shah & Tripsas, 2007). The entrepreneur already developed the product and sold it locally since 2000, and in 2009 when the entrepreneur teamed up with AVAG, Eco Femme was born and established a project aiming to create an integral approach for menstruation.

4.3 Characteristics and factors influencing user innovation found at social entrepreneurs in the BoP

The sub-questions that were formulated aimed to provide answers to the question what the characteristics and factors were that influenced whether a user would innovate and subsequently commercialise its innovation. Although only case 25 showed clear analogies with the user innovation and user-entrepreneurship theories, there were other analogies found.

The following tables summarise the cases that were independently scored on code 1.2, the expected benefit component, besides the conditions the cases must meet were that they must be coded for social entrepreneurship (code 5) and that they were from or for the BoP (code 6). The expected benefit component (1.2) is triggered by an internal need and/or dissatisfaction with the current offering or the experiencing of a gap in needs that subsequently leads to the development of the innovation that initially serves in-house purposes(von Hippel, 2005). The expected benefit component belongs to the two (lead) user innovator characteristics, besides being ahead of a trend (1.1). Although this component does not, by itself, results in user innovation or commercialisation, it is an important element in the determination of the user status, because the literature has found that of the innovating users, they almost always possessed these characteristics. It is therefore that they are considered to be an innovation trigger in user innovation and user-entrepreneurship, and an important element regarding the classification if it concerns a user. The ahead of trend component (1.1) will not be leading in this analysis, due to the wide variety of products and services and the limited knowledge to judge whether a product or service is really ahead of a trend. The cases that show the expected benefit component in relationship to social entrepreneurship (5) and the BoP (6) will therefore be described. This also provides insight on how the codes were given and what they represent, and also provide the groundwork for the analysis. Besides the codes1.1 and 1.2, the other codes; the resources and costs (code 2) and industry characteristics and barriers (3) can be found in Appendix IX. The tables provide an oversight of the codes derived from the user innovation and

user-entrepreneurship literature that concern the user innovator characteristics that were applicable for social entrepreneurial cases that either were from the BoP or addressed the BoP.

Table 9: Scores on code 1.2, 5 and 6; expected benefits, social entrepreneurship and BoP context

Code_5 Code_6 Code_1.2	Social Entrepreneur (for Bop/from BoP) Yes Coder		
Case	**C1**	**R**	**C2**
7		1	
11		1	1
18		1	
25	1	1	1
28		1	1
29	1	1	1
32		1	
37		1	1
49		1	
54		1	
59		1	
73		1	
75		1	
Total	**2**	**13**	**5**

The information in the boxes is from the case database. The other codes that have been given for the cases:

Table 10: all codes given for code 5 and 6

Code_5 Code_6 Code_1.1	Social Entrepreneur (for Bop/from BoP) Yes			Code_2.3	Yes		
	Coder				**Coder**		
	C1	**R**	**C2**		**C1**	**R**	**C2**
Total		**4**	**11**	**Total**	**3**	**5**	**11**
Code_2.1	**Yes**			**Code 3**	**Yes**		
	Coder				**Coder**		
	C1	**R**	**C2**		**C1**	**R**	**C2**
Total	**9**	**35**	**15**	**Total**	**3**	**5**	**1**
Code_2.2	**Yes**						
	Coder						
	C1	**R**	**C2**				
Total			**2**				

The following boxes describe the cases that have been coded for code 1.2. Although the selection is based on code 1.2, the other codes given are included in the boxes as well. A complete oversight of the case description per coder can be found in the Appendix VII and the case databases Appendix XII-XIV.

Case 7: Adel
Adel is the outcome of the mobilization of a group of young students **from rural semiarid**

communities in northern Ceara, which had the **rare opportunity to access public university (2.1)** and that, **after graduation, returned to their communities to** invest their knowledge and skills to promote **local sustainable development** through capacity building and full ongoing support to family farmers and local youth **(1;5)**

Adel is implementing Community Communications and Information Centers in communities that don't have access to Internet or even telephone(5)**.**

While in university that group of young entrepreneurs, themselves, learned about cooperation, entrepreneurship and local development tools **(2.1).** They had, in common**, the will and the vision to return to their communities** and to aid their families and neighbours **(1.2)**, that was struggling with the farming challenges in the semiarid ,to enhance their **small rural enterprises**, to overcome endemic **poverty**, low income from agriculture (low productivity and profitability)and the migration of youth to larger cities**(5;6).**

The son of two life-long farmers, Wagner was born in Monte Alverne, a **small rural community** of 40 families located the semi-arid region of Ceará (**6**)**.** During his childhood and adolescence**,** his **only future prospect** was to preserve and carry on **(1.2)** the work of his parents, cultivating the land with his siblings. Yet his parents always valued education, and Wagner came to realize that another path was possible**.**

During his work with PRECE, Wagner **decided** (4) **to devote his life to** improving the **social and economic conditions of rural communities** (5)**.** He was particularly motivated by a **contradiction (1.2)** he observed at the university; how students embraced modern concepts of agricultural development in school, but at the same time, toiled with the traditional challenges of living in rural communities. At only 25, Wagner **brought** together other young colleagues **to found (4)** ADEL as a way to reconcile this inconsistency.

The entrepreneur had personal experience with the gaps that were present in the region where he lived. The entrepreneur grew up in a small rural community and it is therefore that code 1.2 had been given. Because the entrepreneur could study he could apply that knowledge as an internal resources (2.1) to create a solution. The expected benefits component is not for personal use or in-house use, however, due to his upbringings and the education he had he was in a unique position to identify this opportunity; he has deep need-related knowledge, which could be because the entrepreneur could combine his personal situation with his internal resources (1.2 and 2.1). The personal experience component is an important element that enabled this organisation. In addition to that, the entrepreneur had the aim was to return to the local community and to help family and neighbours. In this case, the user-entrepreneurship model (4) does not apply entirely; the process is not emergent, and not collective, because he brought together the members. Thereby, the fact that he decided to devote his live to help others can be interpreted that opportunity recognition preceded innovation. The information on the start-up is too limited to determine what the function of the community was and how they influenced the start-up. The organisations website is written in Portuguese, which makes it difficult to extract more information. He is offering services to people that otherwise would not

have the opportunity, and is addressing social issues and empowers people (5) in the region he lived in, which is Brazil, and can be considered a social entrepreneur for the BoP (6).

Case 11: Vivuus

VIVUS is a logistics, distribution and marketing company focused on developing appropriate, low-cost transport solutions and in improving supply chains of products enhancing the life of the **base-of-the-pyramid markets in Ghana (6)**. Mobility by small holder farmers to take their goods to the markets was extremely intense; as a result he started VIVUUS to solve the first mile mobility problem for the small holder farmers by starting VIVUUS**(4).** Vivuus is a social enterprise that combines in a unique manner "mobile + mobility" solutions to help informal city vendors of food staples and smallholder farmers escape poverty**(5)**.

On a long-term trip in India, I (Richard Seshie) became a vegetarian (I am now a so-called flexitarian) and on returning back to West Africa in 2010, I became **frustrated** with the high prices and steep increases of consumer goods in general **(1.2)**. **An analysis led me to recognize that addressing inadequate transport and other inefficiencies could bring about a transformational impact (4).** Richard was **frustrated** with the high prices of fruits and vegetables in Ghana, he realised that most African countries there's focus on cash crops and neglect for staple foods, this has left the market to be informal and inefficient **(1.2)**. He **initiated two ventures after he left the University**, he started an organization in India called my world my choice, a **premier program for youth leadership in sustainability**, and it has been replicated in Brazil, Pakistan and Canada **(2.1).** He **co-founded the AIESEC Alumni Sustainability Network**, a virtually run association which brings together 500 sustainability professionals-having been former members of AIESEC and behind the largest competition in the world rewarding student-led sustainability projects inviting entries from 1100 Universities**(2.1).**

Vivuus serves the BoP (6) and can be considered as a social enterprise (5). Code 1.2 has been given due to the frustration he experienced, which could provide an indication of the expected benefits components and perhaps the ahead of trend component. The entrepreneur possed the internal resources (2.1) that enabled him to establish an organisation. He had education and work experience related to this organisation. Due to his background, he was positioned to be ahead of the mass market (or see an opportunity before the bulk); the expected benefits were not personal, although he was frustrated with the high prices. However, the solution is not for himself or similar alike, due to his personal experience (1.2) and internal resources (2.1) he recognised an opportunity to change the conditions of "most African countries". Therefore, the traditional model of entrepreneurship (4) applies; he recognised an opportunity due to his personal circumstances and then developed the innovation.

Case 18: Miraclefeet

Miraclefeet was created to increase access to clubfoot treatment in developing countries. miraclefeet has several founders. We were all inspired **by the fact that we could completely turn lives around** for $250/child by providing early, effective treatment to children born with clubfoot**. Having seen what**

SmileTrain and others have done for cleft palate, **we believed we could do something similar** for children born with clubfoot (albeit with a different model due to differences in the way the two conditions are treated)**(4;5)**.

The initial impetus came from three parents who had successfully treated clubfoot children. These parents were horrified to learn that the treatment that **allowed their children to live normal lives** was largely unavailable to the majority of children born with clubfoot around the world **(1.2)**. They **persuaded their children's orthopedic surgeons** to create an organization to increase access to the Ponseti Method **(4;5)**.

My connection to clubfoot came from time spent **working at the University of Iowa**, where I **learned** about the Ponseti Method and the fact that it was a cheap and effective **solution** to a problem I had seen first-hand in many developing countries **(2.1)**. We all **joined forces** to start miraclefeet to prevent the debilitating disability caused by untreated clubfoot and give clubfoot children the chance to live healthy productive lives.

Miraclefeet is a social enterprise (5) that targets developing countries (6) to treat children with club feet. Code 1.2 has been given because the parents had personal experience with clubfoot because their children were suffering from it. Due to their personal situation they were able to recognise a gap between the developed and developing world. . However, the parents could not be classified as user innovators or user-entrepreneurs. The parents were inspired to give treatment to children in less developed countries, but did not serve in-house purposes, nor were they modifying the current usage of the treatment they received. The traditional entrepreneurship model (4) applies because they identified an opportunity, and persuaded the orthopaedic surgeons to create an organisation. In this case did personal experience with the condition made them see an opportunity.

Case 28 Grameen

In 1974, **Professor** Muhammad Yunus, a Bangladeshi **economist (2.1)** from Chittagong University, led his students on a field trip to a poor village. They interviewed a woman who made bamboo stools, and learnt that she had to borrow the equivalent of 15p to buy raw bamboo for each stool made. After repaying the middleman, sometimes at rates as high as 10% a week, she was left with a penny profit margin. Had she been able to borrow at more advantageous rates, she would have been able to amass an economic cushion and raise herself above subsistence level.

Realizing that there must be something terribly **wrong with the economics he was teaching**, Yunus took matters into his own hands, and from his own pocket lent the equivalent of ? 17 to 42 basket-weavers**(1.2;4)**. He found that it was possible with this tiny amount not only to help them survive, but also to create the spark of personal initiative and enterprise necessary to pull themselves out of poverty(**2.1; 6**)

Against the advice of banks and government, Yunus carried on giving out 'micro-loans' (1.1), and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust

and solidarity(4).

The origin of Grameen Bank can be traced back to 1976 when Professor Muhammad Yunus, Head of the Rural Economics Program at the University of Chittagong, **launched an action research project to examine the possibility of designing a credit delivery system to provide banking services targeted at the rural poor(4; 6).**

Grameen bank has been coded 1.1 for the novelty of the solution that was developed, and that it went against the advice of the banks and government. The Grameen bank is often mentioned in examples about social entrepreneurship and its innovative character in which it has approached poverty reduction. Code 1.2 had been given because as a professional user the founder experienced a gap in the system that he thought, which indicates that he was dissatisfied. Because the founder was a professor and had education and work experience related to the solution given resulted in code 2.1. The solution was, however, not for in-house use, in this case professional use. Therefore, this case does not concern user innovation. The founders experience and the fact that he was dissatisfied with the system that he taught resulted that an opportunity was identified. This results that for code 4, the traditional model has been ascribed. Evidence for this can also be found in the fact that after the potential opportunity was identified, the University launched an action research about the possibilities, and thus that opportunity recognition preceded the development of the solution.

Case 29: Jaipurfoot

BMVSS is a secular, non-religious, non-governmental, non-political, non-sectarian, non-regional and non-profit organisation **set up** to **help** the physically challenged, particularly the financially **weak and underprivileged**(**6;4).**

The society was born out of a **traumatic incident in the life of DR Mehta, the Founder and Chief Patron of BMVSS.** He met with a life-threatening road accident that **crushed one of his legs(1.2)**. Doctors felt that it might have to be amputated. Both his life and limb were saved. **This made Mr Mehta realise the problems that disabled have to face, particularly the underprivileged, to get artificial limbs (1.1;1.2;4)**.

The idea of creating BMVSS, the Jaipur Foot organisation, was thus **born on the hospital bed which Mr Mehta occupied for five months (1.2)**. He finally set up BMVSS to provide artificial limbs, in 1975, with a focus on the poor **(4;5)**.

The idea of setting up the society **arose out of a trauma. Shri D. R. Mehta**, Founder & Chief Patron of BMVSS met with a serious life-threatening road accident. With his **own self-realization and also promptings from the treating orthopedic surgeons,** Dr Ganga Ram Purohit and Dr M.M. Bapna, both of Mahatma Gandhi Hospital, Jodhpur, the **idea** of setting up BMVSS was born. Dr. Bapna and Dr. Purohit **would later constantly remind Mr. Mehta of the plight of poor patients who had lost their limbs(4)**. They asked - where would a poor person losing limb by accident or disease, go to get an artificial limb? Thus in recognition of the need of an institutionalized arrangement for helping such people, BMVSS was set up.

Later other Samaritans joined the project [..] Jaipur Foot is technically distinct from other foot / limb

technologies. Jaipur Foot was **developed at the S.M.S. Medical College Hospital**, Jaipur in 1968 by a group of eminent orthopedic surgeons and highly innovative craftsmen. **The subsequent developments in the technology were under aegis of BMVSS (4)**.

Mehta was born at Jodhpur in Rajasthan. He is a **graduate of Arts and Law from Rajasthan University. He also studied at Royal Institute of Public Administration, London, UK and the MIT Sloan School of Management**.**(2.1).** Mehta's focus on combining social service with science led to an MOU between Stanford University and BMVSS, **resulting in the development of a new Knee Joint called the Jaipur Knee. It was hailed by the Time Magazine as one of the 50 Best Inventions of the World for the year 2009 (1.1).**

Code 1.1 has been given by one coder due to the fact that the development of the new knee jas been awarded to be one of the best 50 inventions in the world for the year 2009. Code 1.2 has been given by all coders, because the founders accident contributed that an opportunity was seen. Due to the founders personal experience the question arose how less fortunate would overcome losing their limbs. All coders have coded for the code 2.1, the founder was highly educated, however, a direct link with the establishment of the organisation cannot be found. Although there was a personal component, the solution that was developed was not for in-house use. The founder did not need a prosthetic after all, but his accident made him see a gap with regard to the products available for people who have not got the financial resources to pay for a prosthetic. Therefore this case has been coded to represent the traditional model of entrepreneurship (4), because opportunity recognition preceded the development of the solution and the lacking of a personal in-house need.

Case 32: ANAIRYS

When a member **of my family died** because she was treated very late and the reason she went into the hospital so late was because she was not insured. She died **and this when I started to think about ideas on how poor people in Africa** can have health insurance even without a job and a bank account. **(1.2;4)**

Prepaid Health Care; ANAYRIS **is a startup still in the idea fase**, ANAYRIS is actually a health Mutual Solidarity Fund - to be more specific; a prepaid micro health insurance system via mobile phones **(4). The idea is to insure the uninsured people, most of the times those are also the unemployed ones. (6, 5).**

In **Africa (Sub-Sahara Afric)** there are many mutual health associations , many work together with health care services. Eeach member has to contribute by paying a low fee, but some **people don't even have that (5;6)**. By using ANAIRYS, the members will not have to think about where to get the money to participate, once they have a mobile phone and they buy refill cards then they are automatically members.**(5)**

Code 1.2 had been given by to coders, because it was due to the death of a family member the entrepreneur saw an opportunity. Therefore a personal experience made her realise that there

was a need, however, that need was not in-house. The entrepreneur wants to address poor people in Africa (6), but there is no indication that this concerns a user. The organisation is still in the idea phase, which shows that the traditional entrepreneurship model applies (4). This is because opportunity recognition preceded the development of an innovation, and the establishment of the organisation. Furthermore, the entrepreneur is not a user, and there is no indication in the case description that she is in need of this solution, because the case specifically refers to poor people in Africa. An additional search on the background would not provide more information about the motivations to start this organisation. However, due to a personal experience the entrepreneur wants to empower people living in the BoP.

Case 37 Leitat, Technological Center
LEITAT is a Technological Center, member of TECNIO and recognized by the Ministry of Economy and Competitiveness, that aims to collaborate with companies and institutions by adding technological value both to products and processes, and focuses its activity on research, development and industrial innovation (R+D+2i)**(2.1).** The **project** is devoted to detect the immune response to vaccination based on the global and local vaccination programmes ongoing and to be **established** as well as its impact on the public health and on the public concerns on the safety. The innovation is based on current scientific knowledge as starting point to extend the state of the art in order to obtain a **disruptive technology able to cover a current need in developed** countries (HPV vaccination, cancer vaccines or influenza) but also **opening opportunities** for developing countries vaccination programs such as malaria, measles, etc... and/or quick actions to response a vaccine preventable diseases breakouts **(4;5;6)**. To be honest, the idea came after **being** vaccinated against Hepatitis B **and I didn't reach the needed titer for protection so revaccination** was required **(1.2)**. This was the **starting** point to extend this experience at all levels: children, novel vaccines, professionals and health system. Based on current state of the art to bring new and simple device that could contribute to change the world health **(4)**.

The project addresses social pains and is targeting the BoP. The organisation was already established and this concerns a project within this organisation. As the case description shows, the organisation is using its internal resources (2.1) by working together with other organisations. The project is undertaken by Leitat and the personal experience (1.2) of an employee led to recognition of the opportunity(4). The employee does not expect to benefit from the solution professionally or personally, and the recognition of the opportunity preceded the development of the solution. This shows that the traditional entrepreneurship model applies.

Case 49: Sucre Blue
We provide affordable blood glucose screening, monitoring, and other basic diagnostic tests to the vast population of **lower-income Indian** citizens that are currently under-served. At the grass-roots level, each CHW will boost the health and wellness levels of his/her community by providing low-cost medical diagnostic services at the **homes** of customers. This model is **designed** to be profit-driven for

CHWs, scalable, and replicable (4;5;6)
Founder + Executive Director: **Diagnosed** with Type 1 diabetes at the age of 11 years old, Erin Little is Founder of Sucre Blue. While serving as a **fellow** with LGT Venture Philanthropy in Mumbai in 2012, Erin **gained significant insight** into the challenges of bringing this solution to scale prior to beginning the program's **pilot** in Bangalore, India.**(1.2;2.1;4;6).** Erin was recently **awarded** the International Diabetes Federation "Young Leaders in Diabetes" accolade in which she will represent America and the American Diabetes Association at the 2013 World Diabetes Congress in Melbourne, Australia. Previous to Sucre Blue, Erin served CoFounder of Portapure, a water purification startup, and Founder and CoChair of CHICAGO+Acumen network**(2.1)**.

When did the Sucre Blue project begin, and how did it come about?
As a type 1 diabetic I was having my own issues finding adequate and affordable care in Chicago. I thought, "**If this is what it's like for me…,"** so I started doing research about what it's like for people around the world that have diabetes (**1.2;4)**.

We **realized** with Portapure that it was very difficult to sell products if you don't understand the environment specifically. Country-to-country there are so many adjustments that need to be made and it is very difficult unless you've spent a lot of time in each country. Anyway, I **had friends in the start-up community who knew I was looking for something that was related to international development and was hands-on and on the ground(2.3;4)**.

In the developing world, there are also a lot of issues with **corruption** and doctors egos as well as getting people to work with different stakeholders. **(3)** India is very political **(3)**.

The fact that the founder herself was diagnosed with diabetes results in personal experience (1.2) that contributed to seeing an opportunity. Thereby, the entrepreneur has the internal resources (2.1) needed to establish an organisation but she is not a user entrepreneur. The entrepreneur has started organisations before, which also aimed to create social value. The entrepreneur received help from friends (2.3), which can be seen as external resources. This case touches upon barriers encountered (3), but not in relation to the development of the solution. This case illustrates that an individual got inspired by its personal life but followed the 'traditional' model towards entrepreneurship (4). Another indication of the traditional model is that the entrepreneur was already looking for something that was related to international development and was hands-on and on the ground. Inspired by her personal situation she researched how it was like for the less fortunate. Although the entrepreneur was diagnosed with diabetes, she cannot be classified as a user. The entrepreneur is familiar with the needs because she has experienced the difficulties of diabetes. Resulting in the desire to bring something to the developing world that is not there. However, this entrepreneur did not change anything for herself (not a personal unmet need), but reflected on their situation and those who are living in less fortunate situations, there's not an in-house use component.

Case 54: Care for Lupus
Through Care for Lupus, Syamsi Dhuha Foundation is creating a support group for people living with Lupus and their family, to increase their quality of life and further educate the society about Lupus awareness. (5) Dian Wahdini Syarief: In the midst of struggle to fight against Lupus the unknown disease, Dian Wahdhini Syarief, a person **living with Lupus** and low vision, is building a **supporting** system engaging stakeholders to ensure the **survival** of people with Lupus in **Indonesia(1.2;5;6)**. After **graduated** from university, she began her career working in a **private national bank**. Over her ten years of career she assumed several positions in **marketing and credit, and served as the Corporate Communications Manager** for her final posting. It was not until she reached 34 years old in 1999 that she **had** to quit the job. She got SLE, which has changed her life completely**(1.2;2.1)**. Direct experience as a patient and being companion of the patient, are valuable experience to be shared not only to fellow sufferers, doctors, nurses, hospitals that are directly related, but also to the broader public**(1.1)**. At that time, **I realized that I was given a privilege, a second chance, to live my life,"** said Dian, who had a fine career in marketing and corporate communications at a major private bank before falling sick**(4)**. The **government's attention to the disease**, which is not contagious but deadly, is still **low(3)**.

The founder of the organisation got Lupus, and therefore she gained personal experience (1.2) with the disease. Thereby did all the coders code for code 2.1, internal resources, she was highly educated. The entrepreneur had the internal resources, her education and upbringing that enabled her to found the organisations. This case shows that there were barriers (3), which are the government policies. After being diagnosed with Lupus the founder became determined to establish the organisation. This indicates that the traditional entrepreneurship model applies (4). Thereby, did the disease made her see a gap in the provision of help. However, the organisation was not established for in-house use, the founder wants to help like-minded. Although there are analogies with the user-entrepreneurship theory, this case represents the traditional model. Due to her personal experience, the founder was able to recognise a gap and establish an organisation.

Case 59: Clean birth kit
"Clean Birth Kit 2.0" is a game-changing model for distributing clean birth kits to health facilities, integrating innovative education/evaluation strategies to ensure quality, affordability, and scalability throughout our supply chain. Our model also provides meaningful **employment** and **empowerment** opportunities for **low-income women** who package our products **(5;6).** Having **once been one of the** "silent victims" with whom she now works: a woman who, as a result of unsanitary birthing conditions and practices, contracted an infection that caused her to suffer for years, Zubaida Bai used h**er passion and experience in the social development sector to found AYZH, a social enterprise aimed at bringing technology solutions to rural women (1.2;2.1;4;6)**. Now, after

being chosen as a TED India Fellow in 2009, obtaining her MBA, and **spending five months in the field investigating birthing hygiene and education**, Zubaida has **invented** an **improved version** of the clean birth kit **(4)**. Her kit is produced and distributed by local women and uses attractive packaging to help women understand how and why to use it **(5)**.

After experiencing an infection after childbirth, Zubaida founded AYZH on the belief that every woman has the right to a clean and safe birth. **Based on unique experience at the intersection of engineering, women's health, and business she immediately recognized untapped opportunity to significantly impact maternal health in health institutions in India, where unhygienic births are on the rise (1.2;2.1;4;5)**

This case illustrates the personal need component (1.2) because the entrepreneur had an infection after childbirth. However, in the case description is was written that the entrepreneur had a "deja-vu" and was already working on establishing her company. She was doing research for her education and combined it when she recognised an opportunity that brought her back to a personal experience. The entrepreneur is highly educated and had work experience related to the field (2.1). There is not an in-house use component; the solution was not aimed for herself, but the entrepreneur used her personal experience to develop this solution and used the internal resources in the development. It is therefore that the traditional entrepreneurship model (4) applies. Opportunity recognition preceded research, development and prototyping the innovation. The personal experience encountered led to the opportunity recognition, but the entrepreneur is not a user.

Case 73: Husk

Pandey and Yadav, childhood friends**, had faced the problem** of non-availability of electricity as both hailed from rural Bihar**(1.2)**. Even after they moved to different cities– Pandey was in Los Angeles, US, and Yadav was in New Delhi, India – the electricity problem that they faced during their growing up years in Bihar, **remained** a point of discussion between them **(1.2)**. They **wanted to supply** electricity to the rural areas at a low price as conventional electricity system was unable to deliver power to everybody especially in remote, and undeveloped areas, and to people in the **Bottom of the Pyramid** segment who earned less than US$ 2 per day**(4;5;6)**. The duo came to the **conclusion** that there **was a need for a cheap**, village-based non-conventional system to produce & supply electricity in place of the power grid system which required huge investment and a trained manpower**(4)**. However, just having the right technology was not enough to ensure successful business model. Neither Pandey nor Yadav had the experience to know how to go further, and to expand and run business, nor had they studied business management. It was at this juncture that **Pandey's friend Sinha stepped in to help(2.1,2.3)**.

Though his **education** took him to places far away from the dim rural hinterland, **this Electrical Engineer from IT BHU** (Institute of Technology Banaras Hindu University) **returned after doing his higher studies at the prestigious Rensselaer Polytechnic Institute in New York, and working in Los Angeles in the Semi Conductor Industry(2.1)**.

This case illustrates the personal need component, because the two friends, when they were children, lived in a rural area (1.2). They knew the problems faced by those living in rural areas

and wanted to develop a solution. The social enterprise aims to provide energy to the poor. Although the case description mentions that the founders did not know how to run a business, one of the founders did, however, possess the internal resources to develop a solution. The entrepreneur Panday is highly educated and his education is related to the industry in which they developed a solution. The fact that the founders received help results in the code 2.3, in this case a friend of the founders helped. However, there are no indications that it influences the development process or the opportunity recognition. Although the personal experience of the founders made them see an opportunity, they cannot be considered as users. They had the internal resources that could be applied to the development of this organisation. Opportunity recognition preceded development, and therefore the traditional entrepreneurship model applies to this case.

Case 75: Hippo

Wello manufactures and distributes a product that significantly reduces the physical and time burdens associated with traditional water collection. This tool, known as a 'WaterWheel,' makes it possible to collect 20 gallons of water – approximately four times the amount possible using traditional methods – in less time and much more easily**(5)**

Cynthia Koenig, a young social innovator, decided to create a new way to make this chore less arduous**(4)**. **She designed a device to transport water in a more efficient and hygienic way: the Water Wheel** (**4)**, a round **50-liter container that enables people to roll water from water sources rather than carry it on their heads. This allows for three to five times more water to be transported at one time compared to traditional methods. (6)**

One WaterWheel carries enough water to meet the basic needs of four people per day**(5)**. Access to sufficient amounts of water enables people to practice better hygiene and stay healthy.**(6)**

Cynthia founded Wello in January 2008. However, her involvement actually began nine months earlier, when she participated in a University of Michigan course that focused on emerging market economies, and included a trip to South Africa**(2.1)**.

In the spring of 2007, Cynthia completed a Master's degree in environmental studies**(2.1)**. A post-graduation fellowship gave her the opportunity to spend several months in South Africa, where she lived in a rural community, and learned about the challenges people faced on a daily basis**(1.2)**.

"By the time I left South Africa," Cynthia explained, **"I was convinced that the concept of rolling water had the potential to make a positive impact on a global scale. However, existing efforts to distribute such tools were very localized and donor-dependent. I had a few ideas about what a business model should look like for this type of product, but not much confidence to back up my vision." (5; 1.2;4)**

The personal experience (1.2) of the founder who has lived in rural areas contributed to the recognition of the opportunity. She had work experience and education related to the field(2.1). The Traditional entrepreneurship model (4) applies to this case, she recognised an opportunity before she developed the innovation. Due to her experience gained from work and traveling she

could see the opportunity, however, the innovation was not aimed to use in-house. The organisation aims to create social value for the BoP.

4.4 Characteristics and factors influencing user-entrepreneurship found at social entrepreneurs

With regard to the BoP it was found that case 25 had analogies with user-entrepreneurship. Thereafter were the cases that scored on expected benefit (1.2) described to illustrate how the personal experience has contributed to identify a need and see an opportunity. However, when the BoP is omitted from the filter, it was found that there were other cases that had analogies with the user-entrepreneurship theory. These cases will also be described because knowledge gained on this phenomena helps for further research and also addresses the gap in the literature, which is that user-entrepreneurship has not been studied in relation to social-entrepreneurship. Thereafter will also be the cases described that scored on code 1.2 (expected benefit) in relationship to social entrepreneurs. The following table shows the cases that were coded to be user-entrepreneurial and also social-entrepreneurial.

Table 11: scores on code 5 and 4, social entrepreneurship and user-entrepreneurship

Code_5	**Social Entrepreneur**			
Code_6	**No code**			
Code_4	**User entrepreneurship model**			
Case		**Coder**		
		C1	**R**	**C2**
19		1		1
40			1	
	Other codes per case:			
			Case	Case
			19	**40**
Coder	C1			
	Code_1.1			1
	Code_1.2		1	1
	Code_2.1		1	
	Code_2.2			
	Code_2.3			
	Code_3			
Coder	R			
	Code_1.1		1	1
	Code_1.2		1	1
	Code_2.1		1	1
	Code_2.2			
	Code_2.3		1	
	Code_3			
Coder	C2			
	Code_1.1			1
	Code_1.2		1	
	Code_2.1			1
	Code_2.2			

Code_2.3	1
Code_3	

Case 19: Cool2Care

Cool2Care trains a new generation of open-minded young people as 'personal assistants' and carefully matches them to care for disabled youth. **During 2010-14 we aim to support 5,000 young disabled people & their families by connecting them with young PA's (5).** Today there are countless families with disabled children that are in desperate need of support **(5)**. At the same time, there is a myriad of young people seeking experience and employment during a tough economic climate. Cool2Care **(4/UE)**.

"Having a child who is severely disabled can be very stressful in many ways" explains Conway. "We spent a long time trying to come to terms with our son's condition and make sense of everything. After a few years I became **involved with the charity Contact a Family**, which provides support and information to families with disabled children **(1.2;2.3)**. "I soon became aware of the issues that other families face, who are in a similar situation. It was clear there were definite gaps in the service provision on offer." Conway was **convinced** that no organisation **was delivering the service his family needed (1.1; 1.2)**. "It was at that point **I decided the answer was to set up Cool2Care**," says Conway **(4/TM +UE)**. The organisation is a CIC limited by shares. "The CIC structure suits us as it combines the flexibility of running a business with an underlying social ethos **(5)**," says Conway.

They searched for 2 years to find someone to help look after Shaun and their second son Adam. Finally, they found someone they liked and trusted - and she is still helping the family to this day. **Following this long struggle Phil became determined to help other families get the support they needed (1.2)**. He **decided to take an assignment away from his job with IBM, and founded Cool2Care in late 2007(4/TM+UE;5)**. Phil believes that we can change lives by listening to families. **He listened to his family and many others and was inspired to find a solution(1.2)**. He worked for IBM for 20 years in various international roles and spent four years based in Tokyo**(2.1)**. In addition he is a trustee of the UK based charity 'Contact a Family', that provides support & information to families with disabled children**(2.1;2.3)**. He has a BA in Mathematics from Oxford University and an Executive MBA from London Business School. He has also recently become and Fellow of Ashoka and it was through this connection that we became aware of this competition **(2.1)**.

Cool2Care founder and Chief Executive Phil Conway's son Shaun has a rare disorder that has led to physical and learning disabilities**. The difficulties that Phil had accessing the right kind of support for Shaun and for the family alerted him to a huge unmet need in care support**, which he later decided he could do something about **(1.2, 4/TM)**.

The idea also began to develop that more young people might want to become carers, and it could be promoted as a positive career choice. **The concept of Cool2Care grew from this (4/TM)**.

Cool2care is a social enterprise that helps disabled children, and can be seen labelled to deliver social value, social change and has a clear social mission. When the entrepreneur was needing a solution for his personal situation, there was not an organisation that delivered the service that the entrepreneur needed. It is therefore that the solution the entrepreneur came up with can be

regarded as being ahead of a trend (1.1). The expected benefits were personally, and the entrepreneur can be considered as a user, he experienced a gap in his daily life, was dissatisfied and expected to benefit significantly from obtaining a solution (1.2). This solution was not for in-house use per se, but was inspired by the in-house needs of the user. Based on this there is a difference regarding code 4. Two coders have coded the personal need component to be user-entrepreneurial. The other coder has coded this as an indication of the traditional model, because the information from the case describes several triggers as "decided to" and "alerted him to an opportunity", which indicates that opportunity recognition preceded the establishment of the organisation. The difference in codes is explained via the notation user-entrepreneurship (UE) or traditional entrepreneurship model (TM) behind the code. With regard to the internal resources (2.1) the case description provides little information if the entrepreneur's work experience and education have helped. The entrepreneur is highly educated, but the relationship to this organisation is unclear. The fact that he joined a charity could be seen as external resources (2.3) that have helped him in the development of the service. It also made the entrepreneur see a sense of demand of the solution and the potential to commercialise the innovation. The case does not provide sufficient information about the start-up process, and the organisation its website is currently not available. Nonetheless, it can be assumed that he had informational advantages through system-of-use and deep use related knowledge (2.1), because he experienced himself how hard the struggle was (1.2). These factors might have contributed that he was able to see an opportunity others might not have seen. Nevertheless, it is not clear whether the user-entrepreneurship (UE) or traditional entrepreneurship model (TM) applies, partially because the service he delivers would hard to be used in-house only and therefore it would not make sense to develop this for that reason. Another factor that is unclear how he received resources for the establishment of the organisation, making it difficult to make precise statements about this case.

Case 40: Chen
"CHEN" was established in order to assist people with fertility problems in Israel **(5).** "CHEN" was established in order to assist people with fertility problems in Israel. **I with the help of my husband, founded CHEN in 1998, after our two children were born.** Both our children were born after long treatments and from egg donations **(1.2;4/UE).** Pro-fertility cooking workshop; **The idea was never done not is Israel nor in the world. The thing is that shame and fear is not unique but the way to overcome it is (1.1).** What was the defining moment that led you to this innovation? The feeling that food is a need like fertility. I was troubled by the fact the infertile couples do not want to meet other people and I though what will be the way to make it come through. I brought it to the CHEN's board and we decided to do it**. (4/TM)** I am Ofra Balaban the chairperson of CHEN Patient fertility association. I have MA in Public Policy

from Tel-Aviv university and I am a volunteer. **I establish the association of CHEN after personal experience so I am familiar with the difficulties of a coupled under fertility treatments and the huge desire for a child(1.2;2.1)**. Over the years CHEN - Patient Fertility Association become a **major association in Israel** with many activities and many volunteers**(5).**

CHEN is a social enterprise that offers couples with fertility problems programs to empower them, and therefore creates social value. Because it was not done before there might be an indication of the ahead of trend (1.1) component. The entrepreneur established the organisation out of a personal need that was experienced (1.2). It is unclear to what degree the personal resources (2.1) of the entrepreneur contributed to founding the organisation, the fact that she is highly educated does not show a direct personal relationship with this organisation. The case description is not detailed enough to find that there are certain cost considerations or community interaction that were specifically of influence on this case. The case also does not provide enough information to establish how it was founded (code 4). The case description concerns the workshops, however, to determine which entrepreneurship model applies the founding story must be known. Therefore, there is a difference on code 4. Two coders have coded the proposal of the workshop for code 4 (TM), based on the trigger "decided to", which provides an indication that opportunity recognition precedes development. The other coder has coded code 4 (UE) because the entrepreneur established the organisation with the help of her husband. However, it provides insufficient information regarding the elements of the founding process to make statements about the user-entrepreneurship process in more detail. For instance, the degree that the expected benefits and resources influenced the establishment of the organisation.

4.5 Characteristics and factors influencing user innovation found at social entrepreneurs

This paragraph displays the cases that scored on code 1.2 and were coded to be social entrepreneurial. The complete oversight of the scores per code per case can be found in Appendix XI. As mentioned earlier, in this instance will only the cases be described that were coded to contain codes for user innovator characteristics in order to gain knowledge about the factors that might be of influence if high potential BoP innovators must be selected. The cases show the personal expected benefit or a personal need component in relationship to social entrepreneurship. As mentioned, the personal expected benefit component is an important element in user innovation and user-entrepreneurship, and therefor will these cases briefly be described. Before the oversight of the scores on code 1.2 is given, the following table summarises all the counts per code.

Table 12: all codes given for code 5, social entrepreneurship

Code_5 Social Entrepreneur Code_6 (No code) Code_1.1 Yes				Code_2.3 Yes			
	Coder				Coder		
	C1	R	C2		C1	R	C2
Total	3	8	14	Total	4	5	10
Code_2.1 Yes				Code 3 Yes			
	Coder				Coder		
	C1	R	C2		C1	R	C2
Total	30	28	26	Total	4	1	2
Code_2.2 Yes							
	Coder						
	C1	R	C2				
Total	2		2				

The following table has been conducted based on code 5 (social entrepreneur), code 6 (BoP, no code) and code 1.1 (ahead of trend) and code 1.2 (expected benefits). Because no code was selected for code 6 this resulted that cases were included that concerned products or services that were produced for/from the BoP and were already described. The duplicates cases have been omitted from the table, except from case 19 and 40, because the user-entrepreneurial cases also remained in the previous oversight. Eventually, 26 cases remained that were coded 1.2. Due to the extensive number, the case description will contain only the cases that have been coded on 1.2. by at least two coders per case. The reason this approach is used, and not the same approach as with the BoP cases, is because the context of this study was to determine whether there were analogies with the BoP. This cases used in this section describe the analogies with user-entrepreneurship and social entrepreneurship.

Table 13: Scores on code 5 and 1.2; social entrepreneurship and expected benefits

Code_5 Social Entrepreneur Code_6 No code Code_1.2 Yes							
	Coder				Coder		
Cases	C1	R	C2	Cases	C1	R	C2
10		1		48			1
19		1	1	49	1		
21		1	1	52	1	1	
22		1		53	1		
26		1		55	1		
30		1		56	1	1	
33		1	1	57	1	1	1
38		1	1	58	1		
40		1	1	62	1		
41		1		66			1
43		1		70	1	1	
44		1	1	71	1	1	

Code_5	Social Entrepreneur							
Code_6	No code							
Code_1.2	Yes							
45		1	1	1	**72**	1	1	
46		1	1					
47		1			**Total**	**26**	**14**	**7**

Case 21: Toggle

Hello, my name is Scott Evans. I'm a **digital designer/developer** with interests in interaction, usability and interface design. I believe in an open Internet, open source and better — not more. I write about these things occasionally in my journal and you can browse some of my recent work and personal projects below (scott.ee) **(2.1)**.

Gemma Garner: If we're honest, personal biogs generally sound the same don't they? There's a whole corner of the internet full of creative, passionate individuals so I'll get straight to the point; I **design websites, create illustrations and make things**.I AM CURRENTLY: Part-time Senior Designer at Preface Studios and available for freelance projects. **(2.1)**

It all started when I bought my first laptop. A white, glossy, 13″ Macbook. I loved it. I wanted it to stay looking as good as new **so I decided I should get a case for it (1.2)**. I didn't want something 'executive' or 'waterproof' (who takes their laptop scuba diving anyway?). I also didn't want to settle for the best of a bad bunch on the shelf in front of me. I was looking for something I actually **liked**, something a bit more '**me'**. But **I couldn't find it so I thought, 'sod it, I'll make one myself (1.2)**

We love to use upcycled materials, not just because they make more unusual cases, but because they are better for the environment too **(5)**. Since we started, we've upcycled shirts, skirts, coats, helicopter seats and trousers into eco-friendly cases. If you'd like to see us create cases for your most loved digital companion, don't be shy, get in touch.**(5)**

Going back to your time at UCA; you graduated with first class honours and then founded *Toggle* the very same year, was the idea for the site developed whilst you were at Uni?

Scott: **No, the business didn't exist at the end of Uni, it was an idea that we weren't acting on because we'd actually both accepted jobs(4)**.

Gemma: **It was something we were planning to do one day, but not at that time (4).**

Scott: That was the path we were going down until we went to SKY for a month and met Mike Taylor.

Gemma: **Mike was involved in *Creative Challenge student competition* which we won through the Uni, so we then ended up working under him at SKY(4).**

Scott: It was quite a chain of events; we mentioned in passing to Mike that one day **we planned to start our own company**, then about three days later he came in and suggested we start a company together **(4)**. So he really gave us the encouragement and the nudge we needed to make it happen.

Toggle is a social enterprise that creates social value by focusing on sustainability and recycling. One of the entrepreneurs expected to benefit from the innovation personally, and experienced a gap for in-house use. This is the reason code 1.2 has been given. They both had educational

training related to the innovation, which explains code 2.1. The user-entrepreneurship model (4) does not apply, they always wanted to start this enterprise, opportunity recognition happened before innovation. The entrepreneurs did not first develop their own cases for gadgets first. Their involvement with SKY can be considered as external resources (2.3) that triggered the development of their ideas.

Case 33: AniMedes

AniMedical and teamworx media management created "AniMedes", a digital app-based plattform on mobile devices that can fully replace current paper-based solutions for patient education prior to surgery. Using modern media technologies and beautiful 3D-animated movies, AniMedes represents a secure, innovative and effective way to **explain complex treatments to sick and frightened people (5)**.

In 2006, Johannes Allesch and his girlfriend came back from an informed consent explanation for a complicated, major surgery. Although the doctor took his time and explained the surgery in great detail, the given explanation was just not informative enough. Right after this incident, Johannes decided to dedicate his education as a 3D-artist to medical explanation procedures. AniMedical was born (**1.1;1.2;2.1**)

AniMedical and teamworx media management run the AniMedes project together, each providing their unique networks and skills of marketing, media, animation and software development**(4)**.

Through my studies of the 3-D animation in the degree program Multimedia Art in Salzburg and the ever-present interest in medicine already resulted in 2007, the first points of contact of the two fields. This ultimately led to an internship, a thesis and its foundation in the field of medical animation (2.1;4)

Animedes creates social value for people who are sick by providing clear information. Due to the education, work experience (2.1) and his personal experience (1.2) the entrepreneur was able to recognise an opportunity (4). He teamed up with other organisations; it is unclear how the development process went. However, because they are still testing it, the traditional entrepreneurship model applies to this case. This case does not concern a user, he experienced a gap in his life and saw an opportunity for a product that could be commercialised, but not to use for himself.

Case 38: Bublibot

We provide children with asthma an efficient tool for managing their disease and being adequately protected from dangerous asthma attacks. We are fixing non-adherence with a toy-like intelligent spacer, a device used to increase the ease of administering medication from an inhaler, an incentives scheme and a collaboration platform to facilitate family - doctor communication. Bublibot is a low-cost, drug independent intelligent device, that allows the creation of dynamic communities while providing flexibility to distributors. Being a spirometer also empowers families take more control of their child's asthma, and continue their life feeling more safe and asthma attack pressure free.

Our first prototype, chameleon, has won the first prize at MIT Health and Wellness Innovation

2012. In order to get expertise and insights, our founding team is participating at the MIT MIT Health and Wellness Innovation 2013 (**2.1, 2.3)**. Pantelis Angelidis has already a patent in his name regarding a spirometer **(2.1)**.Having one child with asthma motivated to search more effective solutions regarding childhood asthma adherence **(1.2;4)**.Taking into account several design and drug administration limitations chameleon, our mockup, came into life. Our new design has a folded version and much more personalised design parameters for the children to use.

The innovation aims to create social value. Because one of the founder's son has asthma, there is a personal component(1.2). However, the case is lacking information to make statements whether this is a professional user that uses his work and educational background to develop this innovation for personal or whether his son contributed to the fact that he recognised an opportunity to be pursued. Both the founders can be considered as experts in the field and have educational and work experience in line with the innovation (2.1). There is insufficient information available whether a community of peers contributed to the development (2.3). They have entered in competitions to get more use information and feedback. Not enough information to make statements about this, but it seems as a team effort and there has not yet been an organisation established for this. This might become Breathe Easy, but currently not operational. The user-entrepreneurship model does not apply (4). Although there is a personal component because of his son, and the inventor was able to develop the Bublibot due to his expert status, knowledge and skills, but he is not an user nor an entrepreneur.

Case 44: E-hastam

E-patient site where the advancement of technology today, physicians and patients for a **healthy and happy life together** in a web environment is a platform**(5)**
Since 2009 I'm a Family Doctor, have 4000 patients in total, and see 80 daily. Some patients visit the clinic regularly while others seldom request health-services. Long waiting hours inconveniences patients and lead to tensions. Monitoring chronic conditions is also problematic. Experiencing these, I developed e-hastam, which provides an easy and free access to preventative health-services **(UI, 1.1; 1.2; 4)**

The organisation has a social mission and aims to address social pains. There might be an ahead of the trend component, because nothing similar was available. The founder might be considered as a professional user innovator, because due to his work he experienced a gap. However, the case does not provide enough information about the development process to make statements regarding this.

Case 45: Ella's Monitor

This technology brings hospital grade monitoring into the home in both a non-invasive and easy-to-use package. With Ella's Monitor parents will finally have a real way to keep their children safe. Ella's Monitor consists of two critical components: a washable onesie with embedded sensors and a biomedical "brain." This brain monitors each sensor and alerts the parent if anything abnormal occurs.

All of these sensors are contained within a onesie, eliminating the need for sticky electrodes or dangerous wires. The onesie functions just like a normal onesie – it can be thrown up on, washed, or trampled on, and it snaps on no differently than any other. As result, Ella's Monitor requires no advanced training, just put on the onesie, clip on the monitor, and your child is safe.**(5)**

Mr. Peter Seymour founded Seymour Innovative and serves as its President. Mr. Seymour served as a Technology Support and Prototyping Lab Supervisor at MAC6. I am dedicated leader who believes in the power of brilliant engineering. **My experience in product development**, specifically mechanical and electronic system design, has taught me the importance of team-based solutions **(2.1)**. Since Ella's death **I have sought for a way to give more meaning to her brief life than just the pain and sadness**. **More than anything I wish that no one else would have bury a child. I wish that Ella was the last baby girl stolen from her parents**. I still do not understand how we have not stopped this silent killer. If we can stop SIDS in the hospital why can we not stop it at home**? As a young engineer I have dedicated my life to answering this question, and I hope, in some small way, to honor Ella's life through my work (1.2;4)**. **Seymour has received grants through ASU to work on his invention (4)**. He and his colleagues are currently working on making the device smaller to about the size of a postage stamp. He hopes to have 250 sensors ready for testing by January.

The device can be considered to be a social (health) innovation. Because it was not available for home situations, it can be considered ahead of a trend. The expected personal benefits were encountered after the death of his daughter, and he is aiming to help similar alike (1.2). Due to his education and work experience he could develop the innovation, and it is therefore that code 2.1 has been given. In this instance it would not be possible to develop the innovation for in-house use, but he might have been a user if the product would then be available. The case does not provide information about the development process to make statements about the entrepreneurship model. As mentioned, the cases were selected during January and April 2014, at that time organisation's website was still in the air, and also the website of Seymour Innovative. However, since the beginning of July, both websites are not available anymore and additional checks to find out about the development of the innovation and other factors influencing this process could not be done. Besides the information about Ella's Monitor additional information about Peter cannot be found anymore. The founder is currently employed somewhere else. All the leads that address him or the innovation lead to the sites that are not operating anymore. Therefore, it is not possible to determine if the innovation has been sold to someone else, or whether there were other things that led to the current state.

Case 46: Face it Together

The problem is that our nation does **not understand and treat addiction like any other chronic disease**. We are trying to solve this problem, which is at the root of our nation's most destructive health, social, and safety problems and a tremendous economic drain on the private and public sectors**(5)**.

Kevin is a 12-year addiction survivor. **A successful business executive, his experience with the disease led him to dedicate the rest of his life to this cause (1.2; 2.1).**

In 2010, Kirby and his co-founder, Charlie Day, launched a nationally focused non-profit organization, Face It TOGETHER® to **scale** the successful model created in Sioux Falls**(4)**.
Kevin initially began his commitment to the field of recovery by becoming a service provider. In remission himself, he decided to bring a proven transitional living facility model from Minneapolis/St Paul to his community**(1.2)**. He founded the Transitional Living Corporation LLC in 2003 and built it up from the ground**(4)**.
Influenced by his business background**(2.1)**, Kevin found it critical to find partners who would have a financial stake in the solution**(2.3)**. To be successful Kevin **intuited that he would need the community to co-create the vision with him(2.3;4)**.

The organisation can be considered as a social enterprise by providing community services to addicted people. Due to the personal experience with addiction co-founder Kevin wanted to help others, which is the reason this case has been coded 1.2. He founded Transitional Living Corporation LLC, and later on Face It TOGETHER. Due to his internal resources, his education and work experience (2.1), combined with his personal experience, he was able to develop this organisation. He used external resources (2.3) to establish that Face It TOGETHER. With regard to that organisation, due to his first organisation, he was able to see an opportunity. There are analogies with the user-entrepreneurship model, however, in this case it is the traditional entrepreneurship model (4). The case is lacking an in-house component, the founder is not a user. The personal experience with addiction contributed to seeing an opportunity for others he could help.

Case 52: Late Living

We provide an amazingly **simple solution to a complex and emotional problem** that is a win/win situation for care facilities, the families of aging parents, and the elderly parent in need. Never before has the search for senior living been as easily accessible to families and their elderly loved ones. A one sided decision making process for finding senior care has now been replaced by **collaboration and involvement** of an aged parent in spite of disability or distance**(5)**.

Mr. Wilson is a **W.P. Carey School of Business Alumni** with degrees in **Supply Chain and Management**. He has an extensive background in lean manufacturing and Toyota production systems from his time with Fluke Electronics. His business skills and innovation have helped him to grow a profitable luxury wedding photography business and video production studio over the past four years. Chris is the first entrepreneur to pioneer the use of Floating Motion **(2.1)**

Chris Wilson, a small film maker, sat down with his grandmother in 2012 to search for assisted living online. He **saw** was is easy to book a hotel, buy real estate and even find love online but it was nearly impossible to find senior living with good decision making tools. It was at that point **he made it his**

mission to revolutionize the way people search for and make decisions about senior care (1.2;4).

The organisation aims to provide help to elderly and can be regarded as a social enterprise. His personal experience (1.2) led him to recognise an opportunity, but he is not a user. He could use his internal resources, his experience in business work and other work related experience in the field along with his education, that is the reason code 2.1 has been given. The opportunity recognition preceded the development of the innovation and can be regarded as the traditional entrepreneurship model(4).

Case 56: Patients' Rights Guidebook and Trainings

The patients' rights guide will aim to inform health professionals, NGOs working on health rights and health sector companies and associations and also patients. We think it is now important to share the knowledge that has been accumulated by a guidebook with different social groups and by trainings with health professionals.**(5)**

Fulya Ilçin GÖNENÇ

Eskişehir Anatolian High School, then graduated from Marmara University Faculty of Law.Marmara University Institute of Social Sciences at the master's degree (1996) and PhD completion (2002) The affluent, in 1993 m.ü.hukuk faculty research assistant at the start as the academic life still Roman Law Department of the President in the same place continues. Patients and Caregivers Association (HAYAD-1997) organizations in the work of the affluent, medical / health law and ethics in the field working with associations and foundations work in maintaining and Clinical Research Ethics Committee member serves as the.

Several universities, Roman Law, Medicine / health law and in different areas of undergraduate and postgraduate courses and training which provides Gönenç the work in the areas of national and international symposia presentations, articles and books are available Fulya Ilçin GÖNENÇ **(2.1)**

In 1997, after having lost a beloved member of a friend group because of malpractice, his relatives distinguished there is no rules about patients' rights**(1.2)**. "Aha!" moment was the wish to establish a reglementation of patients' rights. So relatives who have lost the patient joined with some doctors, lawyers and deontologists and discussed a possible patients' rights reglementation.**(1.2; 2.3; 4)**

Turkey is a developing country. And in this country there is a health system that almost insists on not developing**. This system is so inadequate that there is not a day passing by that in the news media we wouldn't hear stories about violations of health rights of people.It is the bitter truth that almost anyone who happens to turn in for help or services at a public or private health institute criticizes, even rebels about many situtations and events that they end up facing. (5)**

This social enterprise creates social value by filling a gap in patients' rights regulation. The website of the organisation was in Turkish, therefore GoogleTranslate was used to translate several parts. Code 1.2 has been given because there was a personally felt need due to personal

circumstances that was the starting point of this organisation. It is not precisely clear who has founded the organisation, but the person mentioned in the case has the internal resources (2.1) related to the field, and can be considered as an expert. Code 2.3 has been given because relatives joint with professionals to discuss regulation, however, it is unclear what the results of this were. Additional information about Fulya Ilçin Gönenç, seems she is an author and holds several degrees from the university related to human rights.

Case 57: Rainn

RAINN has been **serving survivors of sexual violence through** the National Sexual Assault Online Hotline at rainn.org for almost 7 years. During this time we have assisted over 150,000 survivors, averaging over 3500 hotline visitors a month. Something we here repeatedly is that survivors would like a way to manage the short and long term effects of their trauma through an app. Currently, there are meditation, prevention apps, etc. but no apps that are specifically created for sexual assault survivors **(1,1;4;5)**.

Mr**. Scott Berkowitz is the founder and president of RAINN (Rape, Abuse & Incest National Network), America's largest anti-sexual assault organization. RAINN created and operates the national Sexual Assault Hotline, educates more than 130 million Americans a year about sexual assault, and leads national efforts to improve services to victims and ensure that rapists are brought to justice. (5)**

Mr. Berkowitz is also the CEO of A&I Media, a firm that specializes in media start-ups, acquisitions and management. Previously, Mr. Berkowitz worked for seven years for Campaigns & Elections magazine, serving the last four years as publisher. As publisher of the country's largest political magazine, Mr. Berkowitz was a frequent spokesman on television, radio, and in print. Mr. Berkowitz holds a BA from Hampshire College in Amherst, Massachusetts **(2.1)**.

After having a close friend assaulted Scott Berkowitz **was moved to action**. He **saw the need for a national resource and in 1994 the National Sexual Assault Hotline was launched and RAINN was founded (1.2;4;5)**. Since launch, the telephone hotline, in partnership with over 1100 local sexual assault providers, has assisted almost 1.7 million people.

RAINN is a social organisation aiming to create social value. The founder had a personal need component (1.2), because his friend was assaulted and experienced unmet needs regarding this issue. He was educated and had work experience related to the field (2.1). The traditional entrepreneurship model applies (4), however, hard to establish whether this experience made him see an opportunity or whether this need had to be filled for in-house use (for the people close to him).

Case 70: Alisa Society

Mischenko attended the Teachers Faculty of Ukraine College and the Economics College in Kharkov. Prior to starting Alisa Society, Mischenko worked as an economist for a brick plantb**(2.1)**. Mischenko was on a personal quest to rectify social attitudes about what people like her were capable of doing. **It was not just a matter of influencing the community and public perceptions about the**

disabled, but also changing what they thought of themselves (5). She left to stay at home with her children when they were young. *"My children were both quiet and I got bored, so I started the organization,"* **(4)**she says, with a smile. In truth, Mischenko was on a personal quest to rectify social attitudes about what people like her were capable of doing **(5)**. This association for the disabled created training and job opportunities for their clients by starting more than five business ventures, including a wooden door factory, a plant that manufactures artificial limbs and a clothing production operation**(5)**. The organization was conceived in 1991 at the time of Perestroika when its founder, Svetlana Mischenko, **herself disabled**, **saw an opportunity to help people with physical disabilities** as government regulations and society relaxed in Ukraine **(1.2; 4)**.

Alisa Society is a social enterprise aiming with a social mission to help disabled people. Code 1.2 has been given because the personal need component (1.2) of the founder that led to found this social enterprise, see was able to see an opportunity because she was disabled herself. The traditional entrepreneurship model applies (4). An indication for this is that the founder described the reason to start an enterprise to be boredom. Thereby could the internal resources (2.1) for the establishment of the organisation.

Case 71: Venture Realized

Vantage Realized has developed an attachable, universal retrofit wheelchair accessory that helps mitigate debilitating repetitive strain injuries common to wheelchair users. Furthermore this device allows **users greater mobility** over slopes and rough terrain. Our device utilizes a planetary gear set integrated with the wheels and driven by levers to provide users with a much needed mechanical advantage without the added weight and limitations of battery powered electric wheelchairs. The drive levers on our device are activated using an ergonomic rowing motion that keeps joints inline to mitigate joint damage and improve user comfort **(5)**.

Co-founder Nicholas Gough **has been exposed to the hardships wheelchair users face everyday from a young age**. His father, Dana Gough is a **long time wheelchair user**. After many years it became apparent that the conventional wheelchair is inherently flawed and is long overdue for creative disruption. Realizing the potential impact, childhood friends Nicholas Gough and Gordon Freirich joined with JJ Tang to create Vantage Realized with the goal of allowing wheelchair users the same level of freedom and independence most people take for granted **(1.2;4)**. Vantage Realized is an established LLC that strives to provide wheelchair users the same level of freedom and independence others take for granted. We are committed to reaching this goal with our highly motivated multidisciplinary team. JJ Tang graduated Arizona State University class of 2012 with a **BS in Finance**. Mr. Tang is in charge of all business aspects of the company. Gordon Freirich also graduated from Arizona State in 2012 with a degree in **Mechanical Engineering**. Mr. Freirich handles the company's engineering needs. Nick Gough has studied transportation design and is currently studying Industrial Design at Arizona State University. Mr. Gough is responsible for the **industrial design needs of the company including aesthetics and ergonomics(2.1;2.3)**.

Venture realized aims to create social value for wheelchair users and enhance their mobility. Code 1.2 has been given because one of the founders has a father that is a wheelchair user, and

therefore he could personally relate to the need of wheelchair users. The founders all have the internal resources related to the development and establishment of the organisation (2.1). Code 2.3 has been given because of the collaboration regarding this organisation. However, the traditional entrepreneurship model (4) applies to this case. The aim was to set up this organisation to help others, and is lacking an in-house use component.

Case 72: D.Light

d.light manufactures and distributes solar lighting and power products targeting the 2.6 billion people globally without access to reliable electricity.

Sam Goldman, Chief Customer Officer & Founder: . Prior to d.light, he **founded and managed** multiple ventures in Africa, including improved agriculture and construction businesses, a for-profit NGO cultivating the miracle tree Moringa oleifera, and the distribution of low-cost latrines, cook stoves and rain water catchment cisterns**(2.1)**. Sam has lived in Cameroon, Mauritania, Pakistan, Peru, India, Rwanda, Canada, Hong Kong, and the United States. **After graduating with degrees in Biology and Environmental Studies from the University of Victoria, Canada, he earned an MBA from Stanford (2.1)**

Ned co-founded d.light in 2007 and has served as its President since then. **Ned partnered with Sam to secure private investment for the company**, **built up the manufacturing operations, and oversaw the expansion of distribution into over 40 countries**. Ned has been recognized by Forbes as one of the world's top 30 social entrepreneurs and was selected as an Asia 21 Young Leader by the Asia Society. Prior to d.light, **Ned founded several consumer product start-ups in Silicon Valley**. His most recent position was as CEO and founder of a media technology company, where he **designed and patented** technology used to develop several products launched in the mobile content and specialty gift markets in the United States, Europe, and Japan. Ned gra**duated from Stanford with degrees in Computer Science and Earth Systems, and returned to Stanford to earn his MBA (2.1)**

d.light is a for-profit social enterprise whose purpose is to create new freedoms for customers without access to reliable power so they can enjoy a brighter future **(5)**. We design, manufacture and distribute solar light and power products throughout the developing world. We aim to empower the lives of at least 100 million people by 2020. d.light serves over 60 countries, through over 12,000 retail outlets, 10 field offices, and five regional hubs. The company employs over 300 people directly, and indirectly employs hundreds more worldwide.

In 2004, during d.light co-founder Sam Goldman's Peace Corps service in Benin, Africa, **his neighbor's son was badly burned by an overturned kerosene lamp (1,2)**. This incident, along with the knowledge that 2.3 billion people in the world still do not have access to reliable electricity**, inspired Sam to participate in a class called Entrepreneurial Design for Extreme Affordability at the Stanford Design School, where he met co-founder Ned Tozun.** That's where they **developed their initial prototype solar lantern and an ambitious plan to bring safe, bright, and renewable lighting to people around the globe (4;5).**

D.light has been coded for code 1.2 because the case description mentions that one of the founders neighbour's son was burned by a kerosene lamp. However, this accident inspired the

founder to take a class in entrepreneurial design, and can be seen as an indication that this is not a user and that the development of the innovation was not for in-house use, but to serve a much larger population. The fact that the entrepreneur could take this class, and already started several organisation can be seen as evidence that the entrepreneur had the internal resources (2.1) necessary to develop and establish this organisation. What also can be derived from the entrepreneur taking this class is that opportunity recognition preceded development, and that the entrepreneur wanted to find a solution, however the product how to achieve this was to be seen. This can be seen as evidence that the traditional entrepreneurship model (4) applies to this case.

The next chapter will conclude on the findings from the cases in relationship to the research question and formulated propositions.

5. Conclusion

The aim of this study was to explore which characteristics and factors influence the likelihood that a user innovates and afterwards commercialises its innovation, and subsequently whether these factors and characteristics could be detected at social entrepreneurs in BoP situations. To achieve this objective the following research question was formulated:

What are the characteristics and factors that influence the transition from user innovators to user-entrepreneurs when examining this in relationship to social entrepreneurs in the context of the base of the pyramid?

Based on an extensive literature review that used the user innovation and user-entrepreneurship theory, the factors and characteristics were derived and placed in two models. The first model displays the formulated propositions based on the literature in relation to the process that is of influence on users that innovate and commercialise their innovation. The second model displays the detailed relationship of the factors and characteristics that are of influence in this process, and served as input for the coding scheme by which the selected cases were analysed. This has served as an instrument to answer the sub-questions that contributed to the research question. The formulated sub-questions were:

- What are the characteristics of a user innovator?
- Which factors influence the likelihood that users will innovate?
- What are the characteristics of a user-entrepreneur?
- Which factors influence the likelihood that a user innovator commercialises its innovation?
- What are the distinguishing features of social entrepreneurship?
- What are the distinguishing features of the BoP?

The next paragraph discusses the sub-questions in relationship to the findings from the previous chapter and the propositions that have been formulated. Thereafter will the findings be applied to social entrepreneurship and the BoP and subsequently to the PC3 project, where after the limitations and suggestions for further research will be described.

5.1 Characteristics and factors influencing the likelihood that users will innovate and commercialise their innovations

Only Eco Femme showed the most similarities with the user-entrepreneurship literature and met the conditions set out in this research, which were that it concerned a social entrepreneur and that the BoP as a context was involved. Unfortunately, none of the cases concerned individuals from the BoP and were also coded as user-entrepreneurs or user innovators. When the BoP context was omitted, two additional cases were found that showed analogies with the

user-entrepreneurship theory. It is therefore not possible to answer the research question, because insufficient evidence has been found to make statements regarding this. However, the sub-research questions independently have resulted in several indications regarding the relevant characteristics and factors derived from the literature.

5.1.1 User innovator characteristics

The literature review revealed that innovating users often possess lead user characteristics, which were being ahead of a trend and high expected benefits from obtaining a solution to their needs. These two characteristics are considered to be a major driver for user innovation. The ahead of the trend component was hard to determine, and only a few cases were coded with code 1.1 (ahead of trend). For social entrepreneurs in a BoP context this has been coded 4 times by the researcher, 11 by coder 2, whereas coder 1 has not given this code to the cases. When the BoP context was omitted this was coded 3 times by coder 1, 8 times by the researcher and 14 times by coder 2. The difficulty in establishing whether an innovation was ahead of a trend is due to the variety of the innovations and the lack of knowledge of the researcher and coders regarding this. Earlier research on user innovation used experts in the related industries to judge this component, the researcher did not have access to this kind of expertise, and it would not have been feasible regarding the breath of the topics (innovations) under study. Researchers have ascribed the commercial attractiveness of an innovation to the characteristic being ahead of a trend. Regarding the following propositions:

- P.1.1 The lead user characteristics, being ahead of a trend influence the likelihood that users will innovate.
- P.5 The user innovator characteristics, being ahead of a trend and expected benefits positively influence the likelihood that users will innovate and commercialise their innovations

This research, based on the information at hand, could not make statements regarding the influence of this component. This is not problematic, because earlier research has found that the two lead user components were independent of each other. The innovation likelihood is often determined by the expected benefit component, and this characteristic has been found at several cases.

With regard to the expected benefits, code 1.2, this code has been given in total 37 times by coder 1, 27 times by the researcher and 13 times by coder 2. In total have 27 cases been described that have been coded for the expected benefits component and concerned a personal need component. There were 13 cases which concerned products or services targeting the BoP that had this component, and in 14 cases which were not targeting the BoP. All the cases that concerned the BoP context have been described. The cases that did not concern the BoP context

have only be described when two or more coders had coded the expected benefit component. The reason why these cases have been described is because this is an important attribute of the user innovator characteristics. Experiencing a need or gap for in-house use, and the feeling of dissatisfaction have been ascribed to the expected benefits of users. Only Eco Femme shows the in-house use component clearly, because in that case it could clearly be established that the entrepreneur was a user of the product before she commercialised the innovation. The other cases did not clearly show that it concerned users that wanted to obtain solutions for in-house felt needs, although events in the personal situation by which certain needs were felt triggered the development of an innovation or the establishment of an organisation.

When the BoP context was left out of the analysis, Cool2Care, showed strong analogies with the user-entrepreneurship theory, because it clearly shows the gap the entrepreneur experienced in his personal life and the search for a solution to solve this need. Although the entrepreneur was not in need to obtain a solution for his personal situation, the experience that he had to go through made him see a gap and subsequently an opportunity. Other cases showed that a personal experience was the trigger to identify an opportunity. With regard to the propositions 1.2 and 5:

- P. 1.2 The lead user characteristic 'expected benefits' increases the likelihood that a user will innovate
- P. 5 The user innovator characteristics, being ahead of a trend and expected benefits positively influence the likelihood that users will innovate and commercialise their innovations

The cases did not provide enough information to make sound statements about propositions 1.2 and 5, whether the expected benefits increases the likelihood that users will innovate and commercialises its innovation. It was found that personal experience, which resulted in a felt need, was an important component in the identification of opportunities; however, it was lacking the component that the innovation served in-house purposes. It was found, however, that new needs, which is an element of the expected innovation related benefits, was an important trigger for the development of innovations and the establishment of organisations accordingly. It should be noted that with health innovations the solving of an in-house need would be even more difficult, for example, case 45: Ella's Monitor, where the death of a child was the trigger to develop a device to stop sudden death syndrome. Other examples, such as case 54: Care for Lupus and case 49: Sucre Blue were established due to the founders having a disease, and case 46: Face it TOGETHER were the founder had personal experience with addiction. These events in the founder's personal lives that contributed to feeling a new need or seeing a gap that otherwise might not have been experienced. Thereby, resulted this new need in a sense of

dissatisfaction, which is also an important element of the expected innovation related benefits. However, it was not to obtain a solution for an in-house need that drove these entrepreneurs to develop solutions that aimed to benefit themselves. All the entrepreneurs were inspired by personal experience and their new needs to help others. In a sense did these personal felt needs contributed to the use of local information, which was in this instance the use of personal information regarding events that happened in the entrepreneur's personal lives. Although evidence has not been found that this leaded to informational asymmetries, it might be assumed that the deep related knowledge regarding these personal events have contributed to informational asymmetries.

5.1.2 Resources related to user innovation and commercialisation of user innovations

What was found was that all of the entrepreneurs could build on their internal resources, often they were highly educated and had work experience related to the field. Code 2.1, which was ascribed to measure the internal resources, was measured with regard to the BoP context 9 times by coder 1, 35 times by the researcher and 15 times by coder 2. When the BoP context was omitted, the cases code 2.1 was coded 30 times by coder 1, 28 times by the researcher and 26 times by coder 2. All the cases have been at least one time been coded for code 2.1. This means that it was found that in all the cases the entrepreneurs had the internal resources that contributed to the development of the innovation or the establishment of the organisation. The entrepreneurs were often experts or had degrees from Universities, such as in business administration, which influenced the recognition of opportunities. All this contributed that the entrepreneurs possessed product related knowledge and were committed to the product field, which are attributes of the internal resources found in the literature. However, although all the entrepreneurs from the cases used in this research had the internal resources needed in the development of innovations or businesses, not all were users of the product and service that was developed. The literature review also found that the internal resources and the user innovator characteristics would have a positive influence on the innovation costs. Where the expected benefits would increase the innovation likelihood, the internal resources would make the development of the innovation less expensive. Recall proposition 2 and 6:

- P. 2 The internal resources an user has influences the innovation likelihood
- P. 6 The user innovator's internal resources contribute to the commercialisation of the innovation

Because the cases did not provide strong evidence that it concerned users. Therefore, there cannot be made statements whether the internal resources contributed to the innovation likelihood of users, neither whether it contributed to the commercialisation of user innovations.

It was found that the entrepreneurs could apply their internal resources for the recognition of opportunities and the development of those ideas accordingly. However, these findings could not be applied to the user innovation or user-entrepreneurship theories, because it the lacking an in-house benefit and use component. Often the development of the ideas into products and services happened after the opportunity was recognised. The findings show, however, the importance of internal resources in relationship to social entrepreneurship, and more general, to entrepreneurship. The results clearly reveal the importance of internal resources for opportunity recognition.

The cases did not provide enough information to assess the (lead) user innovation characteristics and the internal resources in relation to the costs to innovation. The influence of costs on the cases has been coded 3 times in total by coder 1 and 4 times by coder 2. The literature found that due to the development and production of prototypes users would have cost advantages over established manufacturers, and the fact that solution information was considered as sticky. That the entrepreneurs might have drawn on local information due to personal events has not leaded to evidence that this resulted in lower costs regarding the development of the innovation

The same applies for the community (external resources). The external resource component has been coded 8 times by coder 1, 10 times by the researcher and coder 2 coded this code 22 times. The difference in coding is due to the interpretation of the degree of externality, where the most codes were given all the resources received externally were coded as a community component, which is not in line with the findings of the literature review and provide an biased representation of the influence of a community on the development process. This is however, not problematic, because the findings do not relate to user innovation or user-entrepreneurship. Therefore provide these cases an illustration of the importance of external resources, such as help and funding in the development of innovations and the establishment of organisations accordingly. The cases did not provide evidence to make statements about proposition 3 and 7.

- P 3 The degree of interaction with a community increases the likelihood that a user will innovate.
- P. 7 The degree of interaction with a community increases the likelihood that a user will commercialise its innovation.

An important reason that the community function has not been found is that there were no clear indications that the cases concerned users that innovated. The cases did not provide enough information to establish if and how external resources were applied when it did concern users. The literature on user innovation and user-entrepreneurship indicates the importance of user communities, which are of like-minded individuals to the innovator, and function to provide

assistance, feedback in the development and diffusion of the innovation. Often they serve as a signalling function for commercialisation and reduce the cost of innovating and commercialisation. When the entrepreneurs in these cases could apply external resources they were often not provided by like-minded users of the product, examples are competition entries in which the ideas are for the products are made more precise, external funding or university based start-ups. In those instances, can it be found that the traditional entrepreneurship model applies, because it did not concern users and was lacking an in-house use component, also, the opportunity recognition preceded the development of the innovation. The cases did also not lead to insights whether the influence of external resources would have influenced the development process and commercialisation of products and services regarding the specific context, the BoP, in a different manner.

5.1.3 Industry conditions related to user innovation and commercialisation of user innovations

The industry conditions were less prominent in these cases and less relevant, because the aim was to establish whether there was a relation between these conditions with regard to user innovators or user-entrepreneurs. This component (code 3) has been ascribed to the cases 7 times by coder 1, 6 times by the researcher and 3 times by coder 2. The literature review found that industry conditions could serve as a barrier or could stimulate user innovation and the commercialisation of user innovation.

- P. 4 The characteristics of an industry can serve as barriers that influence whether users will innovate
- P 8 Specific industry characteristics influence the likelihood that a user will commercialise its innovation.

With regard to social user-entrepreneurship in the BoP it might be expected that technological complexity, maturity and the uncertainty regarding this market might have been on influence. In addition to that could the expectation be that the social norms of individuals in the BoP could have been on influence regarding developed innovations, for instance, case 25: Eco Femme, showed that information about menstruation was considered a taboo. Furthermore might it be expected that issues regarding the IP regime and the protection could have been of influence in this specific context. Indications of this related to the theories were not found. Some cases, however, mentioned the influence of governmental policies for the implementation of the innovation in the market, but none illustrated the influence of the industry conditions and barriers to innovation on the development of the innovation and commercialisation in relation of the user innovation and user-entrepreneurship theories.

5.2 Applying the user innovation and entrepreneurship characteristics and factors on social entrepreneurship and the BoP

Recall that the distinguishing characteristic of a user-entrepreneur is that the user innovation process applies (Shah and Tripsas, 2007). The explorative nature if this study aimed to determine whether these factors and characteristics would be present in social entrepreneurial cases in a BoP context. By using retrospective secondary data, it was not possible to determine the variance of the variables and their influence on the innovation and commercialisation outcomes, and it was not possible to control for confounding variables that might have been of influence on the process. The cases often did not provide sufficient information to make statements regarding the propositions. Even when there were indications that there were several components present that showed analogies with the theories under examination, the lacking of sufficient background information on the organisation's founding process or the development process of the innovations would result that sound statements regarding these cases could not be made.

The case study method was, however, a suitable approach to explore the phenomena under study. All of the 75 cases have been coded at least one time for the code social entrepreneurship, providing evidence that the cases could be used to apply the factors and characteristics derived from the user innovation and user-entrepreneurship theory on social entrepreneurial cases. Although this thesis did not aimed analyse the analogies between user-entrepreneurship and social entrepreneurship for developed countries, it was found that there were analogies between these types of entrepreneurs. A current gap in the literature concerns whether there are analogies between these types of entrepreneurs. The data from this research provided an indication that this might be the case, of which case 19: Cool2Care is an example.

With regard to the BoP, only two cases have been coded to concern individuals from the BoP, as it turned out, were not representative for the BoP population because they moved out of these areas for their education and later aimed to create social value for their communities. The cases did not provide enough information to make statements whether user innovation and social user-entrepreneurship occurs in a BoP context by individuals from the BoP. The entrepreneurs in the cases that concerned products or services that were targeting the BoP could not be considered as users, except for Eco Femme. This case showed analogies with the literature and other cases showed the expected benefit component, however, none showed the phenomenon under study in the context under study. As mentioned in the literature the lead user characteristics and the internal resources are important drivers for user innovation. It should be kept in mind that lacking the internal resources also affects the possibility of finding user innovators. There were, however, several cases that were producing for the BoP, coder 1 has coded for this component 12 times, the researcher 39 times and coder 2 has coded it 27 times.

The finding that there are a large number of social entrepreneurs addressing the BoP provide an indication of the relationship between social entrepreneurs and the BoP. The current debate in the literature concerns questions as how to approach BoP markets, and it might be that successful social entrepreneurs provide more insight to what is needed to succeed.

Although the cases did not show social user-entrepreneurship in a BoP context, this does not mean that this cannot occur. The fact that user-entrepreneurs are utility maximizers might be a favourable condition in BoP settings. Especially when it was found that BoP individuals often choose to make their own products themselves to save their resources (Viswanathan & Sridharan, 2011). Thereby might it be that BoP individuals possess deep product related knowledge, which only they obtain. The literature mentions that this can cause information asymmetries (Shah and Tripsas, 2007). The influence of sticky information on the information transferring process and how this can lead to advantages for BoP individuals has to be examined to make statements regarding this. With regard to the industry conditions, scholars have ascribed uncertainty to be an enabling effect on user innovation (Baldwin et al, 2006; Hienereth, 2006). This might also be applicable to the BoP context. In addition to that, as mentioned in the previous paragraph can other factors be of influence on this particular context, such as the IP regime or the influence of governmental policies for the implementation of the innovation in the market.

Scholar interest in this phenomenon is also starting to emerge. Recall the dissertation research recently undertaken by (Praceus, 2014) about user innovation in the BoP and the article by van der Boor et al. (2014), which is currently in press, that examines user innovators in developing countries. Thereby have Viswanathan and Sridharan (2011) found indications that there were parallels between lead users and the BoP context. The challenges and opportunities for the BoP context need to be understood and this might provide an indication further research this topic is needed. There are some difficulties regarding this specific context that might have influenced the fact that it was hard to find cases that meet these criteria. As mentioned, people who live at the BoP do often not have the same access to technology, such as the internet. Thereby do they often live in informal economies and are not integrated in the global market. This makes it harder to find them using a web-based search, and also explains why they did not enter in the competition entry on Changemakers.com. With regard to their internal resources, this cannot be compared to those living in developed countries. Knowledge and changes are not evenly distributed among the BoP, they often do not have the same educational opportunities and work experience found in the cases in this study. Often individuals from the BoP have lower education levels and cannot access the same information as people living in the developed world. Recall that there are necessity entrepreneurs, there are many entrepreneurs in BoP markets, but did not deliberately choose an entrepreneurial career but were forced into this career path because they had severe

unmet needs. Often these people have unmet needs regarding the basic needs, such as water and electricity. Although unmet needs can be seen as a trigger for user innovations, when then survival is at stake it should be questions to what degree it would be possible to modify current offerings at all, and even more in such a way that they can also be diffused. The industry conditions often do not favour those at the BoP, many barriers are present at the BoP, such as governmental regulations or legal enforcement might hinder that they become entrepreneurs. It was also stated in the literature that when established manufacturers control complementary assets it would be hard for users to enter a market (Shah and Tripsas, 2012). This situation is applicable on the BoP context. Thereby do they often encounter a lack of physical infrastructure because they often live in rural areas. This influences the distribution of products and services, such as telecommunication and basic products to meet their needs.

This not only might this explain why cases that display the phenomenon under study were not found, it also illustrates the importance of innovation and entrepreneurship for the BoP to enhance their living situation and alleviate their poverty. However, in order to find these people and to access their innovative potential, locally situated organisations should provide help to give an indication of the potential prevalence of the phenomenon under study, social user-entrepreneurship in the BoP. This provides a severe challenge for researchers that want to explore this topic, due to the difficulty finding these individuals. However, the models that have been constructed in this research can be used as a format for future research to determine whether it is applicable to other settings. In that way contributed this research to the creation and generation of knowledge to further develop the theories of user innovation and user-entrepreneurship, by establishing a new process model that incorporates all the relevant aspects found in the user innovation and user-entrepreneurship theory.

5.3 Applying the findings on PC3

Recall that PC3 focusses on three elements, which were co-creation, social entrepreneurship and sustainability. The findings of this research aimed to contribute to the first element, the co-creation. The literature has shown that individuals at the BoP are experiencing severe unmet needs, which cannot be resolved by themselves due to the lacking of the capabilities to do so. It is therefore that the user innovation and user-entrepreneurship theories are examined in this context. This research explored whether there were analogies that could be found that could enhance the understanding which innovative BoP individuals could be included in the project and if there would indications that would shed light on how to do so. With a successful outcome is meant to co-create innovations with individuals from the BoP and the training of BoP entrepreneurs based on these innovations. Which results in the empowerment of these individuals and their local communities, and by doing so, taking into account that the innovations would ideally serve to create social value and would be sustainable. Based on the

data used in this research it turned out that it was hard to make statements regarding this, because the individuals that are going to be involved in the project deviated from the entrepreneurs found in the cases. The cases showed that with regard to the user innovator characteristics the expected benefit component was coded ranging from 13 to 37 times. The unique needs of users have been ascribed to opportunity recognition and the estimation of a sense of market demand (Shah and Tripsas, 2007). Due to the serve unmet needs, this might is also applicable to individuals in BoP situations(Viswanathan & Sridharan, 2011). This provides an indication of the importance to develop instruments that can measure this among BoP individuals. When these needs could be made concrete, this serves as valuable information for PC3 in developing products or services for the BoP. The cases, however, represented individuals who were able to translate those personal experiences into ideas that could be developed, evidence for this process has not been found in cases when it concerns BoP individuals. This is an important element that should be taken into account, because researcher have addressed that BoP individuals are lacking the capabilities to transfer an idea to the development of a prototype. This might be an indication that the PC3 project can function as valuable and needed bridge between the gap that exists between unmet needs and the lacking of capabilities to address these. With regard to the internal resources, in all the cases was found that the entrepreneurs possessed the internal resources that contributed to the recognition of an opportunity, the development of that idea and the realisation of a business accordingly. Although PC3 can bridge this gap by facilitating and supporting those who are lacking these resources, it is unclear how the internal resources affect the ability to translate the needs into more concrete ideas.

With regard to the factors and characteristics that are of influence on the user-entrepreneurship process, it is not clear which factors apply to the BoP context. It might be expected that based on their living situation they might have high personal needs; however, other factors might deviate from the cases from the developing wold. The ahead of trend component and their internal resources might differ significantly in comparison to the developing world. In addition to that, the industry conditions might propose challenges as well, because they often differ significantly from developed countries. In order to do so local parties should bridge the current gap between the desire to co-develop with BoP innovators and those living at the BoP. Further research should aim to provide insight in the translation of the process model established in this research on the BoP context and further explore which characteristics and factors are applicable or need modifications.

5.4 Limitations

This research has a few limitations, first of all the research method. The case study is often criticised for its lack of generalizability and bias in the selection of cases and the analysis

accordingly. Although the aim was not to generalise the finding, but explore whether the phenomena under study could be observed, the lack of generalizability of this research method can be regarded as a limitation. Besides that, the fact that only one case showed analogies with the theories under study makes it impossible to generalise.

Recall the two conditions that cases must meet in case studies, these were that the cases are representative and provide sufficient information to describe the phenomenon under study (Swanborn, 2013). This is a limitation of this research. Difficulties were encounter to select representative cases that met the criteria needed to examine the phenomenon under study. The web-based search was a limitation to find representative cases that were accessible. Another limitation regarding the selection of cases concerns the possibility on selection bias, due to the subjective nature of selecting the cases(Gerring, 2007). Only the researcher determined which cases would be used for analysis. A nuance can be made regarding the use of the databases, which contained many cases on which a selection could be made. The key words used to find cases resulted that more cases were included than perhaps only a web-based search would have found. However, it might be that due to the using of key words ("origins of innovation"; "high tech"; "story of the founder), cases might not have been selected that did show analogies with the theories under study. This is a limitation because it might be possible that there are more cases that show similarities with the phenomenon under study. Another factor is that due to the lacking of additional information, cases that are considered to have analogies with the phenomenon under study do not fit these theories as well as they appear in first instance. In extension to that, the lacking of sufficient information resulted that not all codes could be analysed on the level of detailed desired. The detailed process model on which the coding scheme was based could not be tested entirely because the information would not provide the detailed level of analysis needed.

Limitations with regard to the content analysis, a named limitation is the examination of the recorded communication (Babbie, 2010) and that it may not be as objective as it claims since the researcher must select and record data accurately (Vershuren en Doorewaard, 2010). This is also a limitation in this research. There was inconsistency regarding the coding of the cases. In some instances did the coders interpret the codes differently. However, this difference in interpretation did not lead that more or less cases were coded for user-entrepreneurs, and therefore did not influence the main findings. It is however a limitation regarding the reliability when this study is reproduced and it should be taken into account that when the coding scheme is reproduced more attention should be given to the coding instructions.

5.5 Further research

This thesis developed a process model that could be assessed in further research. Further research into this topic is needed to establish whether the factors and characteristics that are of influence on the user-entrepreneurship process also apply in social entrepreneurial settings in the BoP. This research did not found enough evidence to establish to make statements. By starting to explore this topic, this research contributed to "*test the feasibility of undertaking a more extensive study*" (Babbie, 2010, p. 92).

The novelty of all the theories used in thesis illustrated that there are many gaps in the literature that need elaboration and further research to make more comprehensive statements about these elements and their relationship to each other. The fact that this research found several cases of social entrepreneurs that were producing for the BoP might enable to provide insights into the current debate in the literature on how to approach BoP markets. Further research might examine the lessons that can be learned from these success stories. Thereby, the importance of social entrepreneurship for the BoP is certainly a subject that raises potential to be further investigated. By this means, determining the characteristics and factors possessed by BoP individuals to co-create with them and enhance their living situations is something worthwhile to research in order to understand the needs of the BoP and develop products and services accordingly. Thereby should future research take into account if and to what degree sticky information influences the transformation from needs to solutions in these settings.

Further research is also needed to determine which factors and characteristics influence the BoP user innovation process and their influence on commercialisation outcomes. As mentioned in the limitations section, this research was unable to make statements regarding that, and in order to determine the boundaries of the theories, further research is needed that takes into account this specific setting and these specific individuals. The propositions that are formulated and the models that have been constructed could be used by future researchers to examine this specific context. In order to do so the cases must contain a detailed level of information to make statements about all the relevant factors distilled in this research. This depends on the degree in which future researchers are able to identify (potential) BoP user innovators and user-entrepreneurs.

While the aim of this thesis was not to analyse the analogies between user-entrepreneurship and social entrepreneurship, it is however a gap in the literature. The cases indicated that there might be analogies between social entrepreneurs and user-entrepreneurs. Cool2Care, E-hastam and Chen revealed that it might be that there are social user-entrepreneurs. Further research

should explore in more depth the contribution that social user-entrepreneurs make to the entrepreneurship theory.

By extension, another interesting phenomenon for further research found during the analysis are the “personal experienced” entrepreneurs, or named differently the “engaged entrepreneurs” that recognised an opportunity due to personal situations they encountered, and thus by personal experience. Examples were individuals that once lived in the BoP and could therefore identify opportunities that others might not have identified, people who were personally frustrated or experienced other events in their lives such as illness or the loss of family member. They do not fit in to user-entrepreneurship model, but also deviate from the traditional entrepreneurship model. Further research should provide an indication whether this type of entrepreneurship already is documented, and if not, whether it provides a valuable contribution to the generation of more knowledge regarding the entrepreneurship theory.

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Appendix

I 5stages innovation-decision process by Rogers (2003)

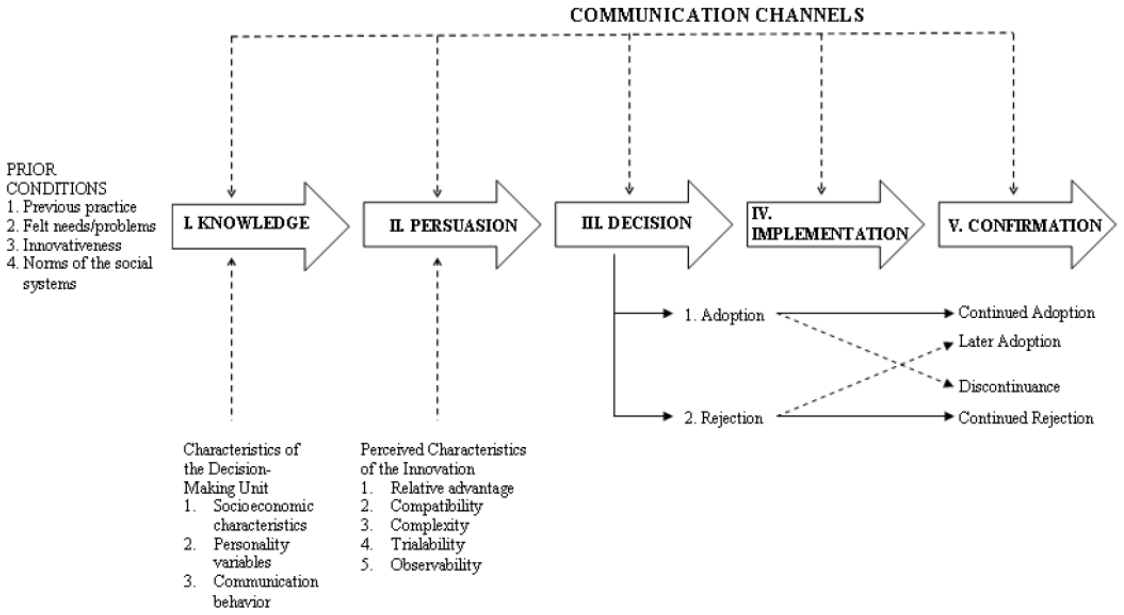


Figure 2.1. A Model of Five Stages in the Innovation-Decision Process (Source: *Diffusion of Innovations, Fifth Edition* by Everett M. Rogers. Copyright (c) 2003 by The Free Press. Reprinted with permission of the Free Press: A Division of Simon & Schuster.)

Figure 15 5 stages innovation-decision process by Rogers (2003)

II Link Rogers to what can be learned

In his work, Rogers (2003), describes the attributes that belong to an innovation, which influence the rate of adoption. The five attributes are: the relative advantage; compatibility, complexity, trailability and observability. The perception of these characteristics predict the rate of adoption of innovations (Rogers, 2003, p. 219). The rate of adoption can be understood as the pace in which users adopt an innovation. Relative advantage is the strongest predictor of the rate of adoption of an innovation, which can be understood as the expected benefits relating to an innovation. Costs and social status are elements of the expected benefits. When an innovation is compatible it is consistent with the existing values, past experiences and needs of potential adopters (Rogers, 2003, p.15). when this is not the case, the innovation is less likely to be adopted due to the uncertainty of the innovation. Complexity is an indicator for the difficulty adopters can have in understanding and using the innovation. Trailability is the degree in which an innovation can be tried, making it easier to adopt. The degree to which the outcomes/results are visible to potential adopters can be understood as observability.

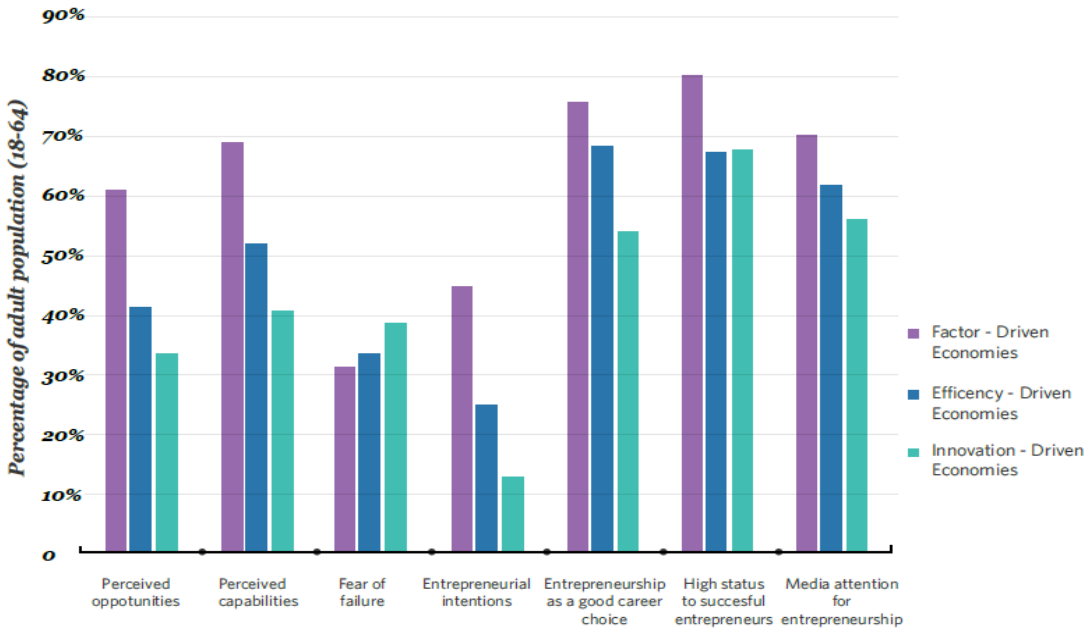
The work of Rogers (2003) can be linked to the user innovation process and can influence the adoption outcomes subsequently. These factors are linked to the literature where possible in order to establish an overview which factors also influence the adoption process for user innovators.

Recall that the work of Rogers (2003) described several elements that influence the rate of adoption which were: the relative advantage; compatibility, complexity, trailability and observability. With regard to user innovation the relative advantage is of key importance. In his work, Rogers (2003), describes the attributes that belong to an innovation, which influence the rate of adoption. The five attributes are: the relative advantage; compatibility, complexity, trailability and observability. The perception of these characteristics predict the rate of adoption of innovations (Rogers, 2003, p. 219). The rate of adoption can be understood as the pace in which users adopt an innovation. Relative advantage is the strongest predictor of the rate of adoption of an innovation, which can be understood as the expected benefits relating to an innovation. This means that the expectation is that the innovation is better than the previous available option (See Baldwin 2006). Costs and social status are elements of the expected benefits. And have relationships with the internal resources, reputation and community). When an innovation is compatible it is consistent with the existing values, past experiences and needs of potential adopters (p.15). When this is not the case, the innovation is less likely to be adopted due to the uncertainty of the innovation. The community interaction serves as an mean to make the innovation more compatible. Complexity is an indicator

for the difficulty adopters can have in understanding and using the innovation. The Lead users communities, ahead of trend, are of influence of this. Also, it should be noted that there is no mass market demand, and is not reason why they innovate. The difficulty is of later concern, potentially after adoption, but they do not innovate for adoption. The community of like-minded serves to function to reduce complexity, it is not without reason it is first a niche-innovation. Trailability is the degree in which an innovation can be tried, making it easier to adopt. The literature names test and feedback, trail-and-error learning and learning-by-doing. Which can serve to enhance the triability The degree to which the outcomes/results are visible to potential adopters can be understood as observability. Again does the community interaction enables observability, in innovation process and commercialisation process.

III Entrepreneurial factors based on the difference in economies

FIGURE 2.1 ENTREPRENEURIAL PERCEPTIONS AND ATTITUDES: AVERAGES BY PHASE OF ECONOMIC DEVELOPMENT



IV Search results user-innovator

zoekterm	zoek engine	Selectie	Title	Author	Year	Cited
"user-innovator"	Web of Science	cited by	STICKY INFORMATION AND THE LOCUS OF PROBLEM-SOLVING - IMPLICATIONS FOR INNOVATION	Von Hippel	1994	810
"user-innovator"	Scholar	relevance	Profiting from voluntary information spillovers: how users benefit by freely revealing their innovations	Harnhoff, Henkel, Von Hippel	2003	604
"user-innovator"	Scholar	relevance	Democratizing innovation: The evolving phenomenon of user innovation	Von Hippel	2005	600
"user-innovation"	Scopus	cited by	Economies of product development by users: The impact of "sticky" local information	Von Hippel E	1998	270
"user-innovation"	Scopus	cited by	How communities support innovative activities: An exploration of assistance and sharing among end-users	Franke N., Shah S	2003	267
"user-innovation"	Scopus	cited by	Why do users contribute to firm-hosted user communities? the case of computer-controlled music instruments	Jeppesen, L.B., Frederiksen, L.	2006	197
"user-innovator"	Scholar	relevance	Welfare implications of user innovation	Henkel, J., Hippel, E.V.	2005	174
"user-innovation"	Scopus	cited by	Determinants of user innovation and innovation sharing in a local market	Morrison, P.D., Roberts, J.H., Von Hippel, E.	2000	161
"user-innovator"	Scopus	relevance	Finding commercially attractive user innovations: A test of lead-user theory	Franke and Von Hippel	2006	149
"user-innovation"	Scopus	cited by	Characteristics of innovating users in a consumer goods field: An empirical study of sport-related product consumers	Lüthje, C.	2004	122
"user-innovator"	Scopus	relevance	How user innovations become commercial products: A theoretical investigation and case study	Baldwin, C., Hienerth, C., von Hippel, E.	2005	119
"user-innovation"	Scopus	cited by	User innovators and "local" information: The case of mountain biking	Lüthje, C., Herstatt, C., Von Hippel, E.	2005	103
"user-innovation"	Scopus	cited by	The Lead User method: An outline of empirical findings and issues for future research	Lüthje, C., Herstatt, C.	2004	77
"user-innovation"	Scopus	cited by	Horizontal innovation networks - By and for users	von Hippel, E.	2007	77
"user-innovation"	Scopus	Cited by	The commercialization of user innovations: The development of the rodeo kayak industry	Hienerth, C.	2006	63
"user-innovator"	Web of Science	cited by	The accidental entrepreneur: the emergent and collective process of user entrepreneurship	Shah, S.K., Tripsas, M.	2007	57
"user-innovation"	Scopus	RE and cited by	Users as innovators: A review, critique, and future research directions	Bogers, M., Afuah, A., Bastian, B.	2010	56
"user-innovator"	Scholar	relevance	Patterns of technological change in a rapidly developing country: a synthesis	Kim and Lee	1987	51

"user-innovator"	Web of Science	RE and cited by	Consumer Empowerment Through Internet-Based Co-creation	Fuller, J et al	2009	30
"user-innovation"	Scopus	RE and cited by	On the identity of technological objects and user innovations in function	Faulkner, P. , Runde, J.	2009	26
"user-innovation"	Scopus	relevance	The dynamics of users innovation: Drivers and impediments of innovation activities	Raasch, C., Herstatt, C., Lock, P.	2008	20
"user-innovator"	Scopus	cited by	User innovation and everyday practices: Micro-innovation in sports industry development	Hyysalo, S.	2009	7
"user-innovation"	Scopus	relevance	Barriers to user innovation: Moving towards a paradigm of 'licence to innovate'?	Braun, V., Herstatt, C.	2007	6
"user-innovator"	Web of Science	RE and cited by	Managing Distributed Innovation: Strategic Utilization of Open and User Innovation	Bogers, Marcel; West, Joel	2012	4
"user-innovation"	Scopus	RE and cited by	Comparing business and household sector innovation in consumer products: Findings from a representative study in the United Kingdom	Von Hippel, E.a , De Jong, J.P.J.bc , Flowers, S.d	2012	4
"user-innovation"	Scopus	relevance	User innovation and entrepreneurship in the virtual world: A study of Second Life residents	Chandra, Y., Leenders, M.A.A.M.	2012	3
"user-innovator"	Scopus	cited by	User innovation and the market	Gault, F.	2012	3
"user-innovation"	Scopus	relevance	User innovation and knowledge sourcing: The case of financial software	Shin, J., Shin, H., Rao, P.M.	2012	1
"user-innovation"	Scopus	relevance	A study on the user innovation toolkit model based on interactive genetic algorithms	Sun, Y., Liu, X., Wang, W.	2011	1
"user-innovation"	Scopus	relevance	A reasoned action perspective of user innovation: Model and empirical test	Bin, G.	2013	0
"user-innovation"	Scopus	date (newest)	Workshop on EUD for supporting sustainability in maker communities	Boden, A., Avram, G., Posch, I., Pipek, V.,Fitzpatrick, G.	2013	0
"user-innovation"	Scopus	relevance	Patterns of user innovation: Using pattern language for managerial knowledge management	Gergin, D., Koch, S.	2012	0
"user-innovation"	Scopus	date (newest)	Capturing and measuring technology based service innovation-A case analysis within theory and practice	Grant, K., Alefantos, T., Meyer, M., Edgar, D.	2013	0
"user-innovation"	Scopus	date (newest)	User community vs. producer innovation development efficiency: A first empirical study	Hienerth, C., Von Hippel, E., Berg Jensen, M.	2014	0
"user-innovator"	Web of Science	date (newest)	User innovation in sustainable home energy technologies	Hyysalo	2013	0
"user-innovation"	Scopus	relevance	Market-based user innovation in the internet of things	Kortuem, G., Kawsar, F.	2010	0
"user-innovation"	Scopus	date (newest)	Dynamic boundaries of user communities: Exploiting synergies rather than managing dilemmas	Lauritzen, G.D., Salomo, S., La Cour, A.	2013	0
"user-innovator"	Web of Science	relevance	Agent-based Analysis of Lead User Innovation in Consumer Product Market	Ohori, K, Takahashi, S/	2009	0

"user-innovation"	Scopus	date (newest)	User typologies and research approaches for successful product and service innovations	Pichyangkul, C., Israsena, P.	2013	0
"user-innovation"	Scopus	date (newest)	Consumptive innovation oriented R&D strategy for jewelry industry's product design techniques	Ren, J.	2013	0
"user-innovator"	Scopus	cited by	Do innovative users generate more useful insights? An analysis of corporate venture capital investments in the medical device industry	Smith, S.W., Shah, S.K.	2013	0
"user-innovator"	Scholar	date (newest)	Determinants of user innovator behavior in the silver market	Wellnr and Herstatt	2014	0
"user-innovator"	Web of Science	relevance	Analysis of User Innovation: Based on the Theory of Self-organization	Zhou Liquan; Lin Lue	2008	0
"user-innovation"	Scholar	date (newest)	Consumer innovation at the base of the pyramid (book)	Praceus	2014	0

V Search results user-entrepreneur

zoekterm	aanvulling 1	zoek engine	Title	Author	Year	Cited
user-entrepreneurship		Scholar	When do user innovators start firms: a theory of user entrepreneurship	Shah and Tripsas	2004	177
user-entrepreneurship		Scholar	Getting clear about communities in open innovation	West	2008	171
User innovation	commercialization	Scopus	The commercialization of user innovations: the development of the rodeo kayak industry	Hienerteth	2006	117
"user manufacturer"		Scopus	How user innovations become commercial products: A theoretical investigation and case study	Baldwin, Hienereth, Von Hippel	2006	115
user-manufacturer	user innovation	Scopus	user-innovators and “local” information: The case of mountain biking	Luthje, von Hippel and Herstat	2005	111
user-entrepreneurship		Scholar	User-centric innovations in new product development—Systematic identification of lead users harnessing interactive and collaborative online-tools	Bilgram	2008	101
"user-entrepreneurship"		Web of Science	THE ACCIDENTAL ENTREPRENEUR: THE EMERGENT AND COLLECTIVE PROCESS OF USER ENTREPRENEURSHIP	Shah and Tripsas	2007	62
user-manufacturer	user innovation	Scholar	Open source shows the way: Innovation by and for users–no manufacturer required	Von Hippel	2011	54
User innovation	commercialization	Scopus	Innovation and learning during implementation: a comparison of user and manufacturer innovations	SLAUGHTER, S	1993	53
User innovation	commercialization	Web of Science	The commercialization of user innovations: the development of the rodeo kayak industry	Hienereth	2006	50

Reference/citation search		Web of Science	Horizontal innovation networks by and for users	Von Hippel	2007	48
user-entrepreneur		Scholar	Inheriting knowledge and sustaining relationships: What stimulates the innovative performance of small software firms in the Netherlands?	Weterings, Kosters	2007	40
Reference/citation search		Scholar	The Entrepreneurial Role of Innovative Users	Lettl, Christopher	2005	40
user-entrepreneurship		Scholar	Insights and new directions from demand-side approaches to technology innovation, entrepreneurship, and strategic management research	Priem	2012	38
lead user	entrepreneurship	Web of Science	Exploring how lead users develop radical innovation: Opportunity recognition and exploitation in the field of medical equipment technology	Lettl, Christopher; Hienerth, Christoph; Gemuenden, Hans Georg	2011	11
User innovation	commercialization	Scopus	Exploring how peer communities enable lead user innovations to become standard equipment in the industry: Community pull effects	Hienerth, C., Lettl, C.	2011	11
Reference/citation search		Scholar	Are users the next entrepreneurs ? A case study on the video game industry »	Burger-Helmchen and Guittard	2008	10
"user-entrepreneur"		Web of Science	Under the radar: Industry entry by user entrepreneurs	Haefliger, Stefan; Jaeger, Peter; von Krogh, Georg	2010	9
Reference/citation search	Reference/citation search	Scholar	From Innovation to Firm Formation: Contributions by Sports Enthusiasts to the Windsurfing, Snowboarding & Skateboarding Industries	Shah	2006	8
"user manufacturer"		Scopus	User innovation and everyday practices: Micro-innovation in sports industry development	Hyysalo, S.	2009	7
user-entrepreneur		Scholar	Getting down to the business of creativity	Hanna	2008	4
"user-entrepreneur"		Scopus	User innovation and entrepreneurship in the virtual world: A study of Second Life residents	Chandra, Y., Leenders, M.A.A.M.	2012	3
user-entrepreneur		Scholar	who are user entrepreneurs findings on innovation founder characteristics and firm characteristics	Shah, Smiths, Reedy	2012	3
Reference/citation search		Web of Science	Comparing business and household sector innovation in consumer products: Findings from a representative study in the United Kingdom	Flowers er al	2010	2
Reference/citation search		Internet	User innovation as a source of entrepreneurial activty	De Jong	2009	0
"lead user"	"entrepreneurship"	Web of Science	A business Approach to Social Entrepreneurship	Ahiarakwem, Kenneth; Anis, Hanan	2012	0
"user manufacturer"		Scopus	Mapping innovation growth in the sports industry through patent data mining	Dulakakhoria, S., Jana, T.	2013	0
"user manufacturer"		Scopus	The rise of the user-manufacturer	Gobble, M.M., Euchner, J.	2013	0
Reference/citation search		Scholar	WHAT DRIVES LEAD USERS TO BECOME USER ENTREPRENEURS ? AN EXPLORATORY STUDY OF MOTIVATIONS	Hamdi-Kidar	2012	0

Reference/citation search		Scholar	WHAT CAN WE LEARN FROM USER ENTREPRENEURS? SYSTEMATIC REVIEW, SYNTHESIS, AND PROPOSITIONS	Yu and Ogwana	2012	0
User innovation	commercialization	Scopus	Reconstructivism versus critical theory of technology: Alternative perspectives on activism and institutional entrepreneurship in the Czech wireless community	Söderberg, J	2010	0

VI Selection process case selection

Id	Input	Hits	Useful	follow-up	Organization	Websites_ Organizations
2	Key word: origins of innovation database se	14	0	No	Database Social Enterprise from Changemakers	
3	Key word: high tech DBSE	3	0	NO	Database SE from Changemakers	
4	Key word: story of the founder DBSE	43	miraclefeet; cool2care	HEALTHPOINT SERVICES INDIA PVT LTD; 2 miraclefeet 3 Cool2Care; Sanergy; Child Health Association" ; Unite For Sight.; Himanshu Parikh Consulting Engineers; Ecoblock International	Database SE from Changemakers	
5	Search on internet	0	No	No	AXIONS	http://viainteraxion.org/home/search-axions.html?axion_category%5B%5D=Social+Leadership+and+Entrepreneurship&axion_type=Project&axion_region=&axion_country=&axion_promo_interac=&axion_search=&cck=axions&axion_save=13&task=search
7	Check-up organogram/SELUSI - Social Entrepreneurs as Lead Users for Service Innovation	22	None.	ecoeveryday; Toggle; happykitchen; on Road media; Living lens	Organizations that were checked: 1) worldview impact (idea started at conference); 2) london creative lab (started with trip to Grameen HQ); 3) ecoeveryday (inventor); 4 Toggle.UK (I was looking for something I actually liked, something a bit more 'me'.	(http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf)

					But I couldn't find it so I thought, 'sod it, I'll make one myself'.) 5) Striding out (Striding Out will be the social enterprise that complements her existing organisation); 6) ethical fashion forum (prior work expierence); 7) Happy Kitchen (two friends, allergic); 8) Striding out productions (no founding story at first glance; 9) ProMedia-; 10: Moss Green childeren's book (cannot open the website, several pages tried); 11) On Road Media (MAYBE, more on founders background); 12) hoxton hotel (recycle); 13) Mow and Grow (expanded the '& Grow' brand to offer a more varied range of training and employment opportunities); 13) Worldview impact (see 1); 14)Abi (cannot find it); 15) Congo Records (cannot find social enteprise); 16) Sounddelivery (by social entrepreneur Jude Habib in 2006); 17) Unltdworld (ceo past expierence); 18) LivingLens (users?); 19) LCRN (Founder employee of LCRN with 20 years experience of supporting SMEs, voluntary, community and social enterprise organisations in the cultural, creative and environmental sector); 20) Diverse city (received commission); 21) Digibridge (no founding story)	
8	Barefootcollege.org		not at first sight	maybe	Barefootcollege.org:	Barefootcollege.org
9	www.villgro.org; past portfolio www.villgro.org/case-	40/9	Not by scannning past portfolio	None	Villgro: organizations: Motek (maybe)	follow-up:thehindubusinessline.in/2002/03/15/stories/2002

	studies http://www.villgro.org/current-portfolio		stories; lacking information about founders			031502381900.htm
10	Seri-Success Through Farmers' Innovations		No	None stopped; lacking Background. Could not follow up on stories.	1)Raising mulberry garden using stumps (no background found); 2) Bud removal and training of plant (NBF); 3) Mulberry with coconut (NBF); 4 Raingun)	http://www.csrtimys.res.in/sites/default/files/ebooks/2011-1.pdf Website: http://silk.csrtimys.res.in/commercialised
11	Received reply from adressed organization(BoP Innovation Center/ www.bopinc.org)with this link. http://businessinnovationfacility.org/page/all-innovation-against-poverty http://businessinnovationfacility.org/.	13			BOP innovation center provided link	
14	The Practitioners Hub "case studies": 12			Selco	The Practitioners Hub; organizations: SELCO "case studies": Mtanga Farms/Pepsi-co/WBCSD/IBLF/	http://www.growinginclusivemarkets.org/media/cases/India_SELCO_2011.pdf|
15	Organization name: the bop innovation center (http://www.bopinc.org/) "case studies"				http://www.bopinc.org/images/stories/Publications/dd_smart_communications_case.pdf	
16	BiD Network	1311 (85 for recycling)				
17	Oikos doorloop	71, after criteria		Husk Power Systems (HPS); World Toilet Organization; Bio-Vert; Nuru Energy; Ndlovu; Osram; Hippo Water International (HWI); Trevor Field; Scojo Foundation	Ziqitza Health Care Limited; Dharavi Redevelopment Project (DRP); Madécasse; Husk Power Systems (HPS); World Toilet Organization; Altis; Trevor Field; Scojo Foundation; Living Homes; Care Kenya	http://backup.oikos-international.org/academic/case-collection/free-cases.html,
18	http://www.virtueventur			Alisa Society for the	Mercy Charitable Foundation;	

	es.com/files/cicases.pdf			Disabled	Alisa Society for the Disabled;Peace Beauty Culture Association; Ariadna and the International Educaiton Center for Youth (IECY)	
19	http://www.youthactionnet.org/publications					
20	http://www.bopglobalnetwork.org/labnetwork_web.pdf	16	0	none	`BoP global network	
21	http://www.socialtraders.com.au/ http://www.socialtraders.com.au/sites/www.socialtraders.com.au/files/Green%20Social%20Enterprise%20Complete%20Case%20Study%20Series.pdf	5	0			
22	http://www.caseatduke.org/knowledge/casestudies/index.html base of the pyramid (No directory results found.) Developing countries: http://ipl.econ.duke.edu/dthomas/dev_data/					
23	Thecasecenter.org - Searched for cases, all fields, search term: "social entrepreneurship BoP" no match - Searched for cases, all fields, search term: "social entrepreneurship" and "base of the pyramid" 4 results			Trevor Field	TREVOR FIEL: o !XAUS LODGEAravind Eye Care; Base of the pyramid protocol; belezana natural; LOLC microcredit; AADHAAR; TROME, Daminal; Bharti;	
24	http://www.sida.se/Global/Innovations%20Against%20Poverty/Sprin	/	/	No	Bop innovation ceter	See above

	g%202013/IAP%20Knowledge%20Exchange%20Report_Final.pdf "case"				
25	Acumen fund	- http://www.dlightdesign.com/who-we-are/ Neighbors son was burned which, besides the knowledge that millions of others suffer the same, inspired him to participate in a class called Entrepreneurial Design for Extreme Affordability at the Stanford Design School. There he developed a solar lamp. http://www.dlightdesign.com/who-we-are/investors/ (different organizations that invest in these types of entrepreneurs) - http://www.mekellefarms.com/: establishment? - http://www.akdn.org/about.asp: His Highness the Aga Khan, the founder and chairman of the AKDN, is the 49th hereditary Imam (Spiritual Leader) of the Shia Ismaili Muslims. In Islam's ethical tradition, religious leaders not only interpret the faith but also have a responsibility to help improve the quality of life in their community and in the societies amongst which they live._ Not a user. - LABOURNET: LabourNet was started in the year 2006 as an initiative of Movement for Alternatives for Youth Awareness (MAYA), a non-governmental organization based in Bangalore: http://labournet.in/about-us/who-we-are/ MAYA was established as an NGO in 1989. As a development and training organization working in Karnataka, its objective was to address children's rights with the focus of eradicating child labour and reform in elementary education. - SRE SOLUTIONS: SRE Solutions (Pvt) Ltd. (SRE stands for Smart & Renewable Energy) was founded by entrepreneurs in Silicon Valley, California, USA, to address the energy problems of large population of the world in energy poverty: http://www.solarmagicbox.com/ team of skilled engineers in the US, China and Pakistan, working together to design and manufacture Solar Magic Box family of products.	-	- http://www.dlightdesign.com/who-we-are/	- http://www.dlightdesign.com/who-we-are;www.mekellefarms.com; Labournet; SRE solutions; KZ Noir; Asian Health Alliance; Ansaar Management company;Gadco Cooperatief; Gulu Argicultural Development

		- KZ NOIR: KZ Noir is a Nigerian equity firm that buys distressed companies, institutes new practices, and turns them around in order to facilitated profit and market growth - ASIAN HEALTH ALLIANCE: not user - ANSAAR MANAGEMENT COMPANY: not user - GADCO COOPERATIEF: http://gadcompany.com/aboutteam.php - GULU AGRICULTURAL DEVELOPMENT COMPANY			
26	TNO "BoP": 49		None so far. Maybe the cases in the articles	TNO: Leveraging Information and Communication Technology for the Base Of the Pyramid Organizing innovation projects at the base of the pyramid.	https://www.tno.nl/home.cfm?context=home&content=gsa&search=BoP&zoekBtn=Zoeken
27	via El Pajaro Community Development Corporation, successtories, linda's resutarant.			California Association for Micro enterprise opportunity	http://www.microbiz.org/
28	Inside the Buy-One Give-One Model			Checked out organizations that were mentioned	
29	Key word: social entrepreneurs in developing countries	Hit 1: http://www.ifpri.org/sites/default/files/publications/oc63ch43.pdf: Social Innovation and Entrepreneurship: Developing Capacity to Reduce Poverty and Hunger Hit 2 http://social-enterprise.nl/portfolio/kansen-en-belemmeringen/ - Zoek social entreprises: ontwikkelingslanden geen bruikbare voorbeelden (return to sender, safi sana, triple jump, scopeinsight, worldmapping)	Search social entreprises: developing countries no usefull examples (return to sender, safi sana, triple jump, scopeinsight, worldmapping)		
30	Key word 2: sociale ondernemers in ontwikkelingslanden 3: prothesen ontwikkelingslanden 4: casestudies in social				

	entrepreneurship and sustainability 5: social innovation BoP Key word 6: ondernemers in ontwikkelingslanden	
31	"user-entrepreneurs" at the base of the pyramid	http://www.hks.harvard.edu/mrcbg/CSRI/publications/report_31_Business%20Linkages%20Rio.pdf - https://plus.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CDEQFjAA&url=http%3A%2F%2Fwww.fox.temple.edu%2Fcms%2Fwp-content%2Fuploads%2F2012%2F03%2FThe-Idea-Marketplace-with-tags.docx&ei=Jo8xU-zrE4r_ygOCuoDoCg&usg=AFQjCNF4HIarkeO_5eszZ0p20qUw0AWpTw&sig2=jRYhu9mCLevT3zixHO5I5w&bvm=bv.63587204,d.bGQ - http://instruct.uwo.ca/business/bus020-mwf/PHD-9.pdf What drives lead users to become user entrepreneurs? An exploratory study of motivations, Linda Hamdi-Kidar and Cyrielle Vellera, 2012 Concerning opinion leadership, different studies have explored the links between innovators and opinion leaders (e.g. and Gollety, 2007; Spann et al., 2009). While most research has focused on new characteristics to identify users that develop commercially attractive innovations, little work has thus far been done to understand the functional role transition that can occur when lead users who act as innovators turn into entrepreneurs
33	"entrepreneurs at the base of the pyramid, cases"	- http://www.bopglobalnetwork.org/labnetwork_web.pdf: raising the base of the pyramid through enteprises. - http://www.hks.harvard.edu/mrcbg/CSRI/publications/report_31_Business%20Linkages%20Rio.pdf: supporting entrepreneurship at the base of the

		pyramid through business linkages. - http://www.imtfi.uci.edu/files/imtfi/articles/2012/micro_entrepreneurs_and_mobile_phones.pdf: The problemetics of the BoP approach to international development. The case of the micro-entrepreneurs' use of mobile phones in morocco	
34	Key word: thecasecenter.org	- Searched for cases, all fields, search term: "social entrepreneurship BoP" à no match - Searched for cases, all fields, search term: "social entrepreneurship" and "base of the pyramid" à 4 results o TREVOR FIELD AND THE PLAYPUMPS OF AFRICA. Not free available; searched the internet, found the case on http://oikos-international.org/publications/trevor-field/ Ronnie Styver (Styver) designed the round about (not Trevor). However, Ronnie got into an agreement with Trevor, who commercialised the idea. "Together they [Trevor and long-termed business colleagues, Ristic and Nienaber] obtained the license for the product from the inventor, patented it, and started a small venture called 'Roundabout Outdoor Pty Ltd.' (RO) * Think about the model of Shah and Tripsas 2012 via clicking on a footnoot came with: http://pyxeraglobal.org/case-studies/ Great example, however, it is not the inventor that became an entrepreneur based on his innovation. o to market the product in 1997.14 http://www.engineeringnews.co.za/article/300-playpumps-are-already-installed-in-rural-south-africa-2003-04-25 o !XAUS LODGE: FROM WHITE ELEPHANT TO THE HEART OF THE COMMUNITY Not available for free; searched Google on title and title+filetype:pdf Found: The un/changing face of the ≠Khomani: Representation through promotional media on Scopus. à not useful. Via website: http://www.xauslodge.co.za/about-us -->	Trevor Field

not useful
o ARAVIND EYE CARE SYSTEM
not for free; searched internet;
http://crstoday.com/PDF%20Articles/0306/CRST0306_TWB.pdf
http://www.aravind.org/
Inspiring story, community function is present. However, the “user” is in this case a retired surgeon suffering from arthritis. Despite his condition he finished is master’s degree in medics. As the head of the department of Ophthalmology, he became aware of the problem regarding blindness, and developed the outreached eye camp program and afterwards a training program.
If it would be a user, it would be a professional user and it would be an innovative service. He is not a lead user (personal) unmet needs, ahead of trend. Fits classical model; opportunity recognition precedes development. His practice helps the BoP, but he is not from the BoP.
o Other hit was ARAVIND EYE Care system again.
- Searched for cases, all fields, search term: "entrepreneurship” and “base of the pyramid" à 10 hits
o BASE OF THE PYRAMID PROTOCOL AND HOW THE SOLAE COMPANY TESTED IT IN INDIA
not useful: provides the theoretical background of the BoP protocol, aimed at understanding from the point of view of MNE. Might be interesting for background reading.
o BELEZA NATURAL: COCA-COLA OF THE HAIR? OFFERING SELF-ESTEEM TO THE BASE OF THE PYRAMID
Might be interesting, however, could not find it on internet
o Same as above
o Two hits with previous search (trevor and !xaus)
o LOLC MICRO CREDIT
not user-entrepreneur, but might be responsible for the making of user-entrepreneurs by lending them a microcredit.

		http://www.lolcmicrocredit.com/aboutus.php http://www.lolcmicrocredit.com/testimonials.php Inspiring stories, yet not the type of innovation I am looking for, actually, no innovation at all. o 2 x ARAVIND o A NOTE ON DIRECT SELLING IN DEVELOPING ECONOMIES not useful, based on direct selling at the base of the pyramid o AADHAAR: INDIA'S 'UNIQUE IDENTIFICATION' SYSTEM Government not user - Searched for cases, all fields, search term: "innovation" and "base of the pyramid" à hits 16 o BOP protocol (above hit) o TROME - NEWS FOR THE BASE OF THE PYRAMID http://trome.pe/ (vertaald naar Nederlands). Kon geen about us vinden o Nog twee hits voor Trome maar dan in een andere taal. o STRATEGIC INNOVATION AT THE BASE OF THE PYRAMID examples how MNE tapped in to the BOP o THE GREAT LEAP: DRIVING INNOVATION FROM THE BASE OF THE PYRAMID Not useful as case to examine social-entrepreneurs, examples of how established companies tapped into the BoP. o Trevor (see above) o DANIMAL IN SOUTH AFRICA:	
35	" social entrepreneurs in developing countries cases"	https://cip.cornell.edu/DPubS?Service=UI&version=1.0&verb=Display&handle=dns.gfs&page=socialEntApp Hit 2: http://anzmac2010.org/proceedings/pdf/anzmac10Final00034.pdf Hit 3: http://www.marsdd.com/articles/case-studies-in-social-innovation-ashoka-canada/ -	Not useful

		https://cip.cornell.edu/DPubS?service=UI&version=1.0&verb=Display&page=current&handle=dns.gfs
36	"Microkrediet voor ontwikkelingslanden"	- http://www.wakibi.nl/geavanceerd-zoeken/
37	microkrediet ondernemers voorbeelden	
38	microfinance success stories	
39	innovative entrepreneurs at the base of the pyrmid	- http://onlinelibrary.wiley.com/doi/10.1111/j.1467-6486.2012.01044.x/pdf
40	innovative startups with microcredit	
41	startups at the base of the pyramid	- http://www.sida.se/Global/Innovations%20Against%20Poverty/Spring%202013/IAP%20Knowledge%20Exchange%20Report_Final.pdf
42	local/domestic/micro/ entrepreneurship at the base of the pyramid	- http://www.socialenterprisebuzz.com/2013/01/21/bottom-of-the-pyramid-a-decade-of-observation/ - http://inspired-pragmatism.blogspot.nl/2006/09/revisiting-bottom-of-pyramid.html o http://www.wipo.int/ipadvantage/en/details.jsp?id=3619 - https://compassioninpolitics.wordpress.com/base-of-the-pyramid-design-bop/ Boeken over ondernemen in ontwikkelingslanden o http://barefootmba.wordpress.com/curriculum/ o http://youngfoundation.org/wp-content/uploads/2012/10/The-Open-Book-of-Social-Innovationg.pdf
43	Emailed organisations	- MVO NL in het kader van PROGRAMMA ONTWIKKELINGSLANDEN - http://www.bopinc.org/ - Get@AfricaFunded.nl - http://www.ondernemeninontwikkelingslanden.nl/showcase/funding-opportunity-

		innovative-projects-emerging-economies - Technoserve - Bidnetwork
44	necessity entrepreneurs BOP	- https://www.fsb.miamioh.edu/fsb/content/centers/social-entrepreneurship/susi/progdocs/documents/EntrepreneurshipatBOP.pdf
45	SME in the BOP| "small and medium-sized enterprises" in developing countries	-- http://www.cfr.org/economic-development/banking-growth/p31979
46	Key word: OECD entry 1: Base of the pyramid	
47	local initiatives entrepreneurship in developing countries| "local entrepreneurs" in developing countries - http://www.fao.org/docrep/w6882e/w6882e02.htm - http://www.globalgiving.org/projects/build-markets/	http://finmin.nic.in/the_ministry/dept_eco_affairs/dea.asp
48	Honey Bee Network database	Via Consumer innovation at the base of the pyramid
49	Other websites	http://www.gsma.com/mobilefordevelopment/user-centric-design-for-women-at-the-base-of-the-pyramid http://www.sewa.org/

VII Qualitative oversight cases and codes by encoders

Organisation	Codes per encoder		
	MS (R)	RK (C2)	BK (c1)
1: Inventure	2.1: Internal resources: Based on her previous work and the experience she gained she was able to see opportunity. Can be seen as an intermediate user: work experience in related industries 4. Start-up: opportunity recognition traditional model, not user-entrepreneur. “led me to found; I wanted to create”. Overall goal was to transform people’s perception, indicates that a personal need is lacking. ‘Led me to found’ saw the limitations others have and wanted to do something about it, not for herself. 5: Social entrepreneur: social value, poverty alleviation. 6: For the BoP, not from the BoP. Innovative idea, however, not a (lead) user. Missing personal use component, is not a user of the product, nor is the innovation aimed at the people close to her.	X	X
2: El Pajaro Community Development Corporation	2.1: Work experience and education contributed to seeing opportunity 2.3: community enabled organization, however, did not start with an innovation, but rather with a movement 4.: Traditional model: “immediately struck by” and “would allow them so succeed and to increase”. aw possibility to connect entrepreneurs, lacking personal need component, not a user. 5: social value creation, social mission 6: for BoP Female social executive, background related to innovation. Organization is a social enteprise, aiming at poverty alleviation and equal opportunities. Carmen Herrera is not a user, she recognized the opportunity which could then be implemented, lacking the personal need component. She is not an entrepreneur, but an innovator. El Pajaro Community Development Corporation was established by community members, and this is a project within the organization. The story	2.1. internal resource: knowledge gained from education and experience 2.2. Cost savings for the food producers by shared kitchen 2.3. Communities enables the user to recognize opportunity for commercialization 3. Barrier to start, no equal rights 4. opportunity recognition, traditional model 5. empowerment of people	2.1: work experience or education 4: traditional model 5: SE
3: FlashCast	2.1: Background contributed to opportunity recognition, had the internal resources 4: traditional model; founded an organisation earlier, which was related to this one. “We saw an opportunity”, “Raised funds” thus not local scale trail-and-error and selling small copies, “did research” deliberately investigated how to enter the market with the (already in	1.1. benefits recognized early 2.1. knowledge and experience 4. opportunity recognition, traditional model. 5. empowerment of people/ reduction of inequalities	2.1: education, work experience 4: traditional model 5: SE

	existence) technology that they did not use themselves. Saw opportunity for others, lacking personal need/use 6: For BoP On the website of changemakers the reason that sparked the innovation was that the founders were inspired by a local women, Jeremy is not a user that based the innovation on a personal need in which he experienced a gap nor was the innovation initially aimed to use in-house. He recognized an opportunity and thereafter developed the innovation. Due to his background as a product designer and entrepreneur he gained experience that enabled him to develop this innovation. He had the information and knowledge needed to innovate, and can be considered as an expert		
4: Open Africa	1.1: "Anticipated" could indicate lead-userness 2.1: Lot of experience in related sectors, founded firms before 4: Traditional model: "decided to" "my intervention". The phrase "decided to" does not indicate a personal need but an opportunity being recognised, he is targeting the threat to job creation in general. Wants to reduce unemployment, but not for himself 5: Social mission/social value creation Wanted to know why Villers anticipated that job creation would be a threat, perhaps he would have personal experience with it. However, after additional search it turned out he had a job and there was not a personal motive to start this social enterprise. After an additional search on his background I found on openafrica.org that he was a son of farmers, but in the information provided there is not a direct link with him being a user of any sort, or having a personal (in-house) need that must be fulfilled. His background clearly links the innovation now described.	2.1. personal experience 5. social mission to reduce unemployment 6. for the bop	2.1: Work experience 4: Traditional model
5: Solar Sister, Inc.	"a quarter of the world's population". Not a user; lacking the personal need component/expected benefit, although not directly derived from the text, it is obvious that she is not suffering from energy poverty. 2.1: Knowledge and skills due to background and education 4: Traditional entrepreneurship model, opportunity recognition precedes innovation prototyping and development. "Finding a solution to energy poverty" "Was needed" "determined", indicates that opportunity recognition precedes the innovation, not accidental 5: Social entrepreneur 6: Targets the BoP	2.1. technical knowledge 2.3. advice/training 4. traditional entrepreneurial model 5. social mission 6. for the bop	2.1: Educational and work experience 5: SE 6: For BoP
6: LoftyInc Allied Partners Limited, Operators of the Wennovation Hub	For the Wold Bank Global Essay competition"; indicates a lacking of personal need. "business accelerator", indicates that it serves non-personal needs. 4: "I took [..] determined to create", indicates traditional entrepreneurship model	2.3. external resources, contacts etc. 4. opportunity recognition, traditional model 5. sustainability, high impact projects	2.2: lower costs 2.3: partnership

	5: Development projects, indicates social entrepreneurship, social value creation, social mission Cannot be considered as a user-innovator nor a user-entrepreneur. Although his background led him to recognize an opportunity, the personal need is lacking.		
7: Adel	1.2 “Aid to help family and neighbours” “his only prospect”, indication personal need, need related knowledge (local) , perhaps even to consider as being sticky, because if one does not life there it might be hard to come up with solution. User in the sense of creating something for similar alike (see definition user-innovator) 2.1: Went to university, learned about entrepreneurship, could apply knowledge to his community 4: “brought together to found” indicates that opportunity recognition precedes prototyping and testing. 5: Social value creation 6: For BoP Wagner had personal experience with the gaps that were present in the region where he lived. Due to the fact that he could study he could apply that knowledge for a solution. The expected benefits component is not entirely for personal use/in-house use, however, due to his upbringings and the education he had he was in a unique position to identify this opportunity; he has deep need-related knowledge. In addition to that, the aim was to return to the local community and to help family and neighbours. In this case the user-entrepreneurship model does not apply entirely; the process is not emergent, and not collective, because he brought together the members. The fact that he decided to devote his live to help others can be interpreted that opportunity recognition preceded innovation. The personal experience component is an important element that enabled this organization. The information on the start-up is too limited to determine what the function of the community was and how they influenced the start-up. The organizations website is written in Portuguese, which makes it difficult to extract more information.	1.2. personal need, dissatisfaction with current process. 2.1. internal resources, knowledge 2.3. external resources, crowdfunding 4. production technologies. 5. social mission to help the ones in need. 6. for the bop	2.1: education 2.3: assistance from organizations 4: traditional model 5: SE
8: MFA	2.1: work experience led to knowledge and skills to see opportunity 4: opportunity recognition precedes innovation, “perfect solution for their necessity entrepreneurs” 5: aim at social value creation 6: for the BoP Not user innovators/user-entrepreneurs. Too little information about start-up project. Expected benefit is not personal, “trying to find solutions for them” “act as a bridge” “they need”	2.1 personal experience 2.3. external resources as in ecosystem 5. empowerment 6. for bop	3: uncertainty by small market 4: traditional model 5: SE 6: for BOP

9: Dossier Digital	2.1 Can be considered as an expert with deep product related knowledge, use experience, technical skills and knowledge 4: Traditional entrepreneurship model, this innovation is a project within an organisation, not entrepreneurial. “produced for” “serve similar demands” 5: social value creation 6: For the BoP The founding story shows that the traditional model of entrepreneurship could be applied to this case. The professional recognized an opportunity based on their current work that they could modify and extent. The did not had personal needs nor experienced a gap in usage for themselves or similar alike. This innovation is a project from a company	1.1 ahead of trend 2.1. knowledge, experience 4. opportunity recognition, traditional model 6. for BoP	2.1: education 2.3: partnership 3: attracting finance is hard 4: traditional model 5: SE 6: for BoP
10: Global Press Institute	2.1 Educational background and work experience make her an expert in the field. 4: “created to empower”; “decided to found”: traditional model. Not a personal need, wants to empower local women. Inspired by a women she has met, does not personally benefit from the organization 5: social value creation, social mission Cristi can be considered as an expert due to her educational background and work experience. The traveling she has done for the latter positioned her to recognise an opportunity when she met Partima. The program is not developed to solve a gap she personally experienced in her work, she wanted to help others, and therefore she cannot be considered as a user. The opportunity recognition preceded the establishment of the organisation, therefore the traditional model is applicable. Nothing has been mentioned about the community.	1.1 ahead of trend 2.1 resources, knowledge training etc. 5. empowerment.	1.2: Dissatisfaction 2.1: education and working experience 3: barriers from geopolitics and security 4: traditional model 5: SE
11: Vivus	1.2 “frustrated” indication of dissatisfaction, personal need component. However, not per se for in-house use, aims to help “most African countries” 2.1 Experience with entrepreneurship, social entrepreneurship, due to work experience and education 4 “led me to recognize”; “untapped opportunity”: opportunity recognition precedes innovation development, traditional model. 5: social value creation 6 for BoP Triggerd by: "Personal need" "Frustration" ahead of trend and expected benefits: due to his background he was positioned to be ahead of the mass market (or see an opportunity before the bulk); the expected benefits were not personal, although he was frustrated with the high prices. However, the solution is not for himself or similar alike, due to his personal experience he recognized an opportunity to change	1.2 dissatisfaction with current market. 2.3 external resources 5. empowerment 6. for the BoP	2.1: education and working experience 4: traditional model 5: SE 6: for BoP

	the conditions of “most African countries”.		
12: Global Grassroots	2.1: had educational and work experience to found company 4: traditional model of entrepreneurship, saw an opportunity and later on established Global Grassroot 5: social value creation, social mission 6* for BoP Cannot be considered as a user-entrepreneur. Clearly inspired by someone else, with the aim to help others, not a personal component. **UI*** If there would be an indication of a ‘user innovator’, Zolecka might be considered as one. Local aspect, girl attacked in her community and she took actions to establish and grassroots support organisation Founded the organization for others than herself. Not a user. The example of Zolecka represents user-entrepreneurship better: innovated by personal need, to come up with a solution for themselves or similar alike, her local community.	2.1 knowledge 5. empowerment 6 for BoP	2.1: education and working experience 4: traditional model 5: SE
13: Iridescent	2.1: educational and work expierence make her an expert in the field 4: opportunity recognition precedes prtotyping and developing, did not start-up herself, but asked Iridescent to run the technovation challenge. 5: Empowers women, social value creation, social mission She is not a user of the challenge, did not establish it for herself or similar alike, because she was already working in the field by prominent companies. She used her expert status to develop this organisation. She is not an entrepreneur, because she herself does not run the organisation, Iridescent does that. Not a personal need component, “what her life would have been like”. Aims to address problems for girls and women, but not for herself	2.1 knowledge and experience 5. empowerment	2.1: education and working experience 2.3: partnership 4: traditional model 5: SE
14: Cell-ED	2.1: educational and working experience contributed to knowledge and skills that were needed to develop this platform 4: opportunity recognition preceded innovation development and prototyping, classic model 5: social entrepreneurship, social value creation, social mission 6: for BoP Not a user, they did not suffer from illiteracy. Did not establish the organisation to serve personal need. Did not experience a gap personally, target large group (illiteracy). They did not have a personal need to develop this platform	1.1 ahead of trend 2.1. resources, knowledge 4. traditional entrepreneurship model 5. social mission 6. for BoP	2.1: education 2.3: partnership 4: traditional model 5: SE 6: for BoP
15: sparkgeo.com	2.1: Work experience provided the knowledge to build this application 4: traditional entrepreneurship model. “realized I could provide to” 5: SE 6: for BoP Not a personal component, not a user. Was asked to build application, not experiencing a gap in usage or had dissatisfaction, unmet needs.	2.1. internal resources 4. opportunity recognition, traditional model 5. efforts for community	2.1: work experience 4: traditional model 5: SE

16: B2R Technologies Pvt. Ltd	2.1 Lots of experience educational and work related. “former professional engagements” 4: traditional model of entrepreneurship: “the business idea was conceived [..] aimed to deliver”. The experience gained helped to see opportunity. 5: social entrepreneurship, social value creation, social mission Cannot find a personal component in the story, nor evidence that this was to enhance personal usage or for those close to the founders. “working to create jobs seemed” indicates that there is not a use component	2.1 knowledge and experience 5 effort for community	2.1: education and working experience 4: traditional model
17: HEALTHPOINT SERVICES INDIA PVT LTD	2.1: profession related to start-up, not a user. 4: saw opportunity when they met, not by usage. Traditional model 5: social value creation 6: Not from the BoP, wants to help the BoP. The expected benefits are not personal, not due to dissatisfaction, unmet needs or enjoyment in the innovation process.	1.1. ahead of trend 2.1 personal experience 4 opportunity recognition, traditional model 5. efforts for community 6. for BoP	2.1: education and working experience 4: traditional model 5: SE 6: for BoP
18: Miraclefeet	1.2 Personal need component. The parents experienced a gab/difference (unmet need) in treatment between their children and those in developing worlds 2.1 Those who actually established the organisation had educational and working experience related to the field 4: traditional model, although the parents persuaded the orthopaedic surgeons, they did not actually participate in the organisation, as far as I can tell. 5: social entrepreneurship 6: for the base of the pyramid * No innovation	1.2 personal improvements in situation 5 efforts for community	1.2: personal component, dissatisfaction 4: traditional model 5: SE
19: Cool2Care	1.1: There was not an organisation that delivered the service that Phil needed. 1.2: Expected benefits personally, can be considered as a user, experienced a gap in his daily life, dissatisfaction and expected to benefit significantly from obtaining a solution. Not per se for in-house use, but inspired by in-house needs. 2.1: Work experience helped? 2.3: Charity can be seen as a “community”, by which other needs resulted in the identification of an opportunity.	1.2 dissatisfaction with current situation 2.3 external funding 4 opportunity recognition, user/entrepreneur model. Personal dissatisfaction, later recognized the need for other families as well 5. efforts for community	1.2: personal need, unmet needs, dissatisfaction 2.1: education and working experience 4: user-entrepreneurship model 5: SE

	3: barriers due to novelty of set-up, barriers in funding 4: In this case it is not a product, but a service, which makes the development process different. Informational advantages through system-of-use and deep use related knowledge (because he experienced himself how hard the struggle was). "Decided to found" and "cool2care concept grew from this" indicates Traditional model 5: social entrepreneur Clearly inspired by a gap he experienced in his personal life. Has a lot of analogies with user-entrepreneurship.		
20: EcoEveryday	Too little information to analyse	-	5: SE
21: Toggle	1.2: personal need component, expected benefit, dissatisfaction, experienced a gap between the current offerings and what was wanted 2.3 stimulating work environment 2.1: work and educational experience related to the field. Talented students, knowledge and skills. 4: Always wanted to start a business: not accidental rolled into it due to their ideas. Traditional model 5: social value, social mission; using recycled materials for an better environment. Self-employment	1.2. personal need 5. sustainability	1.2: personal need, dissatisfaction, enjoyment process 2.1: education 4: traditional model 5: SE
22: Happykitchen	In Liquidation	In Liquidation	1.2: personal need 4: traditional model
23: on Road media	2.1: work experience, expert in the field. 5: social enterprise Not a user-innovator/User-entrepreneur	2.1. knowledge 5. efforts for community	2.1: education and working experience 4: traditional model 5: SE
24: Maka Pads	2.1: professional career related to the innovation. 5: social enterprise sustainability and product offerings at low-cost Does not expect to benefit from the innovation personally	2.1. knowledge 5. efforts for community/ sustainability	2.1: education and working experience 5: SE
25: Eco femme	UE: user innovator, produced for herself or similar alike, experimentation, producing on local scale. 1.1: Waste issues will become present 1.2: Personal need component, experienced herself the difficulties with the current offerings. 2.1: No indication of related work experience or education, she was an egotherapeut 2.3: Community function "called that they wanted to sell". Did not approach them herself. 3: Multinationals are entering the market in near future 4: User entrepreneurship model applies: starting local, based on her own needs, produced small-scale	1.2 personal need component. 2.3. received feedback from community 4. opportunity recognition, user entrepreneurship model 5. social mission 6. for BoP	1.2: personal need 2.3: partnership 4: user entrepreneurship model 5: SE 6: for the BoP

	5: social entrepreneur 6 Among for the BoP		
26: RubyCup	2.1: Business students with working experience related to the field 2.3: collaboration 4: although users, they did not innovate for themselves or to enhance the usage of the product. They saw an opportunity, did research and developed a product accordingly. Not user-entrepreneurs 5: social entrepreneurs 6: for developing world Although users, not user-entrepreneurs. The user innovation process does not apply to them. Usage of the product resulted in opportunity recognition, not for themselves.	2.1. knowledge and education 2.2. external resources reduced the cost of diffusing the innovation 5. social mission, sustainability 6. for BoP	1.2: personal need/ dissatisfaction 2.1: education and working experience 4: traditional model 5: SE
27: Liter of light	2.1: already working for the Phillipino's. Started up several social initiatives. Gained much experience and expertise in this field. 4: not a user entrepreneur. Does not use the product himself, nor did he innovate to enhance usage for himself or similar alike. Innovation is to help others. Traditional model 5: social entrepreneur, social mission and social value creation 6 For Bop UI* Initially when I read it I was under the impression that Demitrios "Demi" Bukas began with innovating and this was later adopted by Illac Diaz. However, this is not the case. Illiac Diaz is a social entrepreneur that used this technology that was developed by Alfredo Moser and implemented it. Does not expect to personally benefit from the innovation through usage.	1.1. ahead of trend 2.1. knowledge and education 4. opportunity recognition, traditional model 5. social mission/ sustainability 6. for the BoP	2.1:education and working experience 4: traditional model 5: SE 6: from the BoP
28: Grameen	1.2 Not personal benefit. However, was dissatisfied with the current practises. 2.1 due to his profession was able to innovate, however, not for himself but for others 4: Researched the possibility for microcredit first. 5: social entrepreneur. 6: for BoP Not a (professional) user entrepreneur. His profession made him see an opportunity and innovate. However, he might be regarded as a professional user innovator, because his occupation made him see that there was something wrong with the economics he was teaching, and he was dissatisfied. Based on that he launched an action research prject to examine the possibilities. Does not fit one to one on the user-innovator process, but has analogies.	1.1. ahead of trend 1.2. personal need component 5. social mission 6. for the BoP	1.2: dissatisfaction 4: traditional model 5: SE

29: Jaipurfoot	1.1 Due to the accident he might have been ahead of a trend with regard to see the needs of diabled that were not privileged, which he otherwise would not have been. 1.2 Personal experience, aimed to provide product (prostheses) for similar alike. 2.1 Highly educated, but unclear what the relationship is with the development of the innovation. 4: Traditional entrepreneurship process, though through personal experience and the reminding of surgeons this organisation was established 5: social entrepreneur 6: for poor people Not a user-innovator. Does not use a prosthetic and did not innovate himself. Due to personal experience he recognised an opportunity to help others that experienced the same as he did. Too little is known about the start-up, but when he cannot be considered at a user-innovator it is also not possible to be a user-entrepreneur, because the UI process does not apply.	1.1. ahead of trend 1.2. personal need component 2.1 knowledge and education 2.3 partnerships 4. opportunity recognition, traditional model 5. social mission. 6. for BoP	1.2: personal need 2.1: education and working experience 3: proved 4 traditional model 5: SE 6: BoP
30: aids digital	2.1: Aditya Wardhana is an coordinator at IAC. Previous work experience also with Aids foundations. 4: Based on the founding information it seemed that opportunity recognition preceded prototyping and development 5: social entrepreneur 6: for BoP	2.3. external funding 4. opportunity recognition, traditional entrepreneurship model 5. efforts for community 6. for the BoP	1.2: dissatisfaction 2.3: help from communities 4: traditional model 5: SE
31: Mejorate.cl (Medic Trace)	2.1: both the founders have educational and work experience related to the field, can be considered experts. Cannot find information about the founding story anywhere 4: aiming to create better help for all [..] started some projects. Lacking sufficient information about start-up, but based on the content not a user-entrepreneur. 5: social mission	2.1. knowledge and education	2.1: education and working experience 4: traditional model
32: ANAIRYS	1.2: personal experience made her see a gap in offering an need 4: Traditional Model 5: social mission 6: for the BoP. Cannot find Maria Pedero's background, tracked all the projects and the websites accordingly, checked linked-in, facebook etc, but did not came up. Idea phase, therefore no company website. In order to get required information need to contact the initiator. The personal experience component might be interesting, however lacking sufficient information. Needs follow-up	1.1.ahead of trend 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	1.2: personal need 4: traditional model 5: SE

33: AniMedes	1.1: ahead of trend due to his education and personal experience 1.2: personal expected benefit, personal experience, experienced a gap between need and offering. However, in another text extracted from the website http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html the personal component seems absent. 2.1: education + work experience: was a 3D-artist that enabled him to develop this. 4: Partnership. In his studies he already was interested in combining these fields, which served as the foundation for Animedes. Traditional model 5: social value creation I cannot establish how the development process went and how the partnership came about.	1.1. ahead of trend 2.3. partnerships, 4. opportunity recognition, traditional model	1.2: personal need 2.1: working experience 3: tested 4: traditional model 5: SE
34: Ath Checkpoint (Positive Voice)	2.1: expert in the field. Member of many committees and advisory organs about HIV/AIDS 4: traditional model: builds on established model 5: social value creation, reducing equalities Not a user. Cannot find that he has personal experience with this disease or encountered difficulties in his near environment with this. Too little information available to use.	?	2.1: working experience 5:SE
35: MyDiagnostick Medical BV	2.1: expert, work experience and education related to the innovation. Can be considered as an expert. 4: opportunity recognition preceded innovation “he walked around for years with the idea to discover a handheld device that could detect atrial fibrillation” (derived from Dutch article, part three, first paragraph, second sentence). 5: social mission The need to develop this does not primarily lie in-house, the innovation does not make his work easier and stems from the desire to diagnose patients more correctly. However, he does not benefit from it in his work directly, therefore he is not a professional user innovator, he is a professional and an innovator, though.	1.1. ahead of trend 4. opportunity recognition	1.2: inspired 5: SE
36: Boehringer Ingelheim Pty Limited	2.1 Employee at this company with related work experience and educational background. 4: My proposal is : opportunity recognition precedes development. 5: social mission 6: for BoP Not a user-innovator, user-entrepreneur. CSR project that is stimulated by the organisation. The company has been established in 1957. Cannot find details on the relationship of Nishan Weerasekera with this project.	2.1. education 2.3. gathering external resources 5. efforts for society 6. for BoP	2.1: education and working experience 4: traditional model 5: SE 6: BoP

37: Leitat, Technological Center	1.2: Personal experience 2.1: Organisation aims at technological innovation. Marc is a project manager with education related to the field. 4: "starting point" : opportunity recognition preceded innovation. 5: social mission 6: for BoP Cannot find much information on Marc Masa. He works at Leitat and has educational and work experience related in the field. Does not seem to be a user. Seems that his personal experience and the knowledge gained by his education and work made him see this opportunity. Cannot find if there is a personal use component, whether professionally or personally.	1.1 ahead of trend 1.2 personal need component 2.3. external resources, partnerships 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	1.1: ahead of trend 1.2: personal need 2.1: experts 4: traditional model 5: SE
38: Bublibot	1.1: I cannot judge the ahead of the trend component. 1.2: there is a personal component in this, because of Pantelis' son has asthma, however, not enough information to make statements whether this is a professional user that uses his work and educational background to develop this innovation for personal use (his son) or whether his son contributed to the fact that he recognised an opportunity to be pursued. 2.1: expert status. 2.3: too little information available whether a community of peers contributed to the development and how this was (diffusion, testing and feedback etc). They have entered in competitions to get more use information. Not enough information to make statements about this, but it seems as a team effort and there has not yet been an organisation established for this. This might become Breathe Easy, but currently not operational. 4: personal component because of his son, able to develop the Bublibot due to his expert status, knowledge and skills, but he is not an entrepreneur. Based on this information this is a team of scientist that are developing an innovation. Pantelis Angelidis has educational and work experience related to the field. He can be considered as an expert, has already have two patents and an organisation that developed innovative mobile applications for wealth and health. On changemakers he is referred to as founder, but there is not an organization yet, he is not an entrepreneur, definitely an innovator, but not an user-innovator. As far as I can tell he did not use something like this innovation in his profession or personal situation, cannot find the 'gap' in usage/dissatisfaction.	2.1. education, degrees 2.3. external resources, knowhow and funding 5. social mission	1.2: personal need personal experience, unmet needs 2.1: education and working experience 3: won price 4: traditional model 5: SE
39: NGO Santé Diabète	2.1: expert, educational and work experience in the field 4: Developed to help Africans, traditional model of entrepreneurship 5: serial social entrepreneur 6: for BoP	2.1. degree 2.3. external knowledge 5. efforts for society	2.1: education and working experience 4: traditional model 5: SE

40: CHEN	1.1 It has not yet been done 1.2: personal need component. Experienced a need which wasn't currently offered. 2.. Higly educated, unclear if it contributed 4: Organisation is established out of a personal experience the founder had. Missing detailed information how exactly the organisation was established. "with the help of her husband"`. Not for profit. Has analogies with us-entrepreneurship 5: social entrepreneur. Addresses infertility problems Missing information on how the organisation was established, therefore cannot make statements about whether she is a user entrepreneur.	1.1.ahead of trend 2.1. education 4. opportunity recognition, traditional model? 5 efforts for society	1.1: ahead of trend 1.2: personal need, dissatisfaction 4: traditional model 5: SE
41: curing causes	Woman is troubled and is looking for a platform to express herself, omitted from analysis.	5. efforts for society	1.2: personal need 5: SE
42: Dintshang	2.1 education provided opportunity 4: not user innovation, not user entrepreneur. Traditional model 5 social entrepreneur	2.1. education/degree 2.3. external funding 4. opportunity recognition, traditional model 5 social mission	1.1: ahead of trend 2.1: education and working experience 4: traditional model
43: e-Insuranceconnection.com	2.1: serial social entrepreneur 4: Traditional model: idea preceded development. Not for in-house use. 5: SE: empowers people Not a user.	2.1. degree/education 5. efforts for society	2.1: education and working experience 5: SE
44: e-patient (e-hastam	1.1: Alternative wasn't available in Turkey 1.2: professional need, adapted to enhance working condition 2.1: expert with educational and work related experience in the field 2.3 Project is carried out with another organisation 5: social value creation for society. SE UI: Might be professional user innovator/entrepreneur Cannot find additional information on e-hastam about the development and founding process.	2.1. education/ degree 4. opportunity recognition , traditional model 5. efforts for society	2.1: education / working experience 5: SE
45: Ella's Monitor	1.1 device was not available for home 1.2 personal experience 2.1 young engineer 2.3: innovative environment 4: combined his personal experience and his in-house resources to develop a device to ensure other parents would not suffer the way he did. "Dedicated his life" + "received grants to work on" indicates traditional model 5 * social value creation Personal experience that led to innovation. The problem is, when I read about this the first time the website was	1.2 personal need component. 2.1. knowledge 2.3. funding 4 opportunity recognition, traditional model 5. social mission	1.2: personal lost, unmet needs, dissatisfaction 2.1: education and working experience 3: big market 4: traditional model 5: SE

	still in the air, and also the website of seymoreinnovative. However, since the beginning of July it is not anymore. Besides the information about Ella's monitor more information about Peter cannot be found. He is currently employed somewhere else. And all the leads that address him or the innovation lead to the sites that are not operating anymore. Cannot find if the innovation has been sold to someone else, or whether there were other things that led to the current state.		
46: Face It TOGETHER	1.1: wasn't there when he started 1.2: personal component 2.1 expertise: education and work 2.3 community interaction 4 : traditional model. Brought together the community to co-create and based on his previous work and his personal experience he recognised this opportunity. This organisation was established to scale up earlier founded organisation. 5 SE	1.1. ahead of trend. 2.1. knowledge, education, degrees 2.3. community feedback 3. barriers, 4. opportunity recognition, traditional model 5. efforts for community	1.2: personal need- addicted, dissatisfaction how the system works. 4: traditional model 5: SE
47: MobiStine,Health care Apps for New Parents	2.1: educational and work experience related to the field. Can be considered an expert . 3: Niche 4: opportunity recognition preceded development and prototyping. Initial plan was to launch this. Not in-house or personal usage component. Traditional entrepreneurship model. Clearly he developed this app to launch to earn money and secondary help others. 5: I'm in doubt about the social entrepreneurship component. He addresses a social topic, but I'm not sure about the social motive. As mentioned, he discovered a niche and wanted to fill it. Put it the other way around, if that niche turned out to be not that social, would he then still develop this app or would he serve that niche? Another point which I found to be considered is an ethical aspect, when pharmaceutical or other health professionals will sponsor it and they get advertisement on the apps, this can be considered misleading. Who guarantees that these vulnerable people, which have insufficient information about these topics (so he claims) get the full picture? How about the social responsibility of the companies that sponsor it? For regulars apps there's nothing wrong with it of course, also for any health app, but don't call it social entrepreneurship.. Personal experience and therefor identifies need. At least, that's what has been written on changemakers, the article in additions writes that he conducted market research and found that there were hardly any Arabic apps for health and wanted to fill that niche. In that case there isn't a personal experience component at all. It was not that he was researching the market because he was looking for an app to use himself.	1.1. ahead of trend 2.1. knowledge, experience 2.3. external knowledge 4. opportunity recognition, traditional model 5, efforts for community	1.2: personal need, in-house use 4: traditional model 5: SE

48: I can see now	2.1: Expert, surgeon 4: proposal for business. Opportunity recognition traditional entrepreneurship model 5: social entrepreneur, offering services to the needy. 6: for BoP Not a personal need component but a desire to help others.	2.1. knowledge, experience 2.3. involvement of community 5. social mission 6. for BoP	2.1: education and working experience 4: traditional model 5: SE
49: Sucre Blue	1.2: personal experience component, has diabetic herself and ""If this is what it's like for me…," 2.1: awarded, experience related to the field 2.3: received help from (expert) friends, not a community though. 3: barriers, governmental. 4: inspired by her personal situation she researched how it was like for the less fortunate. Traditional model 5: social entrepreneurship 6: For BoP She was a patient, that inspired her, but she is not a user entrepreneur. As most, they are inspired by their personal life but followed the 'traditional' model towards entrepreneurship. These personal inspired entrepreneurs by sickness are a difficult type. They are "users" in the sense that the experienced the difficulties they address, and in the developing world they bring something that is not there, so in a sense it's innovative. There's no product innovation and they did not change anything for themselves (not a personal unmet need), but reflected on their situation and those who are living in less fortunate situations, there's not an in-house use component.	2.1. knowledge, experience 2.3. help from community 3. political barriers 4. opportunity recognition traditional model, but maybe a bit user entrepreneur 5. social mission 6. for the BoP	1.2: personal need 2.3: train community's so they get skilled 4: traditional model 5: SE
50: Imagineitskins.com	2.1: education 5: social entrepreneur Not a user entrepreneur	2.1. education, degree 5. social mission	2.1: education and working experience 5: SE
51: Innovative International Ideas	5: social value creation 6: for BoP No indication that this concerns a user	6. for BoP	-
52: Late living	1.2: personal experience led to recognise an opportunity. Also enjoyment in the process. 2.1: experience in business, work related experience to the field, and education. 4: traditional model, made it his mission to 5: social entrepreneur, social value creation for elderly to ease the decision of moving.	1.1. ahead of trend 2.1. experience, knowledge, education 4.oppertunity recognition, traditional model 5. efforts for society	1.2: personal need / dissatisfaction 2.1: education and working experience 4: traditional model 5: SE

53: Mental Care for street children in India	2.1: Experts in the field 4: have been asked to do so, inspired by the help they could provide. (TM) 5: Social entrepreneurship, social change 6: For BoP	2.3. need of community 5. social mission 6. for the BoP	1.2: inspired 5: SE
54: care for Lupus	1.1: due to her experience she was able to see what was needed for patients 1.2: had lupus herself 2.1: education and upbringing contributed to the establishment of the foundation, 3: government policies act like a barrier. 4: her personal experience and the gap experienced about information available inspired her to help others. (TM) 5: social entrepreneur (social foundation) 6: for BoP	1.1. ahead of trend 2.1. education, experience 2.3. community 5. social mission	1.2: personal need, satisfaction, 2.1: education and working experience 4: traditional model 5: SE
55: OkCopay	1.2: Dissatisfaction, personal need component. 2.1: education and work experience related to the field 4: Traditional entrepreneurship model "when I left my job to become an entrepreneur". Not for in-house use. Opportunity recognition preceded development. 5: social value creation	1.1. ahead of trend 2.1. education, degrees 4. opportunity recognition, traditional model 5. efforts for society	1.2: personal need/ dissatisfaction 2.1: education 4: traditional model 5: SE
56: Patients' Rights Guidebook and Trainings	1.2 Personal experience, "gap", was no regulation 2.1 education and work experience related to the organisation 2.3 Relatives joint with professionals to discuss regulation 5: Social enterprise, patient rights. 6: for BoP I cannot find additional information about Fulya Ilçin Gönenç, seems she is an author and holds several degrees from the university related to human rights. The problem is I don´t read Turkish and Google Chrome is not able to translate everything, therefor I´m missing information	1.1. ahead of trend 2.1. knowledge education, degree 4. opportunity recognition, traditional model 5. social mission	1.2: personal need, unmet need 2.1: education working experience 4: traditional model 5: SE
57: RAINN	1.2: close friend was assaulted. Unmet needs regarding this issue. 2.1: education and work experience 4: Personal experience triggered him, however, hard to establish whether this experience made him see an opportunity or whether this need had to be filled for in-house use (for the people close to him). "saw the need for national resource" 5: social value creation	1.1. ahead of trend 1.2. personal need component 2.1. knowledge, education, experience 4. opportunity recognition, traditional model 5. social mission	1.2: personal need 2.1 education W.E 4: traditional model 5: SE
58: Sweet Mothers Inc	2.1 too little information 3 (Early stage industry life-cycle + Small markets: untapped market) 4: not a user clearly targets this market. Traditional model; 5: social entrepreneur On her Facebook page het profession is operation manager at the	1.1. ahead of trend 2.1. degree 5. Social mission 6. for BoP	1.2: dissatisfaction 2.1 education W.E 5: SE

	Lagos State Government. Cannot find a webpage about the project online, nor any additional information about Temie Giwa. Based on the founding story (aha moment) on Changemakers, she recognized an inequality for women Nigeria and aims to find a solution for this. Cannot determine whether this is related to the government or not.		
59: Clean birth kit	1.2: Personal experience component, however, in the article in additions she had a "dejavu" and was already working on establishing her company. She is not a user. There is not an in-house use component, it was not that if she would have a birth-kit things would have been different. The experience led to the opportunity recognition, but she is not a user. 2.1: Educational and work experience in the field. Can be considered as an expert. 4: Traditional entrepreneurship model. She was already working on establishing a company. Was doing research for her education and combined it when she recognised an opportunity that brought her back to a personal experience. Opportunity recognition preceded research, development and prototyping the innovation. 5 Social value creation 6: For the BoP	1.1. ahead of trend 2.1. education 5. social mission 6. for the BoP	1.2: personal need/ dissatisfaction, unmet need 2.2: costs starting up 4: traditional model 5: SE 6: for BoP
60: SELCO	2.1: Expert in the field, degree related to the field. 4: Traditional model: Not user entrepreneurship/not user innovation. During PhD with topic related to this he conceptualised SELCO. "prompted to think about" 5: Social enterprise 6: for the BoP. Not a user innovator/entrepreneur. Professional innovator.	2.1. degrees 5. sustainability 6. for the BoP	2.1: education W.E 4: traditional model 5: SE
61: Prahba foot	2.1: education and work experience related to the field 5: Social enterprise 6: for the BoP He was employed at the society for relief and rehabilitation of the disabled when he invented the Prahba foot. Cannot find information about the development process. Not a user. Went back to India for his sons and wanted to work where it mattered, though he is an innovator. But not for his profession and not for in-house use to enhance usage.(http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212)	2.1. experience, knowledge 5. social mission 6. for the BoP	5: SE 6: for BoP

62: EB1 foot	2.1: expert was assigned to this project 4: opportunity recognition preceded research, development and prototyping Not a user. Designed by prosthetics outreach foundation 5: social value creation	1.1 ahead of trend	2.1: W.E 5: SE
63: All Terrain Foot (ATF)	Can't find the website or any other additional information about the founding or development process	5. social mission	-
64: Niagara Foot	2.1: Experts collaborated to make the prosthetic 2.3 Experts collaborated to make the prosthetic 4: 'opportunity recognition' preceded testing and development. (TM) 5: social value creation	1.1. ahead of trend 2.3. external help and funding 5. social mission	-
65: The Mountain Institute	4: opportunity recognition preceded development, and prototyping (TM) 5 social value creation 6: for developing countries Jim Underwood, the inventor, passed away in 2007. On the website of the TMI there is no information about this machine or of Jim. I cannot establish what motivated him to make this invention and if he could have been considered to be a professional user innovator.	1.1. ahead of trend 5. social mission 6. for the BoP	5: SE 6: for BoP
66: Living homes	2.1: experienced in start-ups, social and technological 4: traditional entrepreneurship model. Aimed to start-up, not necessarily for in-house use. 5: social value creation through sustainability	2.1. knowledge, experience 5. sustainability	2.1: Education W.E
67: Scojo Foundation	2.1 Professionals, experts related to the field 4: Traditional entrepreneurship. Opportunity recognition preceded development and prototyping 5: social value creation 6: for BoP Not a professional user entrepreneur. He wanted to matter and later on figured out what that would be. As mentioned in the addition section, only later on he jumped to the opportunity. There is not an in-house use component. Opportunity recognition preceded development and establishment of the foundation.	2.1. education, 4. opportunity recognition, entrepreneurial plan 5. social mission 6. for the BoP	2.1: experts 4: traditional model 5: SE
68: ALTIS	2.1: work experience 3: barriers 4: Traditional model 5: social value creation 6: for BoP	1.1 ahead of trend 2.3. external funding 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	2.1: W.E 4: traditional model 5: SE

69: Trevor Field	Play pump has closed its doors. 1.1: Stuyvers play-pump was ahead of a trend, for in-house use 2.1: Worked as an advertising professional 4: traditional model: innovation was sold to Trevor 5: Social value creation 6: for BoP Trevor Field is not a user-entrepreneur. He is a social entrepreneur that uses Styvers technology. The additional search aimed to establish whether Styver was a user-innovator, due to his engineering background and the fact that he did not commercialise the invention. Interesting would be to find out why Styver worked with Field, what his motivations were and why he did not commercialise the invention, he already made a prototype in 1989. Afribore, where Stuiver worked, does not have a website. Linked-in does not give a hit for Ronnie Stuiver/Stuyver.	4. opportunity recognition, traditional model 5. social mission 6. for the BoP	2.1: education W.E 4: traditional model 5: SE 6: for the BoP
70: Alisa Society	1.2: personal experience: was disabled herself 2.1: worked as an economist 4: Traditional model: saw opportunity/was bored 5: social mission/value creation Cannot find a website or anything other than the references leading to this document. Cannot give an estimation whether this company is still in business.	2.1. education, degree 4. opportunity recognition, traditional model 5. social mission, efforts for community	1.2: personal need 5: SE
71: Venture Realized	1.2: father is wheelchair user, personal component. 2.1: Team of graduates that have an innovative idea 2.3 Collaboration of graduates 4: traditional entrepreneurship. Won a competition, not per se for in-house use, although one team member has a father that is in a wheelchair. “realized the potential impact”: indicates TM. 5: social value creation for wheelchair users.	1.1. ahead of trend 2.1. education, degrees 4 opportunity recognition, traditional model 5. efforts for society	1.2: personal need dissatisfaction 2.1: education W.E 4: traditional model 5: SE
72: d.light	1.2 Personal experience, dissatisfaction with current situation 2.1 Educational and working experience related to the field. Serial entrepreneurs. 4: it inspired him to take a class, where after he met the co-founder and developed a prototype. In the history it can be seen that the traditional entrepreneurship model can be applied to this organisation. They were inspired by a personal component, however, in the text it seems that opportunity recognition precedes testing and development of a prototype. The aim was to make a business out of the idea, not to use the product in-house and later on commercialise it, and also, they were not users of the product. 5: award winning social entrepreneurs	1.1 ahead of trend 2.1 education 5. social mission 6. for the BoP	1.2: personal need dissatisfaction 2.1: education / W.E 4: traditional model 5: SE

73: Husk	1.2: personal need 2.1: education and work experience 2.3: help from friends 4: traditional model, saw need and studied the market accordingly 5: social value creation 6: for BoP	2.3. external knowledge 4. opportunity recognition, traditional model 5. social mission 6. from BoP for BoP	1.2: personal need 4: traditional model 5: SE 6: for BoP
74: Ndlovu	2.1: education and work experience, expert 5: social value creation 6 For BoP		-
75: Hippo	1.2: personal experience, lived in rural areas 2.1: work experience and education related to the field 4: traditional entrepreneurship: recognised an opportunity before she developed the innovation. Due to her experience gained from work and traveling she could see the opportunity, however, the innovation was not aimed to use in-house. 5: social value creation/ social mission 6: for the BoP	2.1. education. 4. traditional model 5. social mission 6. for the BoP	1.2: personal need 4: traditional model 5: SE 6: BoP
8: MFA	2.1: work experience led to knowledge and skills to see opportunity 4: opportunity recognition precedes innovation, “perfect solution for their necessity entrepreneurs” 5: aim at social value creation 6: for the BoP Not user innovators/user-entrepreneurs. Too little information about start-up project. Expected benefit is not personal, “trying to find solutions for them” “act as a bridge” “they need”	2.1 personal experience 2.3. external resources as in ecosystem 5. empowerment 6. for bop	3: uncertainty by small market 4: traditional model 5: SE 6: for BOP
9: Dossier Digital	2.1 Can be considered as an expert with deep product related knowledge, use experience, technical skills and knowledge 4: Traditional entrepreneurship model, this innovation is a project within an organisation, not entrepreneurial. “produced for” “serve similar demands” 5: social value creation 6: For the BoP The founding story shows that the traditional model of entrepreneurship could be applied to this case. The professional recognized an opportunity based on their current work that they could modify and extent. The did not had personal needs nor experienced a gap in usage for themselves or similar alike. This innovation is a project from a company	1.1 ahead of trend 2.1. knowledge, experience 4. opportunity recognition, traditional model 6. for BoP	2.1: education 2.3: partnership 3: attracting finance is hard 4: traditional model 5: SE 6: for BoP
10: Global Press Institute	2.1 Educational background and work experience make her an expert in the field. 4: “created to empower”; “decided to found”: traditional model. Not a personal need, wants to empower local women. Inspired by a women she has met, does not personally benefit from the organization	1.3 ahead of trend 2.1 resources, knowledge training etc. 5. empowerment.	1.2: Dissatisfaction 2.1: education and working experience 3: barriers from geopolitics and security 4: traditional model 5: SE

	5: social value creation, social mission Cristi can be considered as an expert due to her educational background and work experience. The traveling she has done for the latter positioned her to recognise an opportunity when she met Partima. The program is not developed to solve a gap she personally experienced in her work, she wanted to help others, and therefore she cannot be considered as a user. The opportunity recognition preceded the establishment of the organisation, therefore the traditional model is applicable. Nothing has been mentioned about the community.		
11: Vivus	1.2 “frustrated” indication of dissatisfaction, personal need component. However, not per se for in-house use, aims to help “most African countries” 2.1 Experience with entrepreneurship, social entrepreneurship, due to work experience and education 4 “led me to recognize”; “untapped opportunity”: opportunity recognition precedes innovation development, traditional model. 5: social value creation 6 for BoP Triggerd by: "Personal need" "Frustration" ahead of trend and expected benefits: due to his background he was positioned to be ahead of the mass market (or see an opportunity before the bulk); the expected benefits were personal, his was frustrated with the high prices. However, the solution is not for himselves or similar alike, due to his personal experience he recognized an opportunity to change the conditions of “most African countries”.	1.4 dissatisfaction with current market. 2.3 external resources 5. empowerment 6. for the BoP	2.1: education and working experience 4: traditional model 5: SE 6: for BoP
12: Global Grassroots	2.1: had educational and work experience to found company 4: traditional model of entrepreneurship, saw an opportunity and later on established Global Grassroot 5: social value creation, social mission 6* for BoP Cannot be considered as a user-entrepreneur. Clearly inspired by someone else, with the aim to help others, not a personal component. **UI*** If there would be an indication of a ‘user innovator’, Zolecka might be considered as one. Local aspect, girl attacked in her community and she took actions to establish and grassroots support organisation Founded the organization for others than herself. Not a user. The example of Zolecka represents user-entrepreneurship better: innovated by personal need, to come up with a solution for themselves or similar alike, her local community.	2.1 knowledge 5. empowerment 6 for BoP	2.1: education and working experience 4: traditional model 5: SE

13: Iridescent	2.1: educational and work expierence make her an expert in the field 4: opportunity recognition precedes prtotyping and developing, did not start-up herself, but asked Iridescent to run the technovation challenge. 5: Empowers women, social value creation, social mission She is not a user of the challenge, did not establish it for herself or similar alike, because she was already working in the field by prominent companies. She used her expert status to develop this organisation. She is not an entrepreneur, because she herself does not run the organisation, Iridescent does that. Not a personal need component, "what her life would have been like". Aims to address problems for girls and women, but not for herself	2.1 knowledge and experience 5. empowerment	2.1: education and working experience 2.3: partnership 4: traditional model 5: SE
14: Cell-ED	2.1: educational and working experience contributed to knowledge and skills that were needed to develop this platform 4: opportunity recognition preceded innovation development and prototyping, classic model 5: social entrepreneurship, social value creation, social mission 6: for BoP Not a user, they did not suffer from illiteracy. Did not establish the organisation to serve personal need. Did not experience a gap personally, target large group (illiteracy). They did not have a personal need to develop this platform	1.2 ahead of trend 2.1. resources, knowledge 4. traditional entrepreneurship model 5. social mission 6. for BoP	2.1: education 2.3: partnership 4: traditional model 5: SE 6: for BoP
15: sparkgeo.com	2.1: Work experience provided the knowledge to build this application 4: traditional entrepreneurship model. "realized I could provide to" 5: SE Not a personal component, not a user. Was asked to build application, not experiencing a gap in usage or had dissatisfaction, unmet needs.	2.1. internal resources 4. opportunity recognition, traditional model 5. efforts for community	2.1: work experience 4: traditional model 5: SE
16: B2R Technologies Pvt. Ltd	2.1 Lots of experience educational and work related. "former professional engagements" 4: traditional model of entrepreneurship: "the business idea was conceived [..] aimed to deliver". The experience gained helped to see opportunity. 5: social entrepreneurship, social value creation, social mission Cannot find a personal component in the story, nor evidence that this was to enhance personal usage or for those close to the founders. "working to create jobs seemed" indicates that there is not a use component	2.1 knowledge and experience 5 effort for community	2.1: education and working experience 4: traditional model
17: HEALTHPOINT SERVICES INDIA PVT LTD	2.1: profession related to start-up, not a user. 4: saw opportunity when they met, not by usage. Traditional model 5: social value creation 6: Not from the BoP, wants to help the BoP. The expected benefits are not personal, not due to dissatisfaction,	1.3. ahead of trend 2.1 personal experience 4 opportunity recognition, traditional model 5. efforts for community 6. for BoP	2.1: education and working experience 4: traditional model 5: SE 6: for BoP

	unmet needs or enjoyment in the innovation process.		
18: Miraclefeet	1.2 Personal need component. The parents experienced a gab/difference (unmet need) in treatment between their children and those in developing worlds 2.1 Those who actually established the organisation had educational and working experience related to the field 4: traditional model, although the parents persuaded the orthopaedic surgeons, they did not actually participate in the organisation, as far as I can tell. 5: social entrepreneurship 6: for the base of the pyramid * No innovation	5 efforts for community	1.2: personal component, dissatisfaction 4: traditional model 5: SE
19: Cool2Care	1.1: There was not an organisation that delivered the service that Phil needed. 1.2: Expected benefits personally, can be considered as a user, experienced a gap in his daily life, dissatisfaction and expected to benefit significantly from obtaining a solution. Not per se for in-house use, but inspired by in-house needs. 2.1: Work experience helped? ** 2.3: Charity can be seen as a "community", by which other needs resulted in the identification of an opportunity. 3: barriers due to novelty of set-up, barriers in funding 4: In this case it is not a product, but a service, which makes the development process different. Informational advantages through system-of-use and deep use related knowledge (because he experienced himself how hard the struggle was). "Decided to found" and "cool2care concept grew from this" indicates Traditional model 5: social entrepreneur Clearly inspired by a gap he experienced in his personal life. Has a lot of analogies with user-entrepreneurship.	1.2 dissatisfaction with current situation 2.3 external funding 4 opportunity recognition, user/entrepreneur model. Personal dissatisfaction, later recognized the need for other families as well 5. efforts for community	1.2: personal need, unmet needs, dissatisfaction 2.1: education and working experience 4: user-entrepreneurship model 5: SE
20: EcoEveryday	Too little information to analyse	-	5: SE
21: Toggle	1.2: personal need component, expected benefit, dissatisfaction, experienced a gap between the current offerings and what was wanted 2.3 stimulating work environment 2.1: work and educational experience related to the field. Talented students, knowledge and skills. 4: Always wanted to start a business: not accidental rolled into it due to their ideas. Traditional model	1.4. personal need 5. sustainability	1.2: personal need, dissatisfaction, enjoyment process 2.1: education 4: traditional model 5: SE

	5: social value, social mission; using recycled materials for an better environment. Self-employment		
22: Happykitchen	In Liquidation	In Liquidation	1.2: personal need 4: traditional model
23: on Road media	2.1: work experience, expert in the field. 5: social enterprise Not a user-innovator/User-entrepreneur	2.1. knowledge 5. efforts for community	2.1: education and working experience 4: traditional model 5: SE
24: Maka Pads	2.1: professional career related to the innovation. 5: social enterprise Does not expect to benefit from the innovation personally	2.1. knowledge 5. efforts for community/ sustainability	2.1: education and working experience 5: SE
25: Eco femme	UE: user innovator, produced for herself or similar alike, experimentation, producing on local scale. 1.1: Waste issues will become present 1.2: Personal need component, experienced herself the difficulties with the current offerings. 2.1: No indication of related work experience or education, she was an egotherapeut 2.3: Community function “called that they wanted to sell”. Did not approach them herself. 3: Multinationals are entering the market in near future 4: User entrepreneurship model applies: starting local, based on her own needs, produced small-scale 5: social entrepreneur 6 Among for the BoP	1.2 personal need component. 2.3. received feedback from community 4. opportunity recognition, user entrepreneurship model 5. social mission 6. for BoP	1.2: personal need 2.3: partnership 4: traditional model 5: SE 6: from BoP
26: RubyCup	2.1: Business students with working experience related to the field 2.3: collaboration 4: although users, they did not innovate for themselves or to enhance the usage of the product. They saw an opportunity, did research and developed a product accordingly. Not user-entrepreneurs 5: social entrepreneurs 6: for developing world Although users, not user-entrepreneurs. The user innovation process does not apply to them. Usage of the product resulted in opportunity recognition, not for themselves.	2.1. knowledge and education 2.2. external resources reduced the cost of diffusing the innovation 5. social mission, sustainability 6. for BoP	1.2: personal need/ dissatisfaction 2.1: education and working experience 4: traditional model 5: SE

27: Liter of light	2.1: already working for the Phillipino's. Started up several social initiatives. Gained much experience and expertise in this field. 4: not a user entrepreneur. Does not use the product himself, nor did he innovate to enhance usage for himself or similar alike. Innovation is to help others. Traditional model 5: social entrepreneur, social mission and social value creation 6 For Bop UI* Initially when I read it I was under the impression that Demitrios "Demi" Bukas began with innovating and this was later adopted by Illac Diaz. However, this is not the case. Illiac Diaz is a social entrepreneur that used this technology that was developed by Alfredo Moser and implemented it. Does not expect to personally benefit from the innovation through usage.	1.2. ahead of trend 2.1. knowledge and education 4. opportunity recognition, traditional model 5. social mission/ sustainability 6. for the BoP	2.1:education and working experience 4: traditional model 5: SE 6: from the BoP
28: Grameen	1.2 Not personal benefit. However, was dissatisfied with the current practises. 2.1 due to his profession was able to innovate, however, not for himself but for others 4: Researched the possibility for microcredit first. 5: social entrepreneur. 6: for BoP Not a (professional) user entrepreneur. His profession made him see an opportunity and innovate. However, he might be regarded as a professional user innovator, because his occupation made him see that there was something wrong with the economics he was teaching, and he was dissatisfied. Based on that he launched an action research prject to examine the possibilities. Does not fit one to one on the user-innovator process, but has analogies.	1.3. ahead of trend 1.4. personal need component 5. social mission 6. for the BoP	1.2: dissatisfaction 4: traditional model 5: SE
29: Jaipurfoot	1.1 Due to the accident he might have been ahead of a trend with regard to see the needs of diabled that were not privileged, which he otherwise would not have been. 1.2 Personal experience, aimed to provide product (prostheses) for similar alike. 4: Traditional entrepreneurship process, though through personal experience and the reminding of surgeons this organisation was established 5: social entrepreneur 6: for poor people Not a user-innovator. Does not use a prosthetic and did not innovate himself. Due to personal experience he recognised an opportunity to help others that experienced the same as he did. Too little is known about the start-up, but when he cannot be considered at a user-innovator it is also not possible to be a user-entrepreneur, because the UI process does not apply.	1.3. ahead of trend 1.4. personal need component 2.1 knowledge and education 2.3 partnerships 4. opportunity recognition, traditional model 5. social mission. 6. for BoP	1.2: personal need 2.1: education and working experience 3: proved 4 traditional model 5: SE 6: BoP

30: aids digital	2.1: Aditya Wardhana is an coordinator at IAC. Previous work experience also with Aids foundations. 4: Based on the founding information it seemed that opportunity recognition preceded prototyping and development 5: social entrepreneur 6: for BoP	2.3. external funding 4. opportunity recognition, traditional entrepreneurship model 5. efforts for community 6. for the BoP	1.2: dissatisfaction 2.3: help from communities 4: traditional model 5: SE
31: Mejorate.cl (Medic Trace)	2.1: both the founders have educational and work experience related to the field, can be considered experts. Cannot find information about the founding story anywhere 4: aiming to create better help for all [..] started some projects. Lacking sufficient information about start-up, but based on the content not a user-entrepreneur. 5: social mission	2.1. knowledge and education	2.1: education and working experience 4: traditional model
32: ANAIRYS	1.2: personal experience made her see a gap in offering an need 4: Traditional Model 5: social mission 6: for the BoP. Cannot find Maria Pedero's background, tracked all the projects and the websites accordingly, checked linked-in, facebook etc, but did not came up. Idea phase, therefore no company website. In order to get required information need to contact the initiator. The personal experience component might be interesting, however lacking sufficient information. Needs follow-up	1.1.ahead of trend 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	1.2: personal need 4: traditional model 5: SE
33: AniMedes	1.1: ahead of trend due to his education and personal experience 1.2: personal expected benefit, personal experience, experienced a gap between need and offering. However, in another text extracted from the website http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html the personal component seems absent. 2.1: education + work experience: was a 3D-artist that enabled him to develop this. 4: Partnership. In his studies he already was interested in combining these fields, which served as the foundation for Animedes. Traditional model 5: social value creation I cannot establish how the development process went and how the partnership came about.	1.2. ahead of trend 2.3. partnerships, 4. opportunity recognition, traditional model	1.2: personal need 2.1: working experience 3: tested 4: traditional model 5: SE
34: Ath Checkpoint (Positive Voice)	2.1: expert in the field. Member of many committees and advisory organs about HIV/AIDS 4: traditional model: builds on established model 5: social value creation, reducing equalities Not a user. Cannot find that he has personal experience with this	?	2.1: working experience 5:SE

	disease or encountered difficulties in his near environment with this. Too little information available to use.		
35: MyDiagnostick Medical BV	2.1: expert, work experience and education related to the innovation. Can be considered as an expert. 4: opportunity recognition preceded innovation "he walked around for years with the idea to discover a handheld device that could detect atrial fibrillation" (derived from Dutch article, part three, first paragraph, second sentence). 5: social mission The need to develop this does not primarily lie in-house, the innovation does not make his work easier and stems from the desire to diagnose patients more correctly. However, he does not benefit from it in his work directly, therefore he is not a professional user innovator, he is a professional and an innovator, though.	1.2. ahead of trend 4. opportunity recognition	1.2: inspired 5: SE
36: Boehringer Ingelheim Pty Limited	2.1 Employee at this company with related work experience and educational background. 4: My proposal is : opportunity recognition precedes development. 5: social mission 6: for BoP Not a user-innovator, user-entrepreneur. CSR project that is stimulated by the organisation. The company has been established in 1957. Cannot find details on the relationship of Nishan Weerasekera with this project.	2.1. education 2.3. gathering external resources 5. efforts for society 6. for BoP	2.1: education and working experience 4: traditional model 5: SE 6: BoP
37: Leitat, Technological Center	1.2: Personal experience 2.1: Organisation aims at technological innovation. Marc is a project manager with education related to the field. 4: "starting point" : opportunity recognition preceded innovation. 5: social mission 6: for BoP Cannot find much information on Marc Masa. He works at Leitat and has educational and work experience related in the field. Does not seem to be a user. Seems that his personal experience and the knowledge gained by his education and work made him see this opportunity. Cannot find if there is a personal use component, whether professionally or personally.	1.1 ahead of trend 1.2 personal need component 2.3. external resources, partnerships 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	1.1: ahead of trend 1.2: personal need 2.1: experts 4: traditional model 5: SE

38: Bublibot	1.1: I cannot judge the ahead of the trend component. 1.2: there is a personal component in this, because of Pantelis' son has asthma, however, not enough information to make statements whether this is a professional user that uses his work and educational background to develop this innovation for personal use (his son) or whether his son contributed to the fact that he recognised an opportunity to be pursued. 2.1: expert status. 2.3: too little information available whether a community of peers contributed to the development and how this was (diffusion, testing and feedback etc). They have entered in competitions to get more use information. Not enough information to make statements about this, but it seems as a team effort and there has not yet been an organisation established for this. This might become Breathe Easy, but currently not operational. 4: personal component because of his son, able to develop the Bublibot due to his expert status, knowledge and skills, but he is not an entrepreneur. Based on this information this is a team of scientist that are developing an innovation. Pantelis Angelidis has educational and work experience related to the field. He can be considered as an expert, has already have two patents and an organisation that developed innovative mobile applications for wealth and health. On changemakers he is referred to as founder, but there is not an organization yet, he is not an entrepreneur, definitely an innovator, but not an user-innovator. As far as I can tell he did not use something like this innovation in his profession or personal situation, cannot find the 'gap' in usage/dissatisfaction.	2.1. education, degrees 2.3. external resources, knowhow and funding 5. social mission	1.2: personal need personal experience, unmet needs 2.1: education and working experience 3: won price 4: traditional model 5: SE
39: NGO Santé Diabète	2.1: expert, educational and work experience in the field 4: Developed to help Africans, traditional model of entrepreneurship 5: serial social entrepreneur 6: for BoP	2.1. degree 2.3. external knowledge 5. efforts for society	2.1: education and working experience 4: traditional model 5: SE
40: CHEN	1.1 It has not yet been done 1.2: personal need component. Experienced a need which wasn't currently offered. 4: Organisation is established out of a personal experience the founder had. Missing detailed information how exactly the organisation was established. "with the help of her husband"`. Not for profit. 5: social entrepreneur. Addresses infertility problems Difficult one, she provides a serve	1.1.ahead of trend 2.1. education 4. opportunity recognition, traditional model? 5 efforts for society	1.1: ahead of trend 1.2: personal need, dissatisfaction 4: traditional model 5: SE

41: curing causes	Woman is troubled and is looking for a platform to express herself, omitted from analysis.	5. efforts for society	1.2: personal need 5: SE
42: Dintshang	2.1 education provided opportunity 4: not user innovation, not user entrepreneur. Traditional model 5 social entrepreneur	2.1. education/degree 2.3. external funding 4. opportunity recognition, traditional model 5 social mission	1.1: ahead of trend 2.1: education and working experience 4: traditional model
43: e-Insuranceconnection.com	2.1: serial social entrepreneur 4: Traditional model: idea preceded development. Not for in-house use. 5: SE: empowers people	2.1. degree/education 5. efforts for society	2.1: education and working experience 5: SE
44: e-patient (e-hastam	1.1: Alternative wasn't available in Turkey 1.2: professional need, adapted to enhance working condition 2.1: expert with educational and work related experience in the field 2.3 Project is carried out with another organisation 5: social value creation for society. SE UI: Might be professional user innovator/entrepreneur Cannot find additional information on e-hastam about the development and founding process.	2.1. education/ degree 4. opportunity recognition , traditional model 5. efforts for society	2.1: education / working experience 5: SE
45: Ella's Monitor	1.1 device was not available for home 1.2 personal experience 2.1 young engineer 2.3: innovative environment 4: combined his personal experience and his in-house resources to develop a device to ensure other parents would not suffer the way he did. "Dedicated his life" + "received grants to work on" indicates traditional model 5 * social value creation Personal experience that led to innovation. The problem is, when I read about this the first time the website was still in the air, and also the website of seymoreinnovative. However, since the beginning of July it is not anymore. Besides the information about Ella's monitor more information about Peter cannot be found. He is currently employed somewhere else. And all the leads that address him or the innovation lead to the sites that are not operating anymore. Cannot find if the innovation has been sold to someone else, or whether there were other things that led to the current state.	1.2 personal need component. 2.1. knowledge 2.3. funding 4 opportunity recognition, traditional model 5. social mission	1.2: personal lost, unmet needs, dissatisfaction 2.1: education and working experience 3: big market 4: traditional model 5: SE
46: Face It TOGETHER	1.1: wasn't there when he started 1.2: personal component 2.1 expertise: education and work 2.3 community interaction 4 : traditional model. Brought together the community to co-create and	1.2. ahead of trend. 2.1. knowledge, education, degrees 2.3. community feedback 3. barriers, 4. opportunity recognition, traditional	1.2: personal need- addicted, dissatisfaction how the system works. 4: traditional model 5: SE

	based on his previous work and his personal experience he recognised this opportunity. This organisation was established to scale up earlier founded organisation. 5 SE	model 5. efforts for community	
47: MobiStine,Health care Apps for New Parents	2.1: educational and work experience related to the field. Can be considered an expert . 3: Niche 4: opportunity recognition preceded development and prototyping. Initial plan was to launch this. Not in-house or personal usage component. Traditional entrepreneurship model. Clearly he developed this app to launch to earn money and secondary help others. 5: I'm in doubt about the social entrepreneurship component. He addresses a social topic, but I'm not sure about the social motive. As mentioned, he discovered a niche and wanted to fill it. Put it the other way around, if that niche turned out to be not that social, would he then still develop this app or would he serve that niche? Another point which I found to be considered is an ethical aspect, when pharmaceutical or other health professionals will sponsor it and they get advertisement on the apps, this can be considered misleading. Who guarantees that these vulnerable people, which have insufficient information about these topics (so he claims) get the full picture? How about the social responsibility of the companies that sponsor it? For regulars apps there's nothing wrong with it of course, also for any health app, but don't call it social entrepreneurship.. Personal experience and therefor identifies need. At least, that's what has been written on changemakers, the article in additions writes that he conducted market research and found that there were hardly any Arabic apps for health and wanted to fill that niche. In that case there isn't a personal experience component at all. It was not that he was researching the market because he was looking for an app to use himself.	1.2. ahead of trend 2.1. knowledge, experience 2.3. external knowledge 4. opportunity recognition, traditional model 5, efforts for community	1.2: personal need, in-house use 4: traditional model 5: SE
48: I can see now	2.1: Expert, surgeon 4: proposal for business. Opportunity recognition traditional entrepreneurship model 5: social entrepreneur, offering services to the needy. 6: for BoP Not a personal need component but a desire to help others.	2.1. knowledge, experience 2.3. involvement of community 5. social mission 6. for BoP	2.1: education and working experience 4: traditional model 5: SE

49: Sucre Blue	1.2: personal experience component, has diabetic herself and ""If this is what it's like for me…," 2.3: received help from (expert) friends, not a community though. 3: barriers, governmental. 4: inspired by her personal situation she researched how it was like for the less fortunate. Traditional model 5: social entrepreneurship 6: For BoP She was a patient, that inspired her, but she is not a user entrepreneur. As most, they are inspired by their personal life but followed the 'traditional' model towards entrepreneurship. These personal inspired entrepreneurs by sickness are a difficult type. They are "users" in the sense that the experienced the difficulties they address, and in the developing world they bring something that is not there, so in a sense it's innovative. There's no product innovation and they did not change anything for themselves (not a personal unmet need), but reflected on their situation and those who are living in less fortunate situations, there's not an in-house use component.	2.1. knowledge, experience 2.3. help from community 3. political barriers 4. opportunity recognition traditional model, but maybe a bit user entrepreneur 5. social mission 6. for the BoP	1.2: personal need 2.3: train community's so they get skilled 4: traditional model 5: SE
50: Imagineitskins.com	2.1: education 5: social entrepreneur Not a user entrepreneur	2.1. education, degree 5. social mission	2.1: education and working experience 5: SE
51: Innovative International Ideas	5: social value creation 6: for BoP No indication that this concerns a user	6. for BoP	-
52: Late living	1.2: personal experience led to recognise an opportunity 2.1: experience in business, work related experience to the field, and education. 4: traditional model 5: social entrepreneur, social value creation for elderly to ease the decision of moving.	1.2. ahead of trend 2.1. experience, knowledge, education 4.oppertunity recognition, traditional model 5. efforts for society	1.2: personal need / dissatisfaction 2.1: education and working experience 4: traditional model 5: SE
53: Mental Care for street children in India	2.1: Experts in the field 4: have been asked to do so, inspired by the help they could provide. (TM) 5: Social entrepreneurship 6: For BoP	2.3. need of community 5. social mission 6. for the BoP	1.2: inspired 5: SE

54: care for Lupus	1.1: due to her experience she was able to see what was needed for patients 1.2: had lupus herself 2.1: education and upbringing contributed to the establishment of the foundation, 3: government policies act like a barrier. 4: her personal experience and the gap experienced about information available inspired her to help others. (TM) 5: social entrepreneur (social foundation) 6: for BoP	1.1. ahead of trend 2.1. education, experience 2.3. community 5. social mission	1.2: personal need, satisfaction, 2.1: education and working experience 4: traditional model 5: SE
55: OkCopay	1.2: Dissatisfaction, personal need component. 2.1: education and work experience related to the field 4: Traditional entrepreneurship model "when I left my job to become an entrepreneur". Not for in-house use. Opportunity recognition preceded development. 5: social value creation	1.2. ahead of trend 2.1. education, degrees 4. opportunity recognition, traditional model 5. efforts for society	1.2: personal need/ dissatisfaction 2.1: education 4: traditional model 5: SE
56: Patients' Rights Guidebook and Trainings	1.2 Personal experience, "gap", was no regulation 2.3 Relatives joint with professionals to discuss regulation 5: Social enterprise, patient rights. 6: for BoP I cannot find additional information about Fulya Ilçin Gönenç, seems she is an author and holds several degrees from the university related to human rights. The problem is I don´t read Turkish and Google Chrome is not able to translate everything, therefor I´m missing information	1.2. ahead of trend 2.1. knowledge education, degree 4. opportunity recognition, traditional model 5. social mission	1.2: personal need, unmet need 2.1: education working experience 4: traditional model 5: SE
57: RAINN	1.2: close friend was assaulted. Unmet needs regarding this issue. 2.1: education and work experience 4: Personal experience triggered him, however, hard to establish whether this experience made him see an opportunity or whether this need had to be filled for in-house use (for the people close to him). "saw the need for national resource" 5: social value creation	1.3. ahead of trend 1.4. personal need component 2.1. knowledge, education, experience 4. opportunity recognition, traditional model 5. social mission	1.2: personal need 2.1 education W.E 4: traditional model 5: SE
58: Sweet Mothers Inc	2.1 too little information 3 (Early stage industry life-cycle + Small markets: untapped market) 4: not a user clearly targets this market. Traditional model; 5: social entrepreneur On her Facebook page het profession is operation manager at the Lagos State Government. Cannot find a webpage about the project online, nor any additional information about Temie Giwa. Based on the founding story (aha moment) on Changemakers, she recognized an inequality for women Nigeria and aims to find a solution for this. Cannot determine whether this is related to the government or not.	1.1. ahead of trend 2.1. degree 5. Social mission 6. for BoP	1.2: dissatisfaction 2.1 education W.E 5: SE

59: Clean birth kit	1.2: Personal experience component, however, in the article in additions she had a “dejavu” and was already working on establishing her company. She is not a user. There is not an in-house use component, it was not that if she would have a birth-kit things would have been different. The experience led to the opportunity recognition, but she is not a user. 2.1: Educational and work experience in the field. Can be considered as an expert. 4: Traditional entrepreneurship model. She was already working on establishing a company. Was doing research for her education and combined it when she recognised an opportunity that brought her back to a personal experience. Opportunity recognition preceded research, development and prototyping the innovation. 5 Social value creation 6: For the BoP	1.2. ahead of trend 2.1. education 5. social mission 6. for the BoP	1.2: personal need/ dissatisfaction, unmet need 2.2: costs starting up 4: traditional model 5: SE 6: for BoP
60: SELCO	2.1: Expert in the field, degree related to the field. 4: Traditional model: Not user entrepreneurship/not user innovation. During PhD with topic related to this he conceptualised SELCO. “prompted to think about” 5: Social enterprise 6: for the BoP. Not a user innovator/entrepreneur. Professional innovator.	2.1. degrees 5. sustainability 6. for the BoP	2.1: education W.E 4: traditional model 5: SE
61: Prahba foot	2.1: education and work experience related to the field 5: Social enterprise 6: for the BoP He was employed at the society for relief and rehabilitation of the disabled when he invented the Prahba foot. Cannot find information about the development process. Not a user. Went back to India for his sons and wanted to work where it mattered, though he is an innovator. But not for his profession and not for in-house use to enhance usage.(http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212)	2.1. experience, knowledge 5. social mission 6. for the BoP	5: SE 6: for BoP
62: EB1 foot	2.1: expert was assigned to this project 4: opportunity recognition preceded research, development and prototyping Not a user. Designed by prosthetics outreach foundation 5: social value creation	1.1 ahead of trend	2.1: W.E 5: SE
63: All Terrain Foot (ATF)	Can't find the website or any other additional information about the founding or development process	5. social mission	-

64: Niagara Foot	2.1: Experts collaborated to make the prosthetic 2.3 Experts collaborated to make the prosthetic 4: 'opportunity recognition' preceded testing and development. (TM) 5: social value creation	1.2. ahead of trend 2.3. external help and funding 5. social mission	-
65: The Mountain Institute	4: opportunity recognition preceded development, and prototyping (TM) 5 social value creation 6: for developing countries Jim Underwood, the inventor, passed away in 2007. On the website of the TMI there is no information about this machine or of Jim. I cannot establish what motivated him to make this invention and if he could have been considered to be a professional user innovator.	1.2. ahead of trend 5. social mission 6. for the BoP	5: SE 6: for BoP
66: Living homes	2.1: experienced in start-ups, social and technological 4: traditional entrepreneurship model. Aimed to start-up, not necessarily for in-house use. 5: social value creation through sustainability	2.1. knowledge, experience 5. sustainability	2.1: Education W.E
67: Scojo Foundation	2.1 Professionals, experts related to the field 4: Traditional entrepreneurship. Opportunity recognition preceded development and prototyping 5: social value creation 6: for BoP Not a professional user entrepreneur. He wanted to matter and later on figured out what that would be. As mentioned in the addition section, only later on he jumped to the opportunity. There is not an in-house use component. Opportunity recognition preceded development and establishment of the foundation.	2.1. education, 4. opportunity recognition, entrepreneurial plan 5. social mission 6. for the BoP	1.2: personal need, want to do something meaningful 2.1: experts 4: traditional model 5: SE
68: ALTIS	2.1: work experience 3: barriers 4: Traditional model 5: social value creation 6: for BoP	1.2 ahead of trend 2.3. external funding 4. opportunity recognition, traditional model 5. social mission 6. for the BoP	2.1: W.E 4: traditional model 5: SE

69: Trevor Field	Play pump has closed its doors. 1.1: Stuyvers play-pump was ahead of a trend, for in-house use 2.1: Worked as an advertising professional 4: traditional model: innovation was sold to Trevor 5: Social value creation 6: for BoP Trevor Field is not a user-entrepreneur. He is a social entrepreneur that uses Styvers technology. The additional search aimed to establish whether Styver was a user-innovator, due to his engineering background and the fact that he did not commercialise the invention. Interesting would be to find out why Styver worked with Field, what his motivations were and why he did not commercialise the invention, he already made a prototype in 1989. Afribore, where Stuiver worked, does not have a website. Linked-in does not give a hit for Ronnie Stuiver/Stuyver.	4. opportunity recognition, traditional model 5. social mission 6. for the BoP	1.2: dissatisfaction 2.1: education W.E 4: traditional model 5: SE 6: for the BoP
70: Alisa Society	1.2: personal experience: was disabled herself 2.1: worked as an economist 4: Traditional model: saw opportunity/was bored 5: social mission/value creation Cannot find a website or anything other than the references leading to this document. Cannot give an estimation whether this company is still in business.	2.1. education, degree 4. opportunity recognition, traditional model 5. social mission, efforts for community	1.2: personal need 5: SE
71: Venture Realized	1.2: father is wheelchair user, personal component. 2.1: Team of graduates that have an innovative idea 2.3 Collaboration of graduates 4: traditional entrepreneurship. Won a competition, not per se for in-house use, although one team member has a father that is in a wheelchair. “realized the potential impact”: indicates TM. 5: social value creation for wheelchair users.	1.1. ahead of trend 2.1. education, degrees 4 opportunity recognition, traditional model 5. efforts for society	1.2: personal need dissatisfaction 2.1: education W.E 4: traditional model 5: SE
72: d.light	1.2 Personal experience, dissatisfaction with current situation 2.1 Educational and working experience related to the field. Serial entrepreneurs. 4: it inspired him to take a class, where after he met the co-founder and developed a prototype. In the history it can be seen that the traditional entrepreneurship model can be applied to this organisation. They were inspired by a personal component, however, in the text it seems that opportunity recognition precedes testing and development of a prototype. The aim was to make a business out of the idea, not to use the product in-house and later on commercialise it, and also, they were not users of the product. 5: award winning social entrepreneurs	1.1. ahead of trend 2.1. education 5. social mission 6. for the BoP	1.2: personal need dissatisfaction 2.1: education / W.E 4: traditional model 5: SE

73: Husk	1.2: personal need 2.1: education and work experience 2.3: help from friends 4: traditional model, saw need and studied the market accordingly 5: social value creation 6: for BoP	2.3. external knowledge 4. opportunity recognition, traditional model 5. social mission 6. from BoP for BoP	1.2: personal need 4: traditional model 5: SE 6: for BoP
74: Ndlovu	2.1: education and work experience, expert 5: social value creation 6 For BoP		-
75: Hippo	1.2: personal experience, lived in rural areas 2.1: work experience and education related to the field 4: traditional entrepreneurship: recognised an opportunity before she developed the innovation. Due to her experience gained from work and traveling she could see the opportunity, however, the innovation was not aimed to use in-house. 5: social value creation/ social mission 6: for the BoP	2.1. education. 4. traditional model 5. social mission 6. for the BoP	1.2: personal need 4: traditional model 5: SE 6: BoP

VIII Scores per case for Social Entrepreneurship

Code _5	Social Entrepreneur			Code _5	Social Entrepreneur		
Case Number	C1	R	C2	Case Number	C1	R	C2
1		1		37	1	1	1
2	1	1	1	38	1	1	1
3	1		1	39	1	1	1
4		1	1	40	1	1	1
5	1	1	1	41	1		1
6		1	1	42		1	1
7	1	1	1	43	1	1	1
8	1	1	1	44	1	1	1
9	1	1	1	45	1	1	1
10	1	1	1	46	1	1	1
11	1	1	1	47	1	1	1
12	1	1	1	48	1	1	1
13	1	1	1	49	1	1	1
14	1	1	1	50	1	1	1
15	1	1	1	51		1	
16		1	1	52	1	1	1
17	1	1	1	53	1	1	1
18	1	1	1	54	1	1	1
19	1	1	1	55	1	1	1
20	1			56	1	1	1
21	1	1	1	57	1	1	1
22	1			58	1	1	1
23	1	1	1	59	1	1	1
24	1	1	1	60	1	1	1
25	1	1	1	61	1	1	1
26	1	1	1	62	1	1	
27	1	1	1	63			1
28	1	1	1	64		1	1
29	1	1	1	65	1	1	1
30	1	1	1	66		1	1
31		1		67	1	1	1
32	1	1	1	68	1	1	1
33	1	1		69	1	1	1
34	1	1		70	1	1	1
35	1	1		71	1	1	1
36	1	1	1	72	1	1	1
37	1	1	1	73	1	1	1
38	1	1	1	74		1	
39	1	1	1	75	1	1	1
40	1	1	1				
41	1		1				
42		1	1				
43	1	1	1	Total	64	70	65

IX Scores per code per case for social entrepreneur (yes) and BoP (yes)

Code_5 Code_6 Code_1.1	Social Entrepreneur (for Bop/from BoP) Yes			Code_1.2	Yes		
		Coder			Coder		
Case		R	C2	Case	C1	R	C2
10			1	7		1	
14			1	11		1	1
25		1		18		1	
27			1	25	1	1	1
28			1	28		1	1
29		1	1	29	1	1	1
32			1	32		1	
37			1	37		1	1
54		1		49		1	
59			1	54		1	
65			1	59		1	
68			1	73		1	
69		1		75		1	
72			1				
Total		4	11	Total	2	13	5

Code_5 Code_6 Code_2.1	Social Entrepreneur (for BoP/from BoP) Yes			Code_2.1	Yes			Code_5 Code_6 Code_2.2	Social Entrepreneur (for BoP/from BoP) Yes
	Coder				Coder				Coder
Case	C1	R	C2	Case	C1	R	C2	Case	C2
1		1		36	1	1	1	26	1
2		1		37		1		73	1
4			1	39		1			
5	1	1	1	48		1			
7		1		49		1	1		
8		1	1	53		1			
9	1	1		54		1			

Code_5 Code_6 Code_2.1	Social Entrepreneur (for BoP/from BoP) Yes			Code_2.1	Yes			Code_5 Code_6 Code_2.2	Social Entrepreneur (for BoP/from BoP) Yes
10		1	1	58		1			
11	1			59		1	1		
12		1	1	60		1	1		
14	1	1	1	61		1			
16		1		67		1			
17	1	1		68		1			
18		1		69	1	1			
25		1		72			1		
26		1	1	73		1			
27	1	1	1	74		1			
28		1		75		1	1		
29	1	1	1						
30		1		**Total**	**9**	**35**	**15**	**Total**	**2**

Code_5 Code_6 Code_2.3	Social Entrepreneur for BoP/from BoP Yes			Code_5 Code_6 Code_3	Social Entrepreneur for BoP/from BoP Yes		
	Coder				Coder		
Cases	**C1**	**R**	**C2**	**Cases**	**C1**	**R**	**C2**
2		1		8	1		
5			1	9	1		
8			1	25		1	
9	1			29	1		
11			1	49		1	1
14	1			54		1	
25	1	1	1	58		1	
26		1		68		1	
29			1				
30			1				
36			1				

Code_5 Code_6 Code_2.3	Social Entrepreneur for BoP/from BoP Yes		
37			1
49		1	1
53			1
68			1
73		1	
Total	**3**	**5**	**11**

Code_5 Code_6 Code_3	Social Entrepreneur for BoP/from BoP Yes		
Total	**3**	**5**	**1**

X Scores per code per case for Social entrepreneurship (YES) and BoP (no code)

Code_6 Code_5 Code_1.1	No code Social Entrepreneur Yes		
	Coder		
Cases	**C1**	**R**	**C2**
3			1
4		1	
9			1
17			1
19		1	
33		1	
35	1		
37	1		
38		1	
40	1	1	1
44		1	
45		1	
46		1	1
47			1

Code_5 Code_1.2 Code_6	Social Entrepreneur Yes No code		
	Coder		
Cases	**C1**	**R**	**C2**
10	1		
18	1		1
19	1	1	1
21	1	1	1
22	1		
26	1		
28	1		
30	1		
32	1		
33	1	1	
37	1		
38	1	1	
40	1	1	
41	1		

Code_5 Code_6 Code_2.1	Social Entrepreneur No code Yes		
	Coder		
Cases	**C1**	**R**	**C2**
2	1		1
3	1		1
4		1	
7	1		1
9			1
10	1		
12	1		
13	1	1	1
15	1	1	1
16			1
17			1
19	1	1	
21	1	1	
23	1	1	1

Code_6	No code		
Code_5	Social Entrepreneur		
Code_1.1	Yes		
52			1
54			1
55			1
56			1
57			1
58			1
64			1
71			1
Total	**3**	**8**	**14**

Code_5	Social Entrepreneur		
Code_1.2	Yes		
Code_6	No code		
43	1		
44	1	1	1
45	1	1	1
46	1	1	
47	1		
48			1
49	1		
52	1	1	
53	1		
54	1		
55	1		
56	1	1	
57	1	1	1
58	1		
59	1		
62	1		
66			1
70	1	1	
71	1	1	
72	1	1	
73	1		
75	1		
Total	**34**	**14**	**8**

Code_5	Social Entrepreneur		
Code_6	No code		
Code_2.1	Yes		
24	1	1	1
26	1		
31		1	
33	1	1	
34	1	1	
35		1	
37	1		
38	1	1	1
39	1		1
40			1
42		1	1
43		1	1
44		1	
45	1	1	
46		1	1
47		1	1
48	1		
50	1	1	1
52	1	1	1
54	1		1
55	1	1	1
56	1	1	1
57	1	1	1
58	1		1
60	1		
62		1	
64		1	
66		1	
68	1		
70		1	1
71	1	1	1

Code_6	No code		Code_5	Social Entrepreneur		Code_5	Social Entrepreneur		
Code_5	Social Entrepreneur		Code_1.2	Yes		Code_6	No code		
Code_1.1	Yes		Code_6	No code		Code_2.1	Yes		
						72		1	1
						Total		**30**	**28**	**26**

Code_5	Social Entrepreneur			Code_5	Social Entrepreneur			Code_5	Social Entrepreneur		
Code_6	No code			Code_6	No code			Code_6	No code		
Code_2.2	Yes			Code_2.3	Yes			Code_3	Yes		
	Coder				Coder				Coder		
Cases	C1		C2	Cases	C1	R	C2	Cases	C1	R	C2
2			1	2			1	2			1
45			1	7		1		10		1	
59		1		13		1		33		1	
67		1		19			1	38		1	
Total		**2**	**2**	21			1	45		1	
				30		1		46			1
				38			1	47			1
				39			1	**Total**		**4**	**1**	**2**
				42			1				
				44			1				
				46			1	1			
				47				1			
				48				1			
				49		1					
				54				1			
				64			1	1			
				Total		**4**	**5**	**10**			

XI Addressed organisations for cases

- MVO NL in het kader van PROGRAMMA ONTWIKKELINGSLANDEN
- http://www.bopinc.org/
- Get@AfricaFunded.nl
- http://www.ondernemeninontwikkelingslanden.nl/showcase/funding-opportunity-innovative-projects-emerging-economies
- Technoserve
- Bidnetwork

Example Email used

Question regarding entrepreneurial cases for master thesis

Dear Sir/Madam,

I am a student of the University of Twenty following the Master of Science in Business Administration program, with the specialization of Innovation and Entrepreneurship. Currently, I am writing my thesis, which addresses the question whether the user-entrepreneurship process has similarities with social-entrepreneurs in the context of the base of the pyramid. In order to analyze this, I am looking for cases that represent this phenomenon.

User-entrepreneurship is the commercialization of new products or services by (individual or groups of) users of that product or service. Often does the user-entrepreneur have characteristics that can be described as being a head of the market regarding a trend, and having unmet needs/dissatisfaction with the current market offerings (lead users). This contributes to the modification (innovation) of the current offerings. The snowboard, skateboard, Baby Einstein and the Baby Jogger are, among others, examples of this phenomenon. They all have in common that the product is used in-house, whereby a gap is experienced. This resulted in the modification of the current offering and eventually led to the starting-up of a company.

The objective of this research is to gain more knowledge about the user-entrepreneurship phenomenon, to describe this process more accurately, and to examine whether there are analogies between these two types of entrepreneurs. Therefore I wanted to ask whether your organization has examples (cases or success stories) of entrepreneurs who have modified a product/service used as user, and founded a company based on these innovations?

I am looking forward to hearing from you.

Yours sincerely,

Marlies Stuiver
d.m.stuiver@student.utwente.nl

Responses to email

1:

[Contactaanvraag] Informatie over casussen voor master thesis Postvak IN x UT x

sdb@partos.nl via ondernemeninontwikkelingslanden.nl 13:36 (1 uur geleden)
aan d.m.stuiver

ontwikkelingslanden

Beste heer, mevrouw,

Hartelijke dank voor uw interesse in de portal Ondernemen in ontwikkelingslanden. De portal maakt kennis en informatie over duurzaam ondernemen in ontwikkelingslanden toegankelijk via een snelle doelgerichte zoekmachine en samenwerking met het ondernemersforum Higherlevel.

In de zoekmachine van deze portal kunt u informatie vinden van meer dan 30 verschillende organisaties. Als u uw vraag in de zoekbalk intoets, krijgt u snel resultaten te zien van links naar die organisaties met de kennis waar u naar opzoek bent. Kijk voor een overzicht van onze partners hier.

Op het ondernemersforum Higherlevel zijn wekelijks 70.000 ondernemers actief. Hier kunt u een vraag stellen aan de andere ondernemers die misschien al veel ervaring hebben met het onderwerp waar u in geïnteresseerd bent. Ook zijn hier de partners van de portal actief.

Veel dank voor uw vraag aan de portal. Wij proberen deze binnen 3 werkdagen te beantwoorden.

Hartelijke groet,

De Portal Ondernemen in ontwikkelingslanden.nl

2:

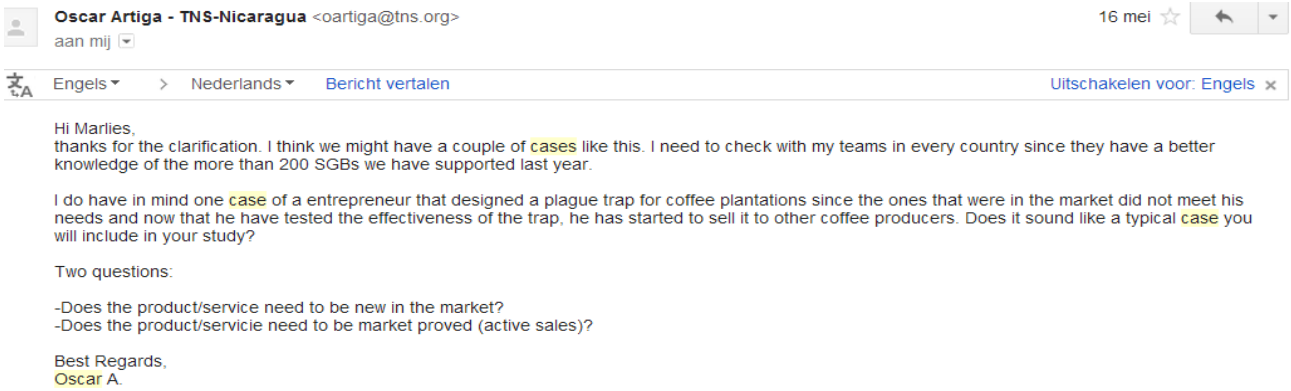
Hi Marlies,
I have forwarded your message to our entrepreneurship practitioners and they will be in contact with you directly if they have any examples to share.

--
Sarah Davis
HR and Operations Coordinator | TechnoServe
sdavis@tns.org | Skype: sarah.davis.tns

1120 19th Street, NW | 8th Floor | Washington, DC 20036
T +1 202 719 1315 | F +1 202 785 4544

BUSINESS SOLUTIONS TO POVERTY

After some contact never heard from the organisation again:



Oscar Artiga - TNS-Nicaragua <oartiga@tns.org> 16 mei
aan mij

Engels > Nederlands Bericht vertalen Uitschakelen voor: Engels

Hi Marlies,
thanks for the clarification. I think we might have a couple of cases like this. I need to check with my teams in every country since they have a better knowledge of the more than 200 SGBs we have supported last year.

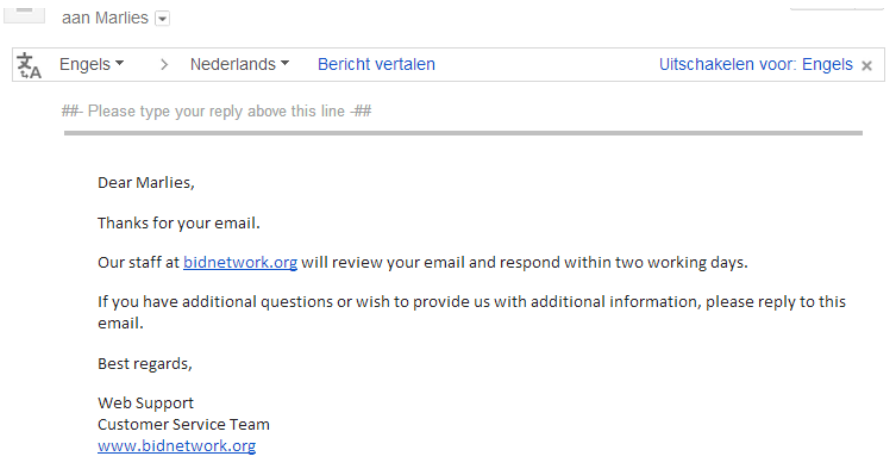
I do have in mind one case of a entrepreneur that designed a plague trap for coffee plantations since the ones that were in the market did not meet his needs and now that he have tested the effectiveness of the trap, he has started to sell it to other coffee producers. Does it sound like a typical case you will include in your study?

Two questions:

-Does the product/service need to be new in the market?
-Does the product/servicie need to be market proved (active sales)?

Best Regards,
Oscar A.

3:



aan Marlies

Engels › Nederlands Bericht vertalen Uitschakelen voor: Engels

##- Please type your reply above this line -##

Dear Marlies,

Thanks for your email.

Our staff at bidnetwork.org will review your email and respond within two working days.

If you have additional questions or wish to provide us with additional information, please reply to this email.

Best regards,

Web Support
Customer Service Team
www.bidnetwork.org

4:

M.Olthaar <m.olthaar@rug.nl> 13 apr.
aan Marlies

Beste Marlies,

dankjewel voor je mail. Het wordt zo al een stuk duidelijker voor me en ik zie waarom de voorbeelden die ik geef niet relevant zijn. Misschien zijn Jeepneys (zie: http://en.wikipedia.org/wiki/Jeepneys) in de Filippijnen een goed voorbeeld, hoewel ik niet precies weet wanneer je van een adaptation spreekt en wanneer van innovation.

Het is een interessant vraagstuk die je hebt en ik probeer me te bedenken hoe ik je kan helpen. Eerlijk gezegd weet ik het zo op het eerste moment even niet. Ik kan me voorstellen dat het moeilijk is om voorbeeld cases te vinden. Wellicht is het een idee om the Netherlands African Business Council (https://nabc.nl/en) te contacteren of Business in Development Network (http://www.bidnetwork.org). In een tijdschrift als OneWorld staan soms ook leuke verhalen (http://www.oneworld.nl) of bij zoiets als Club Africa van de KLM (http://www.your-bizbook.com/en/Club-Africa/Biz-News/). Wellicht kan een organisatie als TechnoServe (www.technoserve.org) je verder helpen. Ik vrees wel dat het een hele zoektocht wordt. Voor wat betreft Afrika, wat v mij het meest bekende terrein is, verwacht ik de meeste innovaties in Kenia, Zuid-Afrika en Ghana.

Ik ben bang dat ik je op het moment niet heel veel verder kan helpen, maar als je nog vragen hebt, mail gerust. Ik ben benieuwd naar wat er uiteindelijk in je scriptie komt, dus indien mogelijk zou ik wel een softcopy van je ontvangen t.z.t.

Veel succes en als ik nog iets bedenk dan hoor je nog van me.

M.vr.gr.
Matthias

5:

aan mij

Hoi Marlies,

De cases die wij hebben richten zich vnl op private sector initatieven in samenwerking met bijv NGO's. Dus niet zozeer een lokale entrepreneur die solo een business op zet. Als je op onze website kijkt zie je een aantal voorbeelden beschreven en het is ook interessant de publicaties te lezen over Inclusive Business (daar staan ook cases benoemd en wordt naar allerlei lieteratuur verwezen). Als je daar iets tegenkomt wat relevant is kunnen we over zo'n case meet informatie delen. Maar nu is het mij nog niet duidelijk hoe ik je verder kan helpen.

Als je nog verdere vragen hebt hoor ik het graag ,

Vriendelijke groeten,

Wendy

Wendy van der Klein | BoP Innovation Center
e vanderklein@bopinc.org | www.bopinc.org
m +31(0)634939571 | Nieuwekade 9
s wvdklein | 3511 RV Utrecht

or leave a tweet @bopinc!

XII Cases database Researcher (MS)

1	Name Source Search terms used Website	Inventure Social Enteprise Database Acces to technology http://www.inventure.org/
	Innovation	InVenture is a micro venture capital fund that empowers businesses to lift their communities out of poverty **(5)**. InVenture connects developing businesses with the capital & training they to need to grow risk-free. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing. InSight provides entrepreneurs a convenient, easy to use tool accessible through any tekst messaging cell phone that provides them financial literacy and accounting assistance. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing -- something more than 2.7 billion individuals lack. Currently, there is no other organization in the market providing financial literacy, accounting and credit scoring through a text-messaging platform. The data captured by our product **InSight will help us understand how bottom-of-the-pyramid individuals, households, and businesses manage money (6)**. **InVenture then provides the education, financial metrics and partnerships to revolutionize the low-income financial service industry (5).**
	Entrepreneur	Before InVenture, Shivani **worked in investment banking, health costing and microfinance (2.1)** focusing on Sub-Saharan Africa, West Africa and India. Shivani started InVenture in 2010 **with the idea of bringing in real cash flow data to transform the financial ecosystem in emerging markets to be more transparent and fair to all. The overall goal was to transform people's perception of risk and value in order to bridge the gap between the informal and formal marketplace and unlock the immense potential of individuals to pursue their dreams, create jobs and alleviate poverty within their surrounding communities(4)**. **She holds an MPH from Columbia and BA from Wesleyan (2.1)**. When she's not InVenturing, she's cooking creative snacks, running outside and kickboxing (from website inventure.org) **My background ranges from public health to investment banking to consulting (2.1)**. My work in developing regions, particularly in India, exposed me to the limitations of current microfinance and international development efforts and **led me to found InVenture (4)** —a micro venture capital fund that empowers entrepreneurs to uplift their communities. **I wanted to create a more holistic model (4)** that would target the key problems that are keep developing communities from progressing (Changemakers.com)
	Organizational/ founding information	Working for the United Nations Population Fund, Shivani got a chance to go into the field and talk to microfinance borrowers, and really learn about their daily lives. Does your daily life feel better as a result of these programs? What Shivani found was that most of the time the answer was no, their lives weren't getting any better. She started InVenture as an organization that would crowdsource funds to invest in a business but a year ago, we saw that was also lacking. Maybe what India needed wasn't more loans, but rather smarter access to manage that capital. **Shivani Siroya is the CEO and Founder of InVenture Fund. In just under one year, Shivani assembled a team, developed a working model, and cultivated partnerships with three NGOs to launch pilot funds in Ghana, India, and Mali—all of which are beginning to have a measurable impact on their communities (4)**. Shivani's drive and enthusiasm for this work makes InVenture possible, but it's her cross-sector approach to finance and development that will ultimately make InVenture successful. She has taken her experience in isolated industries and developed an organization that rebuilds—rather than reinvents—the wheel.
	Additional search	http://www.changemakers.com/project/insight-money-management-credit-scoring-offline-world
	Additions	
	Analysis	Overall goal was to transform people's perception, indicates that a personal need is lacking. 'Led me to found' saw the limitations others have and wanted to do something about it, not for herself. 2.1: Internal resources: Based on her previous work and the experience she gained she was able to see opportunity. Can be seen as an intermediate user: work experience in related industries

		4. Start-up: opportunity recognition traditional model, not user-entrepreneur. “led me to found; I wanted to create” 5: Social entrepreneur: social value, poverty alleviation. 6: For the BoP, not from the BoP. Innovative idea, however, not a (lead) user. Missing personal use component, is not a user of the product, nor is the innovation aimed at the people close to her
	Useful?	X
2	Name Source Search terms used Website	El Pajaro Community Development Corporation Database SE Access to technolgy www.elpajarocdc.org
	Innovation	An affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital. Creating opportunities to advance economic security for emerging food-based microentrepreneurs is an effective strategy **to build self-sufficiency and alleviate poverty (5)**. Specifically, linking limited-resource, beginner farmers and informal, home-based culinary producers to industry-specific education, access to a shared-use commercial kitchen and equipment, capital, produce distribution networks, and new markets offers affordable, sustainable economic solutions for low-income food producers. By offering comprehensive targeted business support, services and resources, this program creates critical linkages for culinary entrepreneurs to successfully develop sustainable livelihoods, including catering businesses, food trucks, farmers' market stalls and specialty packaged food businesses. **This program offers the opportunity for low-income, immigrant micro-entrepreneurs to transition into economic self-sufficiency benefiting themselves, their families and their community (6)**. EPCDC's Commercial Kitchen Incubator collaboration empowers new and emerging businesses to utilize an affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital.
	Entrepreneur	Fresh out of public policy graduate school, EPCDC Executive Director, Carmen Herrera, **attended a microenterprise conference ten years ago as the new director of EPCDC (2.1)**. She visited the Oregon Food Innovation Center and was **immediately struck by the many possibilities of connecting low-income food-based entrepreneurs with resources that would allow them to succeed and to increase financial self-sufficiency (4)**. Connecting a deeper value of breaking down barriers with a practical idea of creating a food-based kitchen incubator in California’s Central Coast, a region recognized for its culturally rich and dynamic farming and less known for its economically vulnerable communities, Carmen has peristed for eight years to create a collaborative and innovative program for low-income, culinary microentreprenurs. The Community Kitchen Incubator is about to launch, harnessing the energy of its partners to create real and lasting change for low-income food-based microentrepreneurs in the region
	Organizational/ founding information	**In 1979 a group of community members got together to organize the business owners of the Lower Main area in Watsonville in order to lobby for protecting their rights and obtaining equal access to business opportunities from local government (2.3).** Concerned community members decided to form an organization that would organize the Latino, Spanish-speaking business owners to address perceived injustices and make sure their voice was heard in local government. The Commercial Kitchen Incubator Program (CKIP) is a food business incubator in a fully equipped, shared-use commercial kitchen facility. The CKIP was created in response to the growing need among aspiring local entrepreneurs wanting to build upon the strong food and farming traditions in our region.
	Additional search	The site lists several succes stories: 1 Linda's restaurant: http://www.microbiz.org/taqueria-lidia/
	Additions	
	Analysis	2.1: Work experience and education contributed to seeing opportunity 2.3: community enabled organization, however, did not start with an innovation, but rather with a movement 4.: Traditional model: “immediately struck by” and “would allow them so succeed and to increase”. aw possibility to connect entrepreneurs, lacking personal need component, not a user. 5: social value creation, social mission 6: for BoP

		Female social executive, background related to innovation. Organization is a social enteprise, aiming at poverty alleviation and equal opportunities. Carmen Herrera is not a user, she recognized the opportunity which could then be implemented, lacking the personal need component. She is not an entrepreneur, but an innovator. El Pajaro Community Development Corporation was established by community members, and this is a project within the organization. The story is lacking information to determine how the innovation was developed, which factors were of influence and what the role of Carmen Herrera was.
	Useful?	
3	Name Source Search terms used Website	FlashCast Database SE Access to technology http://www.flashca.st
	Innovation	*FlashCast operates a network of location-enabled, dynamically refreshing, scrolling tekst displays installed across fleets of public transit vehicles. Through this display network, all businesses will gain access to a communication capability that only the wealthiest corporates could previously afford. *FlashCast operates a network of location-aware, dynamically refreshing tekst displays installed in public transit vehicles. We leverage this novel technology to offer businesses of all sizes an affordable, powerful, geotargeted channel to capture new business. We enable NGOs, government agencies, and social enterprises to broadcast vital information to a notoriously difficult to reach demographic. * Furthermore, FlashCast gives NGOs and social enterprises a level of targeting that was simply not possible before. Effective messaging hinges on relevance, and FlashCast makes it possible to target communications down to the level of a single neighborhood, community, or street corner. Traditional media like radio and newspapers, aside from being orders of magnitude more expensive, can't achieve this level of precision.
	Entrepreneur	Jeremy is a **graduate of Stanford University with degrees in Mechanical Engineering and Political Science (2.1)**. Jeremy **previously founded (4)** Echo Mobile, a cloud platform allowing organizations in Kenya to conduct SMS-based research with customers in rural areas, which has acquired key users such as UNICEF, d.light, the Kenyan Ministry of Education, and The Nature Conservancy, and transacted over 3 million SMS messages since launch. Jeremy is an experienced product designer and entrepreneur with a background in quantitative market research and statistical analysis.
	Organizational/ founding information	*Caine and I co-founded founded FlashCast just over two years ago. **We saw a really exciting opportunity to build a market communication tool that will allow even small businesses to communicate with the market, because otherwise, they will not have the opportunity to reach the market (4;5)**. The advertising industry in **Kenya** is an interesting one as you only see billboard and hear radio campaigns from the big companies. The reason behind that is that mid-market communication is really expensive for small companies in this country**(6)**. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf * **We have an angel investor who has funded our operations to date. We raised a small convertible round to allow us to prove the concept, and get the hardware that we have deployed already out into the streets. (4)** We are actually in the middle of a second raise that will allow us scale our operations. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf *Mama Rose, a chapati vendor working near my office told me that when she first opened, 5 months went by with only a few customers. Then, one day, they came. The problem was not the product--her chapatis were the best in Nairobi. Rose's stall was hidden inside an auto shop along a dirt road. It was hidden from view, so only those that had heard about her knew to come inside for lunch.Rose's business is not the only one suffering from the prohibitive costs of communicating with the wider market. The precursor to FlashCast was a solar LED display posted above open markets and showing local prices. When we added mobility to this concept, FlashCast emerged. **We did our research (4).** Geotargeted transit messaging has been explored on trains in Asia, and taxis in NYC. Until now, **this technology hadn't been applied in (4)**emerging markets, many of which are ideal matches for the model: a robust public vehicle network, high mobile phone penetration, and an immense demand for affordable messaging.
	Additional search	http://www.changemakers.com/powerofsmall/entries/flashcast-giving-voice-transit

		http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast
	Additions	Barrier: Our most significant risk is hardware security. Because contracts are difficult to enforce, the key to establishing security for our installed displays is around smart partnerships *Partnership: Essential to provide complementary assets
	Analysis	2.1: Background contributed to opportunity recognition, had the internal resources 4: traditional model; founded an organisation earlier, which was related to this one. "We saw an opportunity", "Raised funds" thus not local scale trail-and-error and selling small copies, "did research" deliberately investigated how to enter the market with the (already in existence) technology that they did not use themselves. Saw opportunity for others, lacking personal need/use 6: For BoP On the website of changemakers the reason that sparked the innovation was that the founders were inspired by a local women, Jeremy is not a user that based the innovation on a personal need in which he experienced a gap nor was the innovation initially aimed to use in-house. He recognized an opportunity and thereafter developed the innovation. Due to his background as a product designer and entrepreneur he gained experience that enabled him to develop this innovation. He had the information and knowledge needed to innovate, and can be considered as an expert
	Useful?	X
4	Name Source Search terms used Website	Open Africa Database SE Access to technology www.openafrica.org
	Innovation	Tourism is often the best option **for stimulating economic activity in rural areas and we leverage its potential by putting** all the players in homogenous territories into collectives designated as routes, rallying them around a common vision within a network that we market via www.openafrica.org and through which the building of human capital is enabled**(5;6)**. The growing network of 63 routes in six countries already has more than 2000 participants who employ 26 000 people. Few places in Africa are not attractive to travellers, but those that are rurally located have great difficulty connecting to markets and this so much the more so for operators in their individual capacities. What Open Africa does therefore is to assemble them into structures that are branded as destinations with collaborative plans, goals, and strategies within a dynamic monitoring and evaluation system. Each participant remains sovereign within this network yet gains the benefit of being within the embrace of an entity that combines strengths, shares success stories, encourages collaboration, develops an economic feedback chain within the local community, attracts media coverage and is more easily marketable. Proof of the latter, which in the end is the most important test of success, is that growth in referrals across the website is 37% up on last year. The method of developing routes is manually driven and systematised, which makes it easily replicable. The process follows a series of workshops during which a fully inclusive list of all existing and potential stakeholders who can add value is drawn up; all attractions are identified; a route forum is elected; individual data, photographs, geographic coordinates, and narratives collected; route parameters and a name decided upon; goals set; and plans made for a celebratory launch, the purpose of which is to attract media coverage and build team spirit and collaboration. All the information garnered resides on the front and back-ends of the openafrica.org website for marketing and monitoring purposes respectively.
	Entrepreneur	**NOEL N. de VILLIERS founded Open Africa. A farmer's son who started out as a commercial entrepreneur, he founded Avis Rent a Car in Southern Africa. Later entered the corporate world as Managing Director of the Security, Travel, Transport, and Tourism interests of the Rennies Group and thereafter served as Chairman and Managing Director of a similar division in the Freight Services Group. Founded Prime Leasing in partnership with Nedfin, founded SAVRALA (The Southern Africa Vehicle Rental and Leasing Association); and served as deputy chairman of SATOUR. Member of the IUCN's World Commission on Protected Areas (WCPA), and founder member of the Peace Parks Foundation. Elected an Ashoka Fellow in 2006 and a finalist in the 2009 Social Entrepreneur of the Year Award . (2.1)**
	Organizational/ founding	In 1994 when South Africa was emancipated politically **I anticipated that job creation (1.1*)** would be the greatest threat to this succeeding in the

	information	long run **and so decided to do something about (4; 5)** it. Unfortunately this prediction has proved true and whereas **the difference my intervention (4)** has made is relatively small, it is highly significant in terms of reach and potential. It is also enduring as a long-term plan specific to rural areas, which is where the needs are greatest. Governments tend to seek and even promise magic wand solutions to such problems, but there is no escaping the fact that development is a process that needs to start from the bottom up.
	Additional search	http://www.changemakers.com/powerofsmall/entries/open-africa http://www.openafrica.org/page/board-of-directors
	Additions	Barrier: Our biggest hurdle is in raising the finance through which to sustain and grow our project, which until recently has been 100% donor dependent. Partners: many collaborations
	Analysis	1.1: "Anticipated" could indicate lead-userness 2.1: Lot of experience in related sectors, founded firms before 4: Traditional model: "decided to" "my intervention". The phrase "decided to" does not indicate a personal need but an opportunity being recognised, he is targeting the threat to job creation in general. Wants to reduce unemployment, but not for himself 5: Social mission/social value creation Wanted to know why Villers anticipated that job creation would be a threat, perhaps he would have personal experience with it. However, after additional search it turned out he had a job and there was not a personal motive to start this social enterprise. After an additional search on his background I found on openafrica.org that he was a son of farmers, but in the information provided there is not a direct link with him being a user of any sort, or having a personal (in-house) need that must be fulfilled. His background clearly links the innovation now described.
	Useful?	X
5	Name Source Search terms used Website	Solar Sister, Inc Database SE Access to technology www.solarsiter.org
	Innovation	Solar Sister provides them with a 'business in a bag' - all the inputs they need to start and manage their solar business, including business training, mentoring, access to quality products, access to working capital, and business management tools. By using an innovative mobile phone based supply chain management solution, Solar Sister can help our growing women entrepreneur network manage their businesses through specially designed features to enable a) inventory tracking b) mobile payments c) sales status d) customer service queries e) daily business tips.
	Entrepreneur	Katherine Lucey is the Founder and Chief Executive Officer of Solar Sister. After a **20 year career as an investment banker with expertise in the energy sector (2.1)**, Katherine retired from banking and **turned her attention to finding a sustainable solution to the energy poverty** that causes **suffering to a quarter of the world's population (4;5).** Katherine **determined that a practical** grass-roots, locally generated solution **was needed (4)**. Katherine is an **Ashoka Fellow** and a **Draper Richards Kaplan Foundation Entrepreneur (5)**. She currently serves on the board of Solar Light for Africa, a not-for-profit corporation that brings solar energy to **rural communities in East Africa (6)**. **She holds an M.B.A from Georgia State University and a Bachelor's Degree in Journalism from the University of Georgia. She is an alumna of the Global Social Benefit Incubator (GSBI) the signature social enterprise program of the Center for Science, Technology, and Society of Santa Clara University (2.1).**
	Organizational/ founding information	Solar Sister is a **social enterprise (5)** that provides women with **training** and support to create solar micro-businesses, providing much needed household income for the women, and much needed light for their communities .The women form a by-women, to-women distribution network that is strengthened by women's natural circles of family, friends and community. The most important step to ending poverty is to create employment and income opportunities. Solar Sister does just that by empowering women with economic opportunity. Using an Avon-style distribution system, Solar Sister creates vital access to clean energy technology by building and extending the supply chain through women's rural networks. Solar Sister provides the women with a 'business in a bag', a start-up kit of inventory, training and marketing support. The women become their own bosses, creating sustainable businesses. The women use their natural networks of family, friends and neighbours to provide the most effective distribution channel to rural and hard-to-reach customers. This direct-sales network brings the solar technology right to the women's doorstep and provides

		income generation opportunities for the women. Solar Sister provides women with education and training to better equip them to operate and maintain the solar technology and to help them achieve success as independent business women. We believe in the value of long term relationships to create an atmosphere of trust and understanding that enables the sharing of knowledge and technology.
	Additional search	
	Additions	
	Analysis	"a quarter of the world's population". Not a user; lacking the personal need component/expected benefit, although not directly derived from the text, it is obvious that she is not suffering from energy poverty. 2.1: Knowledge and skills due to background and education 4: Traditional entrepreneurship model, opportunity recognition precedes innovation prototyping and development. "Finding a solution to energy poverty" "Was needed" "determined", indicates that opportunity recognition precedes the innovation, not accidental 5: Social entrepreneur 6: Targets the BoP
	Useful?	X
6	Name Source Search terms used Website	LoftyInc Allied Partners Limited, Operators of the Wennovation Hub Database SE Access to technology http://www.loftyincltd.biz
	Innovation	A Start-Up business accelerator that draws upon a rich pipeline of entrepreneurial ideas emerging from higher institutions in Nigeria and among the Diaspora, leverages access to a network of contacts, space and broadband into fast-paced prototyping and business development. Finally, the Wennovation Hub mobilizes internal and external network to seed and fund businesses emerging from the platform. Ultimately, the Wennovation model gets entrepreneurs from ideas to funding literally in 6 months. The crucial distinction in the hub's incubation model is that participants come singly with their various ideas for high impact entrepreneurship, and leave in groups…of businesses.
	Entrepreneur	**I was putting in an essay for a World Bank Global Essay competition in 2010 January about Youth Solutions to Unemployment, when I stumbled upon an article in Forbes Magazine about Y Combinator**. The Y-Combinator model of fast pace, cheap innovation that tolerates failure intrigued me. It dawned on me rather quickly that if it required $10,000 for Paul Graham to make a difference in California, it probably takes a tenth of that to do the same in Lagos, Nigeria. This was the beginning of an adventure for me and my partner, Dr. Wole Odetayo. **I took the localized version of this model, clearly aware that there was no Silicon Valley in Lagos, but determined to create a Silicon Lagoon to the World Bank conference where I was selected as a Finalist in the Essay Competition (4)** Ultimately, even though I did not win, we won a partner in Africa Leadership Forum that provided us a space to start from and today that space is known as the Wennovation Hub. The idea of the Hub of course is much bigger!
	Organizational/ founding information	The Wennovation Hub is a start-up **business accelerator** located in Ikeja, Lagos with a focus on incubating high impact start-up growth businesses, and **development of projects in West Africa (5)**. Since 2011, it has incubated half a dozen tech start-ups and raised over half-a-million dollars for them from local and international investors. It is operated by LoftyInc Allied Partners Limited. The Massachusetts Institute of Technology organizes an annual program (Accelerated Information Technology Initiative) where students are posted to developing countries to train their peers at local universities in a specific ICT Domain. Wennovation Hub entered a partnership with this program (MIT-AITI team focused on Nigeria) since 2011 , to identify the top 2-3 teams and incubate their biz plans upon completion of an accelerated technology training (focused on mobile applications development)
	Additional search	
	Additions	
	Analysis	For the Wold Bank Global Essay competition"; indicates a lacking of personal need. "business accelerator", indicates that it serves non-personal needs.

		4: "I took [..] determined to create", indicates traditional entrepreneurship model 5: Development projects, indicates social entrepreneurship, social value creation, social mission Cannot be considered as a user-innovator nor a user-entrepreneur. Although his background led him to recognize an opportunity, the personal need is lacking.
	Useful?	X
7	Name Source Search terms used Website	Agência Desenvolvimento Econômico Local (Adel) Database SE 1) Access to technology www.adel.org.br
	Innovation	To provide knowledge, Adel is building the Youth Entrepreneurship Training Center, where it will do training workshops, offer practical learning areas and laboratories. Youth will learn about efficient farming techniques, managerial tools and business and marketing planning and management. They`ll have full support to identify opportunities to build their innovative business models and plans. To provide credit, Adel launched the Vereda Fund, with three credit lines to young entrepreneurs. Adel is also designing a crowdfunding model to connect you, in partnership with successful models and organizations already working in Brazil. To provide collaborative networks and technologies, Adel is implementing Community Communications and Information Centers in communities that don't have access to Internet or even telephone. Adel is also building a social network for young entrepreneurs, where they`ll connect themselves, exchange solutions, access e-learning and tutoring models.
	Entrepreneur	**While in university that group of young entrepreneurs, themselves, learned about cooperation, entrepreneurship and local development tools (2.1),**. They had, in common, the will and the vision to return to their communities **and to aid their families and neighbours (1.2),** that was struggling with the farming challenges in the semiarid ,to enhance their small rural enterprises, to overcome endemic poverty, low income from agriculture (low productivity and profitability)and the migration of youth to larger cities. The son of two life-long farmers, Wagner was born in Monte Alverne, a small rural community of 40 families located the semi-arid region of Ceará **(6)**. During his childhood and adolescence, **his only future prospect was to preserve and carry on (1.2)** the work of his parents, cultivating the land with his siblings. Yet his parents always valued education, and Wagner came to realize that another path was possible. In 2002 Wagner completed high school and aspired to attend university, but due to economic troubles, he had to postpone his dream. During the interim, he found support from the Group-Based Educational Program (PRECE), an educational and social movement led by Ashoka Fellow Manoel Andrade that supports young peoples' attempts to obtain higher education. More valuable than the resources, though, the program showed Wagner the power of cooperatives and of young people like **himself coalescing into networks to promote development in their rural communities (2.1)**. Wagner remained involved with PRECE even after starting with the Faculty of the Department of Economics at Federal University of Ceará. Eventually he was tasked with the administrative functions for the organization. During his work with PRECE, Wagner **decided (4)** to devote his life to **improving the social and economic conditions of rural communities (5)**. He was **particularly motivated by a contradiction (1.2)** he observed at the university; how students embraced modern concepts of agricultural development in school, but at the same time, toiled with the traditional challenges of living in rural communities. At only 25, Wagner **brought together other young colleagues to found (4)** ADEL as a way to reconcile this inconsistency. In just a few years, Wagner's organization has been recognized for its innovation and results in agriculture. In 2010 ADEL won second place for the Rosani Cunha Award for Social Innovation awarded by the Ministry of Social Development, and Wagner was honored as the Future Social Entrepreneur of the Year by the newspaper Folha de São Paulo in partnership with the Schwab Foundation. In February 2011, he also received the Ozires Silva Award for Social Entrepreneurship from the prestigious Getúlio Vargas Foundation, which recognizes innovative initiatives addressing sustainable social and environmental issues. Such awards further legitimize Wagner's work in bringing together farmers and students to spread advanced agricultural techniques, form new alliances, and cultivate a new generation of rural entrepreneurs.
	Organizational/ founding information	Adel is a local development agency created, founded and managed by youth from local rural communities that had the opportunity to graduate in university and then returned to their communities to invest their knowledge, skills and talents to promote **local sustainable development (5)**. It is a social technology to empower and promote capacity building of young entrepreneurs. Adel is the outcome of the mobilization of a group of young

		students from rural semiarid communities in northern Ceara, which had the **rare opportunity to access public university (2.1)** and that, after graduation, returned to their communities to **invest their knowledge and skills to promote local sustainable development through capacity building and full ongoing support to family farmers and local youth (1;5)**
	Additional search	http://www.changemakers.com/powerofsmall/entries/adel-local-economic-development-agency/ http://www.adel.org.br/ https://www.ashoka.org/fellow/wagner-gomes
	Additions	This program would not be possible without the partners that are engaged and dedicated to make it happen. Adel`s foundation is based on the full partnership with community-based organizations, such as farmer`s associations, cooperatives
	Analysis	1.2 "Aid to help family and neighbours" "his only prospect", indication personal need, need related knowledge (local) , perhaps even to consider as being sticky, because if one does not life there it might be hard to come up with solution. User in the sense of creating something for similar alike (see definition user-innovator) 2.1: Went to university, learned about entrepreneurship, could apply knowledge to his community 4: "brought together to found" indicates that opportunity recognition precedes prototyping and testing. 5: Social value creation 6: for BoP Wagner had personal experience with the gaps that were present in the region where he lived. Due to the fact that he could study he could apply that knowledge for a solution. Wagner could be characterized as a user-innovator/user-entrepreneur. The expected benefits component is not entirely for personal use/in-house use, however, due to his upbringings and the education he had he was in an unique position to identify this opportunity; he has deep need-related knowledge. In addition to that, the aim was to return to the local community and to help family and neighbours. In this case the user-entrepreneurship model does not apply entirely, the process is not emergent, and not collective, because he brought together the members. The fact that he decided to devote his live to help others can be interpreted that opportunity recognition preceded innovation. The personal experience component is an important element that enabled this organization. The information on the start-up is too limited to determine what the function of the community was and how they influenced the start-up. The organizations website is written in Portuguese, which makes it difficult to extract more information.
	Useful?	
8	Name Source Search terms used Website	The Microfranchise Accelerator (The MFA) (The Clothing Bank (TCB) in partnership Database SE 1) access to technology http://theclothingbank.org.za ; http://www.tbp.co.za/Philippi/index.htm
	Innovation	The Micro Franchise Accelerator (MFA) addresses these challenges with a new complementary angle to our current entrepreneurial programs by **providing a long-term scalable and viable solution for 'necessity' entrepreneurs**. The MFA catalyzes and grows a portfolio of franchise opportunities **to empower low-income people** in order to build commercially viable micro franchise business solutions, drive growth in the small, medium and micro enterprise sector (SMME) and **generate socio economic development at scale, while creating a growth opportunity** for the franchisor. **(5;6)**
	Entrepreneur	Tracey from TCB and Egbert from TBP **have been working with entrepreneurs within their organizations (2.1)** and **kept trying to find solutions to the high business failure rates and the lack of entrepreneurial flair of more than 80% of them (4)**. They were invited to a micro franchise conference and they realized that franchise, at the micro level, **could be a perfect solution for their necessity entrepreneurs (4;5)**. They both have been working on this new project for 2 years now and already see the success from the interest generated amongst their large pools of beneficiaries.
	Organizational/ founding information	We not only act as **a bridge between** franchisors and franchisees but also support our franchisees for 2 years to make sure they get the support ecosystem **they need** to reach sustainability**.** The MFA team runs focus groups at TCB and TBPP to understand what the potential franchisees want to do, post entrepreneurial programs. An

		interesting result is that 40% of the women at TCB seem to aspire to run kindergartens in their community. Talking to them though, even the most motivated ones struggle to implement their idea: where to get the certification to get started, where to get the start up materials or where to find a good organisation to support them, etc. This is what we are all about: to help necessity entrepreneurs empower themselves and access a viable and a good self-employment opportunity.Overall, the MFA supports franchisors in building adapted business models **for the Base of the Pyramid (6)**, access a screened pipeline of franchisees and manage the network for them, allowing feedback and best practices to be identified and implemented. The MFA works closely with franchisees as well: we provide them with a portfolio of proven franchise business models, we train and mentor them for 2 years, create a strong support ecosystem around them by sourcing strategic partners and adding services that they often do not have access to at the micro level: access to premises, finance, technology (mobile bookkeeping, mobile banking, etc.) or others. An integral part of our project is the creation, for example, and use of simple electronic tools to support the entrepreneur & franchisor, such as mobile accounting & stock management software.
	Additional search	https://www.facebook.com/pages/The-Microfranchise-Accelerator-MFA/116893768465576 http://asenetwork.org/2012/10/03/micro-franchising/ http://www.theclothingbank.org.za/
	Additions	Main barrier for large companies or investors to enter the micro-franchise market is that the small scale of operations means that a high number of profitable franchisees are needed to reach break-even.
	Analysis	2.1: work experience led to knowledge and skills to see opportunity 4: opportunity recognition precedes innovation, “perfect solution for their necessity entrepreneurs” 5: aim at social value creation 6: for the BoP Not user-innovators/user-entrepreneurs. Too little information about start-up project. Expected benefit is not personal, “trying to find solutions for them” “act as a bridge” “they need”
	Useful?	X
9	Name Source Search terms used Website	Dossier Digital Database SE Access to technology www.dossierdigital.ws
	Innovation	The MeuSoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model, whereby the royalties resulting from the sale of the apps are shared among the participants of social projects. **Once produced, for a specific client,** each app goes through an approval and generalization process, in order **to serve similar demands and gain scale in target audience**. The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale. MySoft intends its production and distribution of computer applications (apps) for use by service providers in classes C and D, promoting the digital inclusion of small businesses **from the base of the social pyramid (6)**. The creators of the applications are youth from the same social reality, organized in professional cooperative networks, for income generation via the production of software. The MySoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model, whereby the royalties resulting from the sale of the apps are shared among the participants of social projects. Once produced, for a specific client, each app goes through an approval and generalization process, in order to serve similar demands and gain scale in target audience. The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale.
	Entrepreneur	Sebastião Cartaxo is the author of the Dossier Digital's platform. He built the core modules and the critical functions of the tool. As an **innovator** he has the careful of do concept proofs for everything he proposes. Due this, he **goes deep in technical issues**, so that he is able to demonstrate each part of his proposal. He is **experienced and updated**, knowing mainframe environment and new technological platforms. He is certified as a Microsoft Solution Developer and has skill in the follow fields: SOA (Service Oriented Architecture), C# .Net, XML Web Services, Windows Azure, BPM, B2B and EAI.

		(2.1)
	Organizational/ founding information	In 2008, a private client, from the area of OSH Management (Safety, Medicine and Occupational Health) **hired us to develop a platform that would increase its productivity with the development of variants of the app**. We delivered a solution but **noticed that it could evolve into a platform that benefitted more people** due to the facility in modeling apps. We then **proposed** a partnership with the client to **develop the necessary resources** to make the platform even more accessible, facilitating its use by people without computer training. The client, who had great sensitivity and social responsibility, came to support the business, **participating as a capital partner**. **After the initial phase of developing** the technology, we received incentive funds and the project began **to take the shape it has today (4)**. At the root, **there was our aspiration to do something for the public least contemplated by information technology (4; 5)**, and get away from conventional solution.
	Additional search	http://www.meusoft.com.br/Default.aspx; http://www.meusoft.com.br/MeuSoft.aspx; http://www.changemakers.com/users/sebasti%C3%A3o-cartaxo
	Additions	Barriers: Attracting financing to leverage the business is prohibitive due to high interest rates, especially given the lack of real guarantees demanded by the banks, including government banks. Partners: The Digital Dossier is a technology laboratory that depends 100% on partnerships to guarantee the dissemination success of this project.
	Analysis	2.1 Can be considered as an expert with deep product related knowledge, use experience, technical skills and knowledge 4: Traditional entrepreneurship model, this innovation is a project within an organisation, not entrepreneurial. “produced for” “serve similar demands” 5: social value creation 6: For the BoP The founding story shows that the traditional model of entrepreneurship could be applied to this case. The professional recognized an opportunity based on their current work that they could modify and extent. The did not had personal needs nor experienced a gap in usage for themselves or similar alike. This innovation is a project from a company.
	Useful?	X
10	Name Source Search terms used Website	Global Press Institute Database SE Access to technology http://www.globalpressinstitute.org
	Innovation	Using digital technology, GPI educates, employs, and **empowers women** in the **developing world** through the practice of professional journalism GPI offers women a unique **training-to-employment opportunity** that builds the skills necessary for success in professional journalism – including reporting, digital literacy, ethics, and advanced writing – and then provides them with **long-term employment** as journalists. GPI reporters are paid a living wage to cover every aspect of life, politics, society, and culture in their communities. **(5;6).** GPI operates news desks in 25 countries throughout Africa, Asia, Europe, and the Americas, and has trained and employed more than 130 women. Their stories – generally 1-2 each month per reporter – are published on GPI’s newswire and are syndicated to more than 50 news outlets around the world, ranging from small, local language outlets to major news agencies such as the BBC, Reuters, and UPI.
	Entrepreneur	Cristi Hegranes is the Founder and Executive Director of Global Press Institute (GPI) and the Publisher and Executive Editor of Global Press Journal. A 2013 Ashoka Fellow, Cristi is an **experienced social entrepreneur** and **renowned** international journalism **trainer (2.1; 5).** After serving as a foreign correspondent in Nepal, Cristi **founded** GPI in 2006 **to demonstrate** a new way forward **for the field of international journalism (4;5)**. Cognizant of the gender disparity in media and the one-dimensional portrait of developing communities often painted by Western news sources, Cristi **created GPI to empower local women throughout the developing world** – women with social, historical, and political context – by providing them professional training and a global platform to share their stories **(4;5).** GPI reporters have been widely recognized for their

		journalistic prowess and unique perspectives, and have received several major awards, including the Thomson Reuters Foundation Kurt Schork Award, the Elizabeth Neuffer Fellowship, and the Ulrich Wickert Award. Previously, Cristi had a **successful career as a journalist** for Village Voice Media in New York **(2.1)**. She has a **Master's degree in Journalism** from New York University and a Bachelor's degree from Loyola Marymount University in Los Angeles. Cristi also served as a fellow-in-residence at the Poynter Institute in St. Petersburg, Florida, **and has taught courses in entrepreneurship and journalism** at San Francisco State University and California State University, East Bay **(2.1)**. **Recognized** for developing a high-quality, sustainable model of international journalism that is rooted in the perspective of local communities, Cristi has received a wide range of prestigious social entrepreneurship and journalism accolades**(4)**. She is the recipient of the Grinnell College Young Innovator for Social Justice Prize, the Jefferson Award for Public Service, the Society of Professional Journalists Journalism Innovation Prize, a New Media Web Award, a Clarion Award for Investigative Journalism, and a Lifestyle Journalism Prize.
	Organizational/ founding information	Cristi Hegranes founded GPI after serving for 11 months as a foreign correspondent in Nepal, **where she began to recognize many entrenched, problematic aspects of her profession (4)**. Most correspondents were parachuted into a country, didn't speak the language, and didn't understand the culture. They lacked access to real people and often wrote through a lens of bias and stereotype. The reality of developing nations such as Nepal was eclipsed by stories on war, disaster and disease. While reporting from a village in Eastern Nepal, Cristi met Pratima, the community matriarch. Pratima was passionate, literate and an incredible storyteller, **but she lacked two critical tools that Cristi had access to**: journalism training and a credible global platform. **It was then that Cristi decided to found GPI, to empower women like Pratima** – local women, with social, historical, political context – by providing training and a professional platform to share their stories **(2.1;4;5).**
	Additional search	http://usa.ashoka.org/fellow/cristi-hegranes
	Additions	Barriers: Geopolitics and security issues are the biggest potential threats to GPI's work. Meet Our Founder As a 25-year-old foreign correspondent, Cristi Hegranes realized there was a better way to tell stories from developing countries. Seven years later, her vision has created a journalism that empowers women, drives community development and encourages human connection. Hegranes believes journalism is a development tool, capable of elevating a global awareness of the human condition, increasing tolerance and promoting justice.
	Analysis	2.1 Educational background and work experience make her an expert in the field. 4: "created to empower"; "decided to found": traditional model. Not a personal need, wants to empower local women. Inspired by a women she has met, does not personally benefit from the organization 5: social value creation, social mission Cristi can be considered as an expert due to her educational background and work experience. The traveling she has done for the latter positioned her to recognise an opportunity when she met Partima. The program is not developed to solve a gap she personally experienced in her work, she wanted to help others, and therefore she cannot be considered as a user. The opportunity recognition preceded the establishment of the organisation, therefore the traditional model is applicable. Nothing has been mentioned about the community.
	Useful?	X
1 1	Name Source Search terms used Website	Vivus Database SE Access to technology http://www.vivuus.com
	Innovation	We do two things: (i) At the retail level, we have developed a mobile-based "crowd-purchasing" system for women vendors enabling a near "zero-rot" trade. (ii) At the farm level, a lead farmer is designated to aggregate the food produce from other fellow farmers backed with attractive prices. We empower them with carts/cargo bikes to convey their produce to the farmer's yard as a collection point
	Entrepreneur	Richard was born in Ivory Coast, he came from a middle class family which migrated from Ivory Coast to Ghana and this was quite difficult for them.

		The political problems for him were traumatic. He left home to the University and went through a year of hardship this opened him to social entrepreneurship. Richard joined AIESFEC, an organization that empowers young people through international internship and training. While in the University Richard was the secretary general of the students' union club. He **initiated two ventures after he left the University**, he started an organization in India called my world my choice, a **premier program for youth leadership in sustainability**, and it has been replicated in Brazil, Pakistan and Canada **(2.1).** He **co-founded the AIESEC Alumni Sustainability Network**, a virtually run association which brings together 500 sustainability professionals-having been former members of AIESEC and behind the largest competition in the world rewarding student-led sustainability projects inviting entries from 1100 Universities**(2.1).** Richard was **frustrated** with the high prices of fruits and vegetables in Ghana, he realised that most African countries there's focus on cash crops and neglect for staple foods, this has left the market to be informal and inefficient **(1.2)**. Mobility by small holder farmers to take their goods to the markets was extremely intense; as a result he started VIVUUS to solve the first mile mobility problem for the small holder farmers by starting VIVUUS. (https://www.ashoka.org/fellow/richard-seshie)
	Organizational/ founding information	On a long-term trip in India, I (Richard Seshie) became a vegetarian (I am now a so-called flexitarian) and on returning back to West Africa in 2010, I became **frustrated** with the high prices and steep increases of consumer goods in general **(1.2)**. **An analysis led me to recognize that addressing inadequate transport and other inefficiencies could bring about a transformational impact (4).** This transportation issue manifests itself in other ways in rural communities, such as accessing and transporting water and firewood and simple movements from the village to a nearby peri-urban center. Richard **realized** that the transportation problem represented an **untapped opportunity to simultaneously provide much needed services to the community, improve returns to farmers and to address issues of youth idleness and unemployment in rural (4;5;6) areas** (https://www.ashoka.org/fellow/richard-seshie). VIVUS is a logistics, distribution and marketing company focused on developing appropriate, low-cost transport solutions and in improving supply chains of products enhancing the life of the **base-of-the-pyramid markets in Ghana (6)**. Vivuus is a **social enterprise** that combines in a unique manner "mobile + mobility" solutions to help informal city vendors of food staples and smallholder farmers escape poverty **(5)**. We are changing for good the face of Agricultural trade in Africa starting with Cote d'Ivoire and Ghana. Vivuus Renewables combines adapted rural transportation like cargo bikes, CARTS, and mobile technology to transform the supply chain of crops and make agro-residues available for energy, replacing problems with progress.
	Additional search	https://www.linkedin.com/in/sustain; https://www.ashoka.org/fellow/richard-seshie; http://sir.tv/profile/richard-seshie; http://www.changemakers.com/users/richard-seshie
	Additions	
	Analysis	1.2 "frustrated" indication of dissatisfaction, personal need component. However, not per se for in-house use, aims to help "most African countries" 2.1 Experience with entrepreneurship, social entrepreneurship, due to work experience and education 4 "led me to recognize"; "untapped opportunity": opportunity recognition precedes innovation development, traditional model. 5: social value creation 6 for BoP Triggerd by: "Personal need" "Frustration" ahead of trend and expected benefits: due to his background he was positioned to be ahead of the mass market (or see an opportunity before the bulk); the expected benefits were personal, his was frustrated with the high prices. However, the solution is not for himselves or similar alike, due to his personal experience he recognized an opportunity to change the conditions of "most African countries".
	Useful?	X
1 2	Name Source Search terms used Website	Global Grassroots Database SE Access to technology http://www.globalgrassroots.org
	Innovation	Global Grassroots' eAcademy for Conscious Change is an interactive, web-based, social venture incubator for emerging change agents

	Entrepreneur	Gretchen Steidle Wallace's inspiration for her work with **women in developing countries** first stirred in her as a child when her military family was transferred to the Philippines, where she discovered the difficulties of poverty**(5)**. She **graduated in 1996 with BA in foreign affairs from the University of Virginia**, where she attended as a Jefferson Scholar. From 1996-1999 she worked in international project finance for PMD International, Inc. a boutique investment **banking firm specializing in infrastructure development in poor countries (2.1)** She returned for her MBA (2001) at the Tuck School at Dartmouth College, where she helped **to found what is now Tuck's Center for Business and Society (2.1)**. After Tuck, she joined Ashoka: Innovators for the Public, an international non-profit organization **advancing the profession of social entrepreneurship** She was responsible for leading the launch of an incubator for social entrepreneurs and was invited to direct Ashoka's sister organization, Youth Venture**(2.1)**.
	Organizational/ founding information	In 2004 Gretchen Wallace went to South Africa to meet with social entrepreneurs working on HIV/AIDS **to learn why social innovation was not spreading quickly(2.1;4)**. She met a 25 year old change agent, named Zolecka Ntuli, who had no formal education or job, but was working fearlessly and creatively to address child rape in her township. Gretchen **realized** that one of the most effective levers of social change is a woman with the capability, resources and inner commitment to initiate positive change for herself and others **(4;5)**. She **founded** Global Grassroots that same **year to provide training and seed funding for women** change agents in post-conflict countries **(4)**. From the company's website (http://www.globalgrassroots.org/history.html) Towards the end of her trip, Gretchen met a young woman named Zolecka Ntuli in the Crossroads township outside of Cape Town**(6*)**. They sat together in the broiling temperatures of her one-room corrugated metal shack. Zolecka told of how **she was shocked and fed up when a 12-year old neighborhood girl was raped by a group of young boys who thought it was their right to have sex with her because she was their girlfriend (UI*)**. Despite the fact that she was unemployed and had no funds, Zolecka responded by starting a grassroots support group **to combat sexual violence.** She found some loose change to buy some bread, and invited 15 women to come together to start a dialogue about the issue of child rape. It was about six months later when Gretchen first met her, and by that time Zolecka had 60 community members - including 15 men - meeting three days a week to talk about the issue. She raised her own money through income generating projects, like beadwork and HIV ribbons, so she could provide some food, often the only meal her members might eat that day. She put herself through training programs so that she could better educate others. She knew that men in her community thought that women carried HIV and avoided women care givers when they fell ill. Thus, Zolecka started educating and training men as care givers. Soon she saw the advantage of training men to become educators too. Each step of the way, she evolved her approach to improve her solution. Gretchen knew then**, that she wanted to dedicate her work towards helping emerging change makers within these marginalized populations of women advance their own ideas for social change (;4;5)**. Shortly after her journey to South Africa, she founded Global Grassroots, to provide training, funding and advisory support for grassroots change agents, **like** Zolecka Ntuli, working to advance social justice for the world's most vulnerable women and girls.
	Additional search	
	Additions	
	Analysis	founded the organization for others than herself. Not a user. The example of Zolecka represents user-entrepreneurship better: innovated by personal need, to come up with a solution for themselves or similar alike, her local community. 2.1: had educational and work experience to found company 4: traditional model of entrepreneurship, saw an opportunity and later on established Global Grassroot 5: social value creation, social mission 6* for BoP Cannot be considered as a user-entrepreneur. Clearly inspired by someone else, with the aim to help others, not a personal component. **UI*** If there would be an indication of a 'user innovator', Zolecka might be considered as one. Local aspect, girl attacked in her community and she took actions to establish and grassroots support organisation

	Useful?	X
13	Name Source Search terms used Website	Iridescent Database SE Access to technology http://www.iridescentlearning.org
	Innovation	Technovation Challenge provides a safe environment for girls and mentors to step out of their comfort zone and take computational, entrepreneurial, and leadership risks. Over the past three years over 800 high-school girls have programmed 125 mobile phone apps and learned how to launch their startups. 94% of these girls now believe that a career in technology is a viable option for them. Technovation uses project-based learning to encourage a whole suite of transferable skills in our students that go far beyond a traditional computer science curriculum. The curriculum has the direct, hands-on application of creating a personally relevant mobile app instead of taking a programming test in a classroom. The interdisciplinary focus on computer science and business teaches girls how to work as part of a team to create something original and relevant. Our model includes high doses of mentoring by women in the high-tech or computer science worlds.
	Entrepreneur	Dr. Anu Tewary: I started Level Up Analytics with Lucian Lita and Jonathan Goldman. Level Up Analytics was acquired by Intuit in October, 2013. Before starting our company, I **was a Data Scientist in the Decision Sciences Team at LinkedIn (2.1)**. Prior to that, I did **product management and analytics** at AdMob, which was acquired by Google. I joined AdMob at an exciting time and enjoyed **the experience of working towards helping the company grow (2.1).** Before joining Admob, I was a **Program Manager at Microsoft** with MSTV. I worked with a very talented cross-functional team to develop exciting new features for Microsoft Mediaroom. Prior to joining Microsoft, I was **a PhD student in Applied Physics at Stanford**. As a graduate student, I gained a lot of experience in tackling challenging problems. I **designed and built an experimental apparatus from scratch and developed mathematical models to simulate the data I collected. I also developed the software for doing instrument control and data acquisition**. The PhD experience helped me **to develop a broad set of skills**. **I have a strong interest in the merger of entrepreneurship and technology (4)**. I have started a non-profit program called the Technovation Challenge **to share this interest with** girls in high school. The program teaches girls how to program mobile apps and trains them in entrepreneurship. Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was so inspired by the empowering experience and she imagined what her life would have been like if she had been to a StartUp weekend as a teenager
	Organizational/ founding information	"I want every girl and every woman to have that confidence that they can lead, that they can create something out of nothing. I think that is so empowering. " - Dr. Anu Tewary Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was **so inspired by the empowering experience and she imagined what her life would** have been like if she had been to a StartUp weekend as a teenager**()**. She **decided to take the leap** and create her own startup- Technovation Challenge- and bring the startup weekend **experience to high school girls and female mentors around the** world **(4;5)**. Dr. Tewary asked Iridescent, a non-profit that provides STEM (science, technology, engineering, and math) education to underserved and underrepresented youth and their families, to run the Technovation Challenge.
	Additional search	https://www.linkedin.com/in/anutewary; http://iridescentlearning.org/team/; http://www.technovationchallenge.org/about-technovation/
	Additions	
	Analysis	2.1: educational and work expierence make her an expert in the field 4: opportunity recognition precedes prtotyping and developing, did not start-up herself, but asked Iridescent to run the technovation challenge. 5: Empowers women, social value creation, social mission

		She is not a user of the challenge, did not establish it for herself or similar alike, because she was already working in the field by prominent companies. She used her expert status to develop this organisation. She is not an entrepreneur, because she herself does not run the organisation, Iridescent does that. Not a personal need component, "what her life would have been like". Aims to address problems for girls and women, but not for herself
	Useful?	X
14	Name Source Search terms used Website	Cell-ED Database SE Access to technology http://www.celled.org
	Innovation	Cell-ED utilizes the ubiquitous nature of mobile phones to **distribute basic literacy skills to adults, particularly women,** who never had the opportunity to learn how to read **(5)**. Cell-ED utilizes the ubiquitous nature of mobile phones to distribute basic literacy skills to adults, particularly women, who never had the opportunity to learn how to read. **We have created a mobile phone platform**, using audio and SMS, to bring basic literacy to learners anytime, anywhere and in any language**(4)**. We chose to use feature phone's SMS and audio technology because the majority of adults who cannot read do not have SMART phones or Internet technology due to cost, lack of access, and/or fear. Cell-ED provides an easy to use alternative for adults who can't get to a classroom or a computer. Adults learn literacy through a simple feature phone by listening, looking at a SMS lesson, and texting themselves. Education is literally in the palm of their hand.
	Entrepreneur	**Through their careers in education, science, and global media and a commitment to helping humanity Kevin and Susan, our founders, wanted to increase access to education and reduce gender inequality(2.1;4;5**). It was during a philanthropic mission to **Sub-Saharan Africa** and India, where the founders **realized** the far reach of cell phones and **the vast problem of adult illiteracy(4;5;6)**. Cell-ED arose from their insight that a mobile phone was an ideal tool to **reach this underserved (and often forgotten) population (4;5)**. From the slums of Mumbai or rural villages of Malawi, they saw inadequate education (schools, materials, teachers) but the presence of feature phones. They set out to use this 'old school' technology to bring the elements of reading to everyone. The impact of literacy on other global problems is clear: a literate parent has improved maternal health care, reduced risk for HIV/AIDs, better wage earning and thus reduced poverty, and is more likely to send their own children to school. Hi everyone! I started Cell-Ed with co-Founders, Susan Smalley and Kevin Wall a little under 2 years ago. Before Cell-Ed I graduated from the **University of Vermont with a degree in Psychology and Community and International Development (2.1)**. After attending University I spent about a year traveling the world and volunteering. I couldn't believe that everywhere **I went people had access to cell phones but not a proper education ()**. After coming home and meeting with the co-Founders **we all realized** that an adult literacy distribution platform could make a huge impact **(4).** I have been working on Cell-Ed ever since! I must also mention our team members Pilar Gomez and Karla Perez. Without them, the distribution and creation of Cell-Ed would not have been possible!
	Organizational/ founding information	Cell-ED is a **not-for-profit social enterprise** that aims to bring basic adult education and **literacy to the forgotten billion anytime**, anywhere, and on any mobile phone**(5;6)**. Cell-ED's mission is to provide basic literacy and education in one's primary language through life-skills courses (e.g. health, financial and vocational literacies). This is achieved through three distinct, but interrelated approaches: 1) Combining Voice tutorials and SMS in an integrated mobile education service that fosters two-way interactivity and instant feedback; 2) Creating a new type of course that is better suited to a mobile platform and easier for inexperienced learners to assimilate knowledge; and 3) Creating courses that fit the lives of forgotten adults and their needs. Importantly, Cell-ED's platform allows partner organizations to offer customized content and provide responsive learning. Cell-ED offers a wide range of courses such as basic literacy, English and Second Language learning, Citizenship, health and financial literacy and other micro-courses. Cell-ED also customizes courses for partners and populations.
	Additional search	http://www.changemakers.com/users/danielle-miller; https://www.newschallenge.org/challenge/2014/feedback-review/reaching-and-learning-

		from-the-forgotten-billion
	Additions	
	Analysis	2.1: educational and working experience contributed to knowledge and skills that were needed to develop this platform 4: opportunity recognition preceded innovation development and prototyping, classic model 5: social entrepreneurship, social value creation, social mission 6: For BoP Not a user, they did not suffer from illiteracy. Did not establish the organisation to serve personal need. Did not experience a gap personally, target large group (illiteracy). They did not have a personal need to develop this platform
	Useful?	X
15	Name Source Search terms used Website	sparkgeo.com Database SE Access to technology' http://www.landsongs.com
	Innovation	Landsongs is a web application to help communities capture their stories. Users are able to document stories using maps, media and text, protect those stories, and share them with their community members. We are an early stage web app. **We have a great product and have active clients**. **We know there is an excellent market for our offering in Canada(4).** We *think* there is a great market across Africa, South America, the South Pacific and in Australia, but we have no data to support this. To scale effectively we will have to capture a percentage of these markets too. Having support in that piece of the **opportunity analysis** would be tremendous **(4;6)** The Tsay Keh Dene **first asked for an application like** landsongs to be built. They asked this so they could fully understand the history of a specific place in response to industrial interest. This application has allowed them to compare modern environmental monitoring data with their own histories to better understand how the land is reacting to various activities. This application is now housing many of the Tsay Keh's stories and their database grows as the elders remember more. One story will lead to another and soon the map fills up with tales of history, facts about hunting areas and journeys people have taken across the landscape. The act of recording the stories means that community members can return to the application and learn more about their own culture.
	Entrepreneur	Will: **I help organisations better understand, use, and share location based data using maps and the internet**. CONSUMER WEB**: I build web mapping and GIS applications using technologies, which are focused on users and their experiences**. I tell stories using maps using next generation technologies like GOOGLE MAPS, POSTGIS, NODE.JS and HTML5. ENTERPRISE WEB: I have helped deliver tens of thousands of data points in a useful manner **to mobile sales workforces**. I **understand how to join data to people using mobile devices**, and sculpting experiences using friendly and cutting-edge technologies like GOOGLE MAPS, NODE.JS and SALESFORCE . VIRTUAL GIS: I have built a business which supports a new model of GIS delivery. By leveraging a variety of communication technologies its possible to have a GIS resource experienced in an array of geospatial technologies (ESRI, Quantum, PostGIS) available to chat through a project without having to have them in the next cubicle.**(2.1;4)**
	Organizational/ founding information	Landsongs was born out of a **need to help indigenous communities** retain their unique histories and stories in the face of industrial pressure. Stories are a single but absolutely critical dataset which are key elements to the discussion of resource development and sustained practices in your community's territory **(;4;5)**. **I have built a version of this system for a local first nation (2.1)**. Other Nations have looked at the technology and **realized that this might also fill a hugely important hole in their data collection (4)**. **The aha, was realizing that i could provide a system via the web which is socially important, useful and affordable to First Nations (2.1;4)**.

	Additional search	http://www.sparkgeo.com/story; https://www.linkedin.com/in/willcadell
	Additions	
	Analysis	2.1: Work experience provided the knowledge to build this application 4: traditional entrepreneurship model. "realized I could provide to" 5: SE 6: for BoP Not a personal component, not a user. Was asked to build application, not experiencing a gap in usage or had dissatisfaction, unmet needs.
	Useful?	X
16	Name Source Search terms used Website	B2R Technologies Pvt. Ltd (to Create Livelihood for Rural Youth) Database SE Access to technology www.b2r.in
	Innovation	The need is to create long-term business support outsourcing opportunities, on the edifice of sustainable rural livelihood. The Solution has been to create clusters of rural BPO centers - several key elements have been put together in line with customer requirements, learning & development needs and the social context
	Entrepreneur	**Dhiraj Dolwani - CEO & Co-Founder** An **Industrial Engineer and a Software engineer by qualification**, Dhiraj has donned several different hats over the last 16 years as a business leader, a process consultant and an entrepreneur. His last assignment was as the COO of a captive BPO for an American outsourcing company. He has also been a significant member of the delivery team at NIIT SmartServe and prior to that at Satyam. In June 2009, he embarked on his dream to build B2R **(2.1)** **Venki Iyer - Mentor & Co-founder** It is difficult to slot Venki into a typical profile business leader, corporate honcho, entrepreneur - as he has worn many hats in the past 27 years. After **graduating from IIM,** Ahmedabad, Venki joined a fledging organisation which had been formed in 1981. After 23 years, when Venki quit NIIT, he had helped it grow into the largest IT training company in Asia. He had also held key leadership positions including NIIT Global Head of HR and also started NIITs foray into BPO. **(2.1)**
	Organizational/ founding information	Both the co- founders, Venki and Dhiraj **set out on this venture with a belief that social goals and business objectives can be strategically hard-wired together; that livelihood creation and integrated rural development and business value creation can go hand-in-hand**. Having managed BPO's in their **former professional engagements** they **understood** the challenges and having travelled extensively in rural India they **saw the potential** that educated youth could offer, given the opportunity. While adding value to oneself was possible for both**, working to create jobs seemed more relevant and personally satisfying** than continuing to move up the corporate ladder **(4;5)**. **The business idea was conceived** with a simple thought, that of trying to deliver business value together with social value – of not looking at CSR as an afterthought – but welding it tightly with business strategy to create something which was of business value to corporate as well as of social value to rural India**(4;5)**.
	Additional search	http://www.b2r.in/MissionAndVision.html; http://in.linkedin.com/pub/dhiraj-dolwani/1/9a6/197
	Additions	
	Analysis	2.1 Lots of experience educational and work related. "former professional engagements" 4: traditional model of entrepreneurship: "the business idea was conceived [..] aimed to deliver". The experience gained helped to see opportunity. 5: social entrepreneurship, social value creation, social mission Cannot find a personal component in the story, nor evidence that this was to enhance personal usage or for those close to the founders. "working to create jobs seemed" indicates that there is not a use component
	Useful?	X

17	Name Source Search terms used Website	HEALTHPOINT SERVICES INDIA PVT LTD Database SE Access to technology http://www.ehealthpoint.com
	Innovation	E HealthPoint has combined various existing and emerging technologies (like Broadband and Telemedicine , Electronic Health Records, Point of Care&Mobile Diagnostics, Reverse Osmosis based water purification) to deliver this unique business model primarily for underserved rural communities.
	Entrepreneur	Dr Al has been a **serial entrepreneur** (5 prior startups in areas like public understanding of science, publishing, and rural internet access), one of the **founders of the Base of the Pyramid concept alongwith Dr. CK Prahalad**, author of the landmark analysis, The Next 4 Billion. **Has spent past 10 years with scalable business models for low-income communities**. Has been a Consultant and Advisor to several corporate and Public sector organizations. Dr. Hammond has published extensively in thought-leader publications and technical journals. Globally acclaimed speaker on Market-based Solutions for Developmental issues. Visiting faculty at various leading business schools; BS Engineering, Stanford; PhD Applied Math, Harvard. He is currently the director of the Health for All program and a member of the Leadership Group at Ashoka **(2.1)**. **Amit Jain, Director & President** Amit believes that he got an early opportunity to invest more than 17 enlightening & enriching years **in incubating and leading Social Marketing businesses serving the BOP communities in Health-care and Water & Sanitation** , with leading organizations in the Corporate, Consultancy , Not-For-Profit and Financial Services sectors across India and Internationally , with specific domain experience in Social Marketing Behavior Change Communication, Innovative Public Private Partnership Models , Community-based Rural Networks and social business start-ups. Amit established a Health Products Social Marketing network across 50,000 villages at HLL Lifecare Limited and anchored Naandi Foundation's Water business from inception to 500 units serving 3 million people in 2.5 years while working as President & COO. Prior to that, he worked with the Aditya Birla Group, AFC and UTI. Amit's work in the Water & Health sectors has become case studies at the Harvard Business School & at the Michigan University . He is a Mentor at the popular GSBI Program at the Santa Clara University ; a winner of the Changemakers & Robert F Johnson Foundation Award 2012 ; has been recently featured as "Young Turks" by CNBC TV18 , is winner of the Global Changemakers with Ashoka for Water Program (2008) ; Amit has been recognized by Action for India(AFI) as amongst the Top Young Social Entrepreneurs in India in 2012 & 2013 . Amit is also a Charter Member of TiE (The Indus Entrepreneur). Amit has led E HealthPoint to be recognized as : Amongst 50 Most Innovative Companies by MIT's Technology Review , Winner of the Global Tech Nokia Health Award 2011 and also winner of the NASSCOM GENPACT Award 2012 ; Amit has acquired Masters in Resources Management, Advance General Management Program from IIMC, GSBI Program from Santa Clara University, California ; Amit continues to be a passionate social entrepreneur bringing innovative solutions for alleviating disenfranchisement for masses , is a nature-buff and loves reading and travelling across the Global Village. He is committed full-time to building E HealthPoint as a globally acclaimed , high social impact model **(2.1)**
	Organizational/ founding information	The Co-founders Amit Jain and Al Hammond met each other at the **Santa Clara Social Benefit Incubator in year 2008.** At that conference, Amit and Al began sharing ideas and immediately noticed synergies between their ideas about delivering healthcare and associated health services to rural communities in India which are at **the base-of-the-pyramid** through a well designed **social enterprise(5;6)**. This was a combination of ideas on telemedicine-pharmaceuticals-diagnostics which needed demand-generation and the delivery of clean water, an obvious component of healthcare, that would bring customers to the clinics and generate both demand and revenue. **Amit and Al's resources, skills, and capabilities were also complementary, as together they brought perspective on models for business at the base-of-the-pyramid and knowledge about willingness-to-pay and the much needed social marketing expertise, operational know-how, and experience with implementation (2.1)**. Both the co-founders recall, "We were sitting across the table from each other and we both thought, why don't we do this together?" Essentially on the spot, **Amit and Al forged the partnership that became Healthpoint Services (4)**. Since beginning of the pioneering E HealthPoint model in the later part of 2009 , there have been several innovations added which have been resultant of constant stakeholder engagement and a culture of innovation and need-based product and service delivery instituted by the co-founders.
	Additional search	http://ehealthpoint.com/?page_id=1124

	Additions	
	Analysis	2.1: profession related to start-up, not a user. 4: saw opportunity when they met, not by usage. Traditional model 5: social value creation 6: Not from the BoP, wants to help the BoP. The expected benefits are not personal, not due to dissatisfaction, unmet needs or enjoyment in the innovation process.
	Useful?	X
18	Name Source Search terms used Website	Miraclefeet Database SE Story founder http://www.miraclefeet.org
	Innovation	
	Entrepreneur	Chesca Colloredo-Mansfeld
	Organizational/ founding information	Miraclefeet was created to increase access to clubfoot treatment in developing countries. miraclefeet has several founders. We were all inspired **by the fact that we could completely turn lives around** for $250/child by providing early, effective treatment to children born with clubfoot**. Having seen what SmileTrain and others have done** for cleft palate, **we believed we could do something similar** for children born with clubfoot (albeit with a different model due to differences in the way the two conditions are treated)**(4;5)**. **The initial impetus came from three parents who had successfully treated clubfoot children.** These parents were horrified to learn that the treatment that **allowed their children to live normal lives** was largely unavailable to the majority of children born with clubfoot around the world **(1.2)**. They **persuaded their children's orthopedic surgeons** to create an organization to increase access to the Ponseti Method **(4;5)**. My connection to clubfoot came from time spent **working at the University of Iowa**, where I **learned** about the Ponseti Method and the fact that it was a cheap and effective **solution** to a problem I had seen first-hand in many developing countries **(2.1)**. We all **joined forces** to start miraclefeet to prevent the debilitating disability caused by untreated clubfoot and give clubfoot children the chance to live healthy productive lives.
	Additional search	http://www.changemakers.com/serve2gether/entries/miraclefeet-clubfoot-project; http://www.miraclefeet.org/about/team.php
	Additions	
	Analysis	1.2 Personal need component. The parents experienced a gab/difference (unmet need) in treatment between their children and those in developing worlds 2.1 Those who actually established the organisation had educational and working experience related to the field 4: traditional model, although the parents persuaded the orthopaedic surgeons, they did not actually participate in the organisation, as far as I can tell. 5: social entrepreneurship 6: for the base of the pyramid * No innovation
	Useful?	X
19	Name Source Search terms used Website	Cool2Care Database SE Founder story www.cool2care.co.uk
	Innovation	Today there are countless families with disabled children that are in desperate need of support **(5)**. At the same time, there is a myriad of young people seeking experience and employment during a tough economic climate. Cool2Care trains a new generation of open-minded young people as

		'personal assistants' and carefully matches them to care for disabled youth. During 2010-14 we aim to support 5,000 young disabled people & their families by connecting them with young PA's. To do so we will recruit and train 10,000 potential PA's. We take a blended learning approach to training so interested people can access quality training via face to face and online instruction via our innovative and interactive webinars, improving access to training for both rural and urban areas. This will lead to 5,000 young people participating in society & enjoying friendship; 4,000 families to experience lower physical/mental stress or improved health; 500 parents being able to return to work or gain new employment; 250 families to avoid breakdown; 5,000 new jobs created for PA's. Operating in 20 different areas around the UK, Cool2Care is both a recruitment and care organisation with a difference. It recruits, trains and then screens people who want to work with disabled children, matching them with a family that has a disabled child. The family then becomes their employer, sorting out a suitable working arrangement and rate of pay.
	Entrepreneur	Founded in 2007 by Phil Conway, a devoted father whose eldest son is severely disabled, Cool2Care has grown rapidly, training close to 1,000 carers or 'Personal Assistants'. "Having a child who is severely disabled can be very stressful in many ways" explains Conway. "We spent a long time trying to come to terms with our son's condition and make sense of everything. After a few years I became **involved with the charity Contact a Family**, which provides support and information to families with disabled children **(1.2;2.3)**. "I soon became aware of the issues that other families face, who are in a similar situation. It was clear there were definite gaps in the service provision on offer." Conway was **convinced** that no organisation **was delivering the service his family needed (1.1; 1.2)**. "It was at that point **I decided the answer was to set up Cool2Care**," says Conway **(4)**. The organisation is a CIC limited by shares. "The CIC structure suits us as it combines the flexibility of running a business with an underlying social ethos **(5)**," says Conway. "It also allows us to attract investment, which is integral for growing the business." Recent investment from Big Issue Invest, CAN and Venturesome has meant Cool2Care has been able to diversify, dramatically increasing the number of people being trained as careers, as well as investing in the development of new products and services. "Our primary achievement is to be able to deliver the service to support families and disabled young people. More than 500 disabled children will be receiving care this year as a direct result of our work, providing real support for both the child and their family," says Conway. (https://www.gov.uk/government/case-studies/cool2care)
	Organizational/ founding information	The story of Cool2Care starts with a boy named Shaun, born in Japan in the spring of 1998. Within a few months, it became clear that he had physical & learning disabilities, with his sight, coordination, balance, muscle strength & learning all affected. His mum and dad worked for several years to get a diagnosis and learned the hard way that this would affect the whole family for the rest of their lives. Stress took its toll, and Shaun's parents **- Phil & Keiko** - realised they needed help if they were to be able to keep their family going. They searched for 2 years to find someone to help look after Shaun and their second son Adam. Finally they found someone they liked and trusted - and she is still helping the family to this day. **Following this long struggle Phil became determined to help other families get the support they needed (1.2)**. He **decided to take an assignment away from his job with IBM, and founded Cool2Care in late 2007(4;5)**. Phil believes that we can change lives by listening to families. **He listened to his family and many others and was inspired to find a solution(1.2)**. He worked for IBM for 20 years in various international roles and spent four years based in Tokyo**(2.1)**. In addition he is a trustee of the UK based charity 'Contact a Family', that provides support & information to families with disabled children**(2.1;2.3)**. He has a BA in Mathematics from Oxford University and an Executive MBA from London Business School. He has also recently become and Fellow of Ashoka and it was through this connection that we became aware of this competition**(2.1)**.
	Additional search	https://www.gov.uk/government/case-studies/cool2care; http://www.fundingcentral.org.uk/Page.aspx?SD=1658+ http://www.bigsocietyawards.org/award-winners/cool-2-care/; https://www.linkedin.com/company/cool2care; http://www.socialenterpriselive.com/se100/company-story/20110706/growth-champion-2011-cool2care
	Additions	Cool2Care founder and Chief Executive Phil Conway's son Shaun has a rare disorder that has led to physical and learning disabilities. **The difficulties that Phil had accessing the right kind of support for Shaun and for the family alerted him to a huge unmet need in care support**, which he later decided he could do something about **(1.2, 4)**. Phil began this by being a **board member for a charity** called Contact a Family that provides advice and support to parents of children with disabilities. He was also able to draw on significant experience of working in international business development with IBM.**(2.1; 2.3)** According to research by Contact a Family and the University of Leeds, twelve in thirteen disabled children were unable to access the services they need and were entitled to, and 80 percent of families with disabled children experienced high levels of stress. It seemed to Phil that there was a **gap**

		between the disability agenda and the children's agenda, and some families were falling between the cracks**(1.2)**. **The idea also began to develop** that more young people might want to become carers, and it could be promoted as a positive career choice. **The concept of Cool2Care grew from this (4)**. The name of the organisation supported the ethos that caring for disabled kids can be enjoyable and fun. This set them apart from other organisations and helped to attract potential carers, who could then be matched with families The organisation was founded as a **Community Interest Company** (CIC). This legal form offered entrepreneurial control of the organisation and the governance structure of a CIC allowed flexibility to act quickly and respond to opportunities. It was also chosen as it is a clear not-for-profit structure, which matches the ethos of the organisation and promotes trust among the public and potential backers such as local government. According to Phil Conway, "In this kind of work, other things being equal 99 percent of Local Authorities would prefer to work with a not-for-profit organisation". Although registered charities enjoy tax benefits that are not available for CICs, this is less significant for Cool2Care as its profit margins are relatively small. Gathering a large profit for the organisation would be possible but would go against the ethos and mission of the work. In addition, the management feels that the trust shown by customers and supporters would be compromised. As a CIC, the organisation also needs to work towards its community benefit, which for Cool2Care means providing help to disabled children to enable them to participate in life just like everyone else **(5)**.In 2007 **the organisation faced challenges during the start-up phase as it had to grow on its own**. As Phil Conway said "It would have been different if we had broken off from the NHS, but in the beginning the organisation was just '**a dad with an idea'.(4)**" Initially the fledgling organisation also had **difficulty accessing suitable funding** because they were squeezed between **support aimed at either mainstream companies or charities (3)**. The organisation was being set up **in a new way** which some funders may have found hard to fit with ore traditional service models. However, eventually they found funding for social enterprise available from foundations, and the company was able to begin its growth and take its first step towards achieving the mission . http://www.fundingcentral.org.uk/Page.aspx?SD=1658 Cool2Care is an innovative, parent led Social Enterprise founded by Phil Conway, the father of a disabled boy. Set up in 2007, our core service is to offer trained Personal Assistant and Volunteer Befrienders to work with disabled children and young people. Each PA completes our extensive training course and is subject to an Enhanced Criminal Record Bureau check before they are able to work with a family. In the spirit of a Community Interest Company, all profits generated are either given to charities that support families with disabled young people or reinvested within the company to make a difference within the community. The short breaks offered by Cool2Care PAs help to give parents and carers a break from their primary care responsibilities and allow them some time to themselves whilst their child or young person is cared for in a safe environment by a suitably trained person. By having a PA, a disabled child or young person is given the opportunity to access and participate in a wide range of local activities and leisure pursuits of their choice with the support of someone who understands them and can care for their needs. As a parent led organisation with at least 25% of staff having a disabled child or young person themselves we understand how hard it is to find a suitable PA to provide additional help. We also know that it may be a question of time, skills or resources that may also be a limiting factor to finding the right person. Cool2Care helps to remove these barriers and responsibilities by working closely with families and children to understand their specific needs and requirements. This helps us to identify and introduce the most appropriate PA who is able to meet the central needs of the child/young person and the wider family. Our flexible model also means we are able to meet the varying needs of different children/young people and their families who want to use our service. WHAT WE ARE DOING Cool2Care's ethos is to provide families with choice and control through all of our services. We have a track record of successful service delivery in a personalised environment, and consequently have developed a high level of understanding of the personalisation agenda as outlined in the SEN Green paper, and in particular, the significant strategic and delivery challenges and opportunities which it brings for families, providers and Local Authorities.

		Our service is constantly evolving to meet the demands made upon it by a challenging market place, and as such, we are developing strategic initiatives to drive down costs and increase flexibility and choice for those who wish to use our introduction service. WHAT IT MEANS TO BE A BIG SOCIETY AWARD WINNER To receive the Big Society Award means a great deal to us. Such recognition for our innovative business model and the hard work we do to help disabled young people is a truly great achievement for us. We know that we make a difference every day to someone's life. Our work enables the disabled young person to build friendships and to get involved in community activities just the same as their peers. All the while offering parents and carers the short break they need. This award will demonstrate to the business community, funders and investors that our work has the support at the highest level! Working with disabled children is a lot of fun – it really is cool to care! - See more at: http://www.bigsocietyawards.org/award-winners/cool-2-care/#sthash.ftStRHyT.dpuf
	Analysis	1.1: There was not an organisation that delivered the service that Phil needed. 1.2: Expected benefits personally, can be considered as a user, experienced a gap in his daily life, dissatisfaction and expected to benefit significantly from obtaining a solution. Not per se for in-house use, but inspired by in-house needs. 2.1: Work experience helped? 2.3: Charity can be seen as a "community", by which other needs resulted in the identification of an opportunity. 3: barriers due to novelty of set-up, barriers in funding 4: In this case it is not a product, but a service, which makes the development process different. Informational advantages through system-of-use and deep use related knowledge (because he experienced himself how hard the struggle was). "Decided to found" and "cool2care concept grew from this" indicates Traditional model 5: social entrepreneur Clearly inspired by a gap he experienced in his personal life. Has a lot of analogies with user-entrepreneurship.
	Useful?	The website of the organisation does not work. Cannot tell how the organisation was established
20	Name Source Search terms used Website	EcoEveryday (http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) eco everyday founder; eco everyday recycled products online http://www.ecoeveryday.eu/
	Innovation	Make gifts from recycles materials
	Entrepreneur	Mr Rajnikant Patel and Vijay Amin Cannot find Background information
	Organizational/ founding information	Eco Everyday was founded as a social enterprise on the ethos that products do not need to harm the environment, By working in harmony in nature, we can still create the quality required from our consumers, and still contribute to reducing the negative impact on the environment. Ethical and environmental concerns form the heart and soul of our operations.
	Additional search	Tried to find background information and a founding story.
	Additions	The business is established in 2009, cannot find a link that might answer whether the founder was a user of any sort.
	Analysis	Too little information to analyse
	Useful?	X
21	Name Source Search terms used Website	Toggle (uk) http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf Scott Evans & Gemma Garner; Toggle Founder http://www.toggle.uk.com/

	Innovation	
	Entrepreneur	Hello, my name is Scott Evans. I'm a **digital designer/developer** with interests in interaction, usability and interface design. I believe in an open Internet, open source and better — not more. I write about these things occasionally in my journal and you can browse some of my recent work and personal projects below (scott.ee) **(2.1)**. Gemma Garner: If we're honest, personal biogs generally sound the same don't they? There's a whole corner of the internet full of creative, passionate individuals so I'll get straight to the point; I **design websites, create illustrations and make things**.I AM CURRENTLY: Part-time Senior Designer at Preface Studios and available for freelance projects. **(2.1)**
	Organizational/ founding information	It all started when I bought my first laptop. A white, glossy, 13″ Macbook. I loved it. I wanted it to stay looking as good as new **so I decided I should get a case for it (1.2)**. I didn't want something 'executive' or 'waterproof' (who takes their laptop scuba diving anyway?). I also didn't want to settle for the best of a bad bunch on the shelf in front of me. I was looking for something I actually **liked**, something a bit more '**me'**. But **I couldn't find it so I thought, 'sod it, I'll make one myself (1.2)**'.Buying gadgets is a bit odd really. Take laptops… you spend a lot of money on your new laptop and the problem is, it's yours, but it doesn't really feel like *yours*. It looks the same as everyone else's. A plastic and metal shiny thing. So what do you do? You go out and buy a swanky case. Proud of your new gadget/case combo you decide to show them off in public. But wait! You spot someone else with the exact same case. It's then that you realise your gadget *still isn't yours*. And that's why we make our cases. We like to think of them as clothes for gadgets. Made by people, for machines, not the other way around. A way of injecting your personality into your electronic companion. All of our cases are handmade in small and limited edition runs in Surrey, England. We love to use upcycled materials, not just because they make more unusual cases, but because they are better for the environment too **(5)**. Since we started, we've upcycled shirts, skirts, coats, helicopter seats and trousers into eco friendly cases. If you'd like to see us create cases for your most loved digital companion, don't be shy, get in touch.**(5)** Scott Evans and Gemma Garner are not your average UCA alumni. In 2007 they both **graduated from UCA Farnham with first class honours degrees in Graphic Communications (2.1)** The same year they founded Toggle.uk.com, an award winning web design agency. In the four years since, Toggle has worked with numerous high profile clients such as; Sky Movies, the NHS and Worldview Impact. Having taken the online design world by storm, they now work out of a UCA business incubator at Farnham Maltings. The UCA Business & Community School caught up with the exciting design duo at their temporary home… Tell us about your current base, how did the move back to Farnham come about? Scott: We spoke to my old tutor at UCA, Phil Ely, he told us that this incubation space was available. We came in, tidied the place up and have been set up here for a couple months now. Basically this is an incubation hub for start ups out of university; we are a little bit long down the line but we appreciate having the extra space. Gemma: It's nice to **be around other creative people from different disciplines and being here means we can take on more work experience students from the Uni (2.3).** You seem very content as a small two person team, how do you feel about taking on interns or work experience students? Scott: We actually take on a lot of work experience students from UCA, probably about 5 or 6 this year. That link was set up by keeping in contact with Gemma's old course leader and also through our involvement in the occasional lecture day. Gemma: This year has been our busiest year for work experience, but I think that's because we've been more involved in the teaching side of things. It's something we really enjoy doing. Going back to your time at UCA; you graduated with first class honours and then founded *Toggle* the very same year, was the idea for the site developed whilst you were at Uni? Scott: **No, the business didn't exist at the end of Uni, it was an idea that we weren't acting on because we'd actually both accepted jobs(4)**. Gemma: **It was something we were planning to do one day, but not at that time (4).**

		Scott: That was the path we were going down until we went to SKY for a month and met Mike Taylor. Gemma: **Mike was involved in *Creative Challenge student competition* which we won through the Uni, so we then ended up working under him at SKY(4).** Scott: It was quite a chain of events; we mentioned in passing to Mike that one day **we planned to start our own company**, then about three days later he came in and suggested we start a company together **(4)**. So he really gave us the encouragement and the nudge we needed to make it happen. Gemma: When we finished the month at Sky we still went on to the jobs we had accepted, but within six months we had both left and were fully focused on Toggle. Do you think the training you received at UCA has transferred well into a working environment? Scott: I think the best thing university gave us was **confidence and opportunities (2.1)**. Gemma: Business skills are a really hard thing to teach, you almost can't prepare, you just learn as you do. Scott: We took part in the Creative Innovation Award as an extracurricular activity, as far as skills for starting up a business go, that was very useful. Obviously with vocational skills, like graphic design, our course taught us perfectly. So having had the experience of working under somebody else and now being your own boss, how do the two compare? Gemma: They both have their benefits; working for yourself is quite stressful, you've always got to be thinking about the whole business, but at the same time you have a lot of freedom. Whereas if you work for someone else the stress goes away because they take care of all the little things, but then you have less freedom. I think its nice working for yourself because you are **building something for yourself, which is satisfying**.* Scott: They say design isn't a 9 to 5 anyway because you're always thinking about solutions to your problems, for us it's a 24/7 job because we never stop thinking about it. Where does the future lie for you, expanding the existing site further or developing new ideas? Scott: It probably lies in our own projects, at least I'd like to think that will be the case. Gemma: We feel that the client work isn't really sustainable; you're always on this treadmill chasing after clients, but when you stop, the projects stop and the money stops coming in**. We hope to develop our projects to give ourselves a different kind of income(4).** Scott: **The client work helps at the moment, by providing the money which allows us to work on our side projects. Hopefully we will find a point in the future where they become self sustainable (4).** Finally, with UCA growing as a hub for innovation and creativity, what would your advice be to future graduates and budding entrepreneurs? Scott: You will never be ready in your own mind to start your own business… Gemma: …We weren't ready to start ours, but we just did it. Even if you're scared you've just got to go for it. Scott: I think in the modern world more people should be working for themselves. It makes a lot of sense for people to be working freelance or setting up their own companies. Gemma: Take every opportunity that comes. I don't really believe in luck, the more you do, the more you get involved with things, the greater chance you'll have. (http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/)
	Additional search	http://www.creativechallenge.info/case-studies/students/gemma-garner-scott-evans/; http://scott.ee/; http://gemmagarner.com/;http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/
	Additions	
	Analysis	1.2: personal need component, expected benefit, dissatisfaction, experienced a gap between the current offerings and what was wanted 2.3 stimulating work environment 2.1: work and educational experience related to the field. Talented students, knowledge and skills. 4: always wanted to start a business: not accidental rolled into it due to their ideas. Traditional model 5: social value, social mission; using recycled materials for an better environment. Self-employment

	Useful?	Indicates the personal need component.
2 2	Name Source Search terms used Website	Happykitchen http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) happy kitchen uk social enterprise http://www.happykitchen.org.uk/ (can't open)
	Innovation	In Liquidation
	Entrepreneur	
	Organizational/ founding information	Two friends that were allergic that started a company based to meet those needs
	Additional search	
	Additions	
	Analysis	In Liquidation
	Useful?	In Liquidation
2 3	Name Source Search terms used Website	on Road media http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) On road media UK; founders http://www.onroadmedia.org.uk/
	Innovation	We devise and run large or small-scale projects for clients and we also deliver training or consultations for existing programmes
	Entrepreneur	Nathalie McDermott: Nathalie set up On Road Media in 2005. With a background in radio production at the BBC, she joined Media for Development in 2003 to set up the Prison Radio Outreach Project (PROP) and train the prisoner production team at HMP Wandsworth in London before becoming a fellow at The School for Social Entrepreneurs to set up On Road **(2.1)**. She reckons she has trained over a thousand people (journalists, community groups, charities) in places like London, Dublin, Khartoum and Kathmandu. But, by far, her favourite part of working with On Road is getting to know the groups she works with and co-designing useful projects that move things forward for the better. She read literature at Trinity College Dublin and has an MA in International Journalism from City University London. She grew up in Dublin and Brussels and has lived in London for over 10 years.**(2.1)**
	Organizational/ founding information	**On Road is a not-for-profit organisation** that works with excluded and misrepresented communities to look for solutions to social problems using the web, technology and the media**(5)**. We take the best of what the media, digital and innovation sectors are doing and we bring that knowledge to a marginalised community, work out the most relevant and useful uses of those technologies and support the group or community to solve problems using those tools. The On Road team brings people together, runs events, delivers training and works with clients and communities to design projects that bring about real social change. This social enterprise has worked on several groundbreaking projects like Trans Media Action, supported by Channel 4 and BBC, which explored ways to improve the portrayal of transgender people in the media.
	Additional search	http://www.onroadmedia.org.uk/about/; http://www.musictank.co.uk/resources/speaker-biographies/nathalie-mcdermott-founder-director-on-road-media
	Additions	
	Analysis	2.1: work experience, expert in the field. 5: social enterprise Not a user-innovator/User-entrepreneur
	Useful?	X

24	Name Source Search terms used Website	Maka Pads Raja t4t ltd founding story http://t4tafrica.co/products
	Innovation	Menstruation for many girls means no more education. MakaPads provide effective, low-cost protection to every girl and woman. MakaPads are made from papyrus and paper waste. The fibers are beaten, dried and softened using no electricity. They are assembled with a moisture barrier and mesh covering. MakaPads can be purchased with or without an adhesive that slips into knickers with special elastics to hold the pad in place**(5)**.
	Entrepreneur	Dr. Musaazi is a holder of **PhD in Electrical Engineering** from Imperial College, University of London. He is **senior lecturer** at Makerere University as well as an **Innovator** of the only sanitary pads made in Africa trademarked "MakaPads"**(2.1)**. Dr. Musaazi is a practicing engineer and international consultant in Appropriate Technology. He is an Innovator and producer of 7 technologies. Formerly, he was Chairman & member of Boards of Governor of top schools in Uganda. He is a board Member of Humanitarian Refugee Project, University of Oxford, UK. Dr. Muzaazi is Chairman, Board of Directors of the African Centre for Treatment & Rehabilitation of Torture Victims as well as board Member of the Engineers Registration Board, Uganda and that of Uganda National Bureau of Standards. Responsibility: Founder and Team Leader of technology for tomorrow
	Organizational/ founding information	Dr. Moses Kizza Musaazi, is a senior lecturer in the Department of Electrical and Computer Engineering at the College of Engineering, Design, Art and Technology (CEDAT). After dedicating 15 years to Research and Development in Appropriate Technologies (AT), Dr. Musaazi found it logical to form T4T as the implementing company
	Additional search	http://www.unbs.go.ug/index.php/dr-musaazi; http://t4tafrica.co/makapads
	Additions	
	Analysis	2.1: professional career related to the innovation. 5: social enterprise, sustainability and product offerings at low-cost Does not expect to benefit from the innovation personally
	Useful?	X
25	Name Source Search terms used Website	EcoFemme Raja http://ecofemme.org/
	Innovation	Eco Femme is **a social enterprise** with a global mission and reach, working in the area of menstrual hygiene management. It began in 2010 **under the umbrella** of Auroville Village Action Group (AVAG), an NGO working for **grassroots community development in rural Tamil Nadu, South India (5;6)**. In addition to promoting eco-positive menstrual practices, our project supports education for girls and livelihood for women, with a particular focus on rural India where many women are marginalized and do not have access to education or products that enable them to manage their menstruation in a healthy and dignified way **(5;6)**. Eco Femme has designed a premium range of cloth washable pads that are available internationally including in urban India. Profits from sales help sustain our educational outreach work in rural communities and enable us to provide cloth pads at cost price to economically disadvantaged women **(5;6)** A short history of menstrual products: The concept of using washable cloth for menstruation is nothing new. Women all over the world – in India, Egypt and the United States, for example – have been using cloth to catch menstrual flow for hundreds of years. Disposable pads were invented by French nurses during World War I, upon realizing that the cellulose bandages they were using on wounded soldiers absorbed blood really well. Based on this discovery, Kimberly-Clark used the bandages left over from the war to develop the first successful commercial disposable pad. The pad was released in 1921 under the name Kotex, and that's how the sanitary products industry began.

		What about in India? In India, women have traditionally used scrap cloth from old saris or towels, folded and held in place by underwear or a string "belt." However, during the last 15 years, India has seen a rapid penetration of disposable menstrual products. Sanitary napkins are the most commonly used alternative to cloth. Indian women for the most part are not comfortable using internal products such as tampons. Today, it is estimated that 12% of the 355 million women of menstruating age in India can afford disposable sanitary napkins. India is poised to become the largest market for sanitary napkins globally. **The ground is being prepared by multinational companies for a massive penetration of these products in the coming years (3)**. Modern washable cloth pads Eco Femme is introducing **a third option** into the Indian marketplace for **health and environmentally conscious women** – the cloth washable pad! Washable cloth pads are **a designed innovation of the sustainable practice of using folded cloth (1.1)** Cloth pads look and function a lot like disposable pads in so much as they:are shaped for women's bodies; have wings to keep them securely in place; use absorbent material for catching flow; offer leakproof protection However unlike disposable sanitary napkins, they can be washed and re-used for years and they are made of natural material – **cotton** – that is biodegradable and healthy for women's bodies. With proper care – washing, sun drying and clean storage – cloth washable pads can **last for about 75 washes and are a natural and hygienic menstrual solution that does not generate waste! (5)** In recent years, more and more women across the world are switching away from disposable pads to washable cloth pads. For them, cloth has many compelling advantages over disposable pads – financial savings, waste reduction, comfort, improved genital health, support of local livelihood and the intangible, yet powerful impact of using a product that communicates a message of holistic female beauty and dignity. [..]Our concern at Eco Femme is not so much about women using recycled cloth. We are more concerned that they are *armed with the information they need to make their own choices.* **As rural women are recently being bombarded for the first time with multi-million dollar advertisements and government programs promoting disposable sanitary products, we believe it is important that they are able to decide which menstrual products or methods really are best for themselves and their environment(3).** [..]We started the Eco Femme project because we saw the need for a comprehensive approach to MHM in India. Initially motivated by the interest of AVAG's women's self-help groups (SHGs), we began a concentrated exploration on the topic of menstruation in 2009. Through focus group discussions and group activities, participants were able to speak openly for the first time about their menstrual experiences. Through extensive fieldwork, we have learned that menstruation is a subject that involves complex linkages between social, cultural, economic, environmental, health and gender issues. The Eco Femme approach emphasizes **education** and **empowerment** of **women** to make their own **decisions** toward positive management of menstruation**(5)**. Learn more about our approach on our How? page.
	Entrepreneur	The Eco Femmes We are a team of 11 ladies based in Auroville, South India, including 7 women's self-help group (SHG) members from Auroville Village Action Group (AVAG). Inspired by the idea of eco sisterhood, we are connecting women globally through common experience of menstruation. Eco Femme is located inAuroville, a city-in-the-making that aspires toward international human unity. We started the Eco Femme project in early 2009, **though Kathy has been producing cloth pads on a small scale in Auroville since 2000 (4)** and AVAG has been doing grassroots community development and facilitating SHG's in the area since 1983. The tailors – the women who make the pads – are women's SHG members from various groups who have been identified as disadvantaged and at the same time, skilled at their work**(5)**. The tailors are inspiring, hard-working entrepreneurs. You can see their photos around our website and facebook page. Their profiles are coming soon… The tailors receive fair pay for their work on a per-piece basis, allowing them the time and

		flexibility to care for their families. Kathy Walkling:I became an **avid cloth pad user 12 years ago** when I moved to India to live in Auroville. **After trying to dig holes in baked earth to bury menstrual products each month, I figured that there must be an easier way (1.2)**. Upon learning of cloth menstrual pads, I began **experimenting** with designs and started **producing them for other women in Auroville** and as friends from abroad visited and came to know about Eco Femme, some **wanted** to sell the products in their own countries (**2.3, 4**). **Without really trying, I found myself having a small business**(**UE**). My real passion is women's empowerment and integral rural development. Since **teaming up with AVAG 7 years ago**, I became increasingly interested in how local women manage their menstruation **(2.3;4;5)**. This fascination has **led us to research**, then design the Eco Femme project as an integral approach to menstruation. I am thrilled by the possibility to work with other women as passionate as I am to co-create a project that can have a genuinely transforming impact on the lives of women and well as to offer a product that is not adding more unnecessary waste to our choking earth. Jessamijn Miedema (co-founder): My mother laughed happily when I told her we started Eco Femme; she had stitched washable pads from old towels with women of our neighbourhood in Sumba, Indonesia. These women also had few options to deal with their menstruation. For her as well as for me, the best part is the connection and bonding with other women across cultural boundaries through such a simple and practical solution to a shared problem. What also feeds me is the second connection: women (consumers) supporting women (producers in their livelihood and participants in menstrual education seminars). I hope that we can grow these relationships to be real and meaningful. We also want to give other women the chance to grow as entrepreneurs. I have been involved before with large-scale livelihood projects and never really understood what it takes to be an entrepreneur. Setting up Eco Femme has made me realise that a little better! My daily Big Bo(o)ne is our great team, woof woof!
	Organisational/ founding information	"When I moved to India to live in Auroville 15 years ago, one of the first things that I found myself having to contend with was how **to dispose off my sanitary waste**. In the west, there is at least the appearance that these products go "away" when tossed into a bin, but in India it was obvious this was an illusion. I felt like a fugitive lurking around in the dark, looking for a place where I could dig a hole – usually in baked earth- to bury used pads. Throwing them in a bin for others to handle or burning them with their plastic liners was even more unthinkable! **How DO local women here manage**? I wondered." "While visiting family in Australia, **I came across a washable** (i.e. re-usable) cloth sanitary napkin. It was made of colourful soft flannel cotton for absorbency and was worn like a disposable pad with wings that fasten under panties. **I bought my first washable pad, and from the first day of use , became a convert (1.2)**. It was actually comfortable to wear, and, in an odd way, felt quite wholesome— in handling these pads, I felt a little more connected to my body and this earthy cycle. But what really clinched it was that I could actually make a difference through this small personal choice to re-use and not add more waste to an already choking planet."**(1.2)** (http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/) When Walkling came to Auroville (a sustainable community in Pondicherry) in 1997, the sanitary waste issue overwhelmed her, since she was more accustomed to the ways of the West, where the problem was at least out of sight and out of mind **(1.2)**. The disposal of sanitary pads in India is a huge issue and they are either burnt, causing pollution or buried, where they don't tend to decompose because of the plastic. She thought back about the reusable cloth pad as a way to tackle the situation. Walkling and her **team interviewed 300 women about menstrual practices**, **issues and difficulties**. In India menstrual hygiene is a huge cultural issue and taboo and is often not discussed. She began to understand the local practices of using cloth (43 per cent) or disposable sanitary napkins (41 per cent), and no tampons (15 per cent used both cloth and pads). The old cloth that they were using was not very absorbent. **After having used for 7 years, she started playing around with designs and in 2009, she started low-**

		key production of reusable sanitary pads using brushed flannel cotton and thus was born Eco Femme (UI, 1.2). Walkling began **selling them in the local store (4)**. **Soon women called and said that they wanted to sell it(2.3)**. "I researched materials for absorbency, got the logo, picked up material from Chennai. The pad had to have wings, be soft, come in different sizes and most of all be absorbent," says Walking about her journey. Eco Femme products are leak-proof and come in 4 variants: wings, day, night and panty-liner. It can used for 5 years (pack of four), if cared for properly and lasts 75 washes each. ... read more on social.yourstory.com Walkling says that her motivation to start Eco Femme was to **empower women** and to **combat the rising waste** in the environment. She wants to dispel the myths that are being communicated to women about their bodies: that their periods are something disgusting and they should be ashamed of their bodies. "The products are just tip of iceberg, the development of women and giving them dignity is the real quantum leap," concludes Walkling. ... read more on social.yourstory.com
	Additional search	http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/; http://social.yourstory.com/2013/11/eco-femme-empower-women-resuable-sanitary-pad/; http://www.newindianexpress.com/magazine/Think-Cloth-Think-Clean/2013/12/15/article1942302.ece; https://www.facebook.com/ecofemmeindia
	Additions	For seven years until 1997, Kathy was an occupational therapist in Australia**(2.1)**. Auroville inspired her to move to India and work to overcome the challenges rural Indian women face. "I had been concerned about the growing waste in India and lack of disposal mechanisms for sanitary waste. I myself began using cloth pads not long after I arrived in India as I couldn't bear to just toss aside so much waste every month. I was surprised by how comfortable and easy cloth pads were to use. This motivated me to start making them for women," she recalls. http://www.newindianexpress.com/magazine/Think-Cloth-Think-Clean/2013/12/15/article1942302.ece
	Analysis	UE: user innovator, produced for herself or similar alike, experimentation, producing on local scale. 1.1: Waste issues will become present 1.2: Personal need component, experienced herself the difficulties with the current offerings. 2.1: No indication of related work experience or education, she was an egotherapeut 2.3: Community function "called that they wanted to sell". Did not approach them herself. 3: Multinationals are entering the market in near future 4: User entrepreneurship model applies: starting local, based on her own needs, produced small-scale 5: social entrepreneur 6 Among for the BoP
	Useful?	V
26	Name Source Search terms used Website	RubyCup Raja Colplast (development process) www.ruby-cup.com/en/
	Innovation	Ruby Cup is a healthy, high-quality and **sustainable** menstrual **hygiene** product made out of 100% top medical grade silicone and is **reusable** for up to 10 years**(5)**. Swim, dance, walk, sleep, jump - and even look good naked! Welcome to the modern world, where your period comes with no strings or wings attached. Ruby Cup was designed in Denmark by three young women in **collaboration** with experts from world leading healthcare company, Coloplast**(2.3)**. This menstrual cup has an easy-to-grab stem and a large capacity, which means that you can go up to 12 hours without emptying it.
	Entrepreneur	Julie Weigaard Kjaer: **Julie has a broad professional background with several years of experience in business administration, supplier management, financial planning and social entrepreneurship in both public and private companies**. As a person who enjoys experiencing the world, she has lived and worked in Europe, South America and Africa. Julie holds a **Bachelor's** Degree in Business, Languages, and Culture and is a **master** student in Supply Chain Management with minor studies in

		Sustainable Business at the Copenhagen Business School. She has studied accounting, political theory and human resources at La UADE in Argentina and has as part of her studies worked for the Trade Commission of Denmark in Barcelona, where she held workshops for Danish companies on market possibilities in Spain, coordinated trade shows and controlled budgets. Julie loves perfection, spreadsheets and yoga. When her bodyparts are not getting twisty in some weird position, she enjoys dinners with friends and greets everyone and everything with a smile. With a background as a professional dancer, just wait until she hits the dancefloor! **(2.1)** Maxie Matthiessen: **Maxie has always enjoyed working in the areas of international development, CSR and humanitarian assistance. She has 6 years of international work experience in public, private and non-governmental organizations.** She has acted as researcher drafting studies for the UN General Assembly, worked as corporate analyst, consulted on micro-finance topics in Nicaragua and organized high-level roundtable discussions at the EU Parliament. Maxie holds a **Master** degree in International Business and Politics and a Bachelor degree in Business, Languages, and Culture from the Copenhagen Business School. Between, she studied at the Universidad Autónoma (Madrid) and University of California (Berkeley). She sits on the **board** of Young Women Social Entrepreneurs in Nairobi (YWSE), was selected Attaché at COP15 in Copenhagen, Youth leader at the YENI seminar in Germany, and guest speaker on minority issues in the Danish Parliament. Maxie's favorite superwoman activities consist of running marathons, reading all kinds of newspapers and getting to know everyone around. You can always find Maxie by her loud, happy and extremely contagious laughter.**(2.1)** Veronica D'Souza: **Veronica has a broad professional background in both for-profits and non-profits as a sales representative, project manager, journalist, creative campaign developer, and strategic advisor. Her special focus is sustainable business, human rights, health, leadership, and managing strategic partnerships. She is the co-author of the publication "A Roadmap to Sustainable Leadership" (Monday Morning, 2010).(2.1)** She studied M.Sci. in International Business and Politics with a minor in Sustainable Business at Copenhagen Business School and Columbia Business School. She is a selected United World College student (IT), Humanity In Action Senior Fellow (NYC), and has been invited to speak at several international events such as UN future Earth Conference (Japan), and SoCap 2012 (US). Veronica loves to travel the world, dream big and create stuff. She spends her afterhours recording rock and soul tunes, cooking stews on bonfires in her beloved African pot and reading about Tim Burton.
	Organizational/ founding information	Our history It all started in Denmark on one fine summer day in 2005. **The three of us met in class at Copenhagen Business School and became close friends through a combination of great teamwork and a shared desire to change the world for the better. We believed that this change could only be brought about by challenging existing methods of development and business (4).** We **decided** that we wanted to start a company which would focus on solving a societal issue from a business perspective. A company that could **prove** that the future of business lies in being responsible, both in daily operations and in driving social innovation while making a profit. In our eyes, this approach ensures financial sustainability, the freedom to grow and expand to new markets, and the ability to create new, innovative products and services. We therefore adhere to the famous philosophy of "doing well by doing good"**(4)**. **We were introduced to menstrual cups by Maxie's sister, who spoke almost religiously of their benefits**. We tried them ourselves and were impressed – no leaks, no chemicals, no tampons or pads wasted every month, and so much money saved! We started wondering... **if a menstrual cup is a superior solution for us, why can't it be for women and girls in the developing world, too(6)**? Ruby Cup is reusable for up to 10 years so it is truly a long-term solution. We loved the idea so much that by June 2011, we were on our way to Kenya and producing Ruby Cups. That first month we spoke to women's groups, girls, NGOs, government agencies and even taxi drivers about the issue and were appalled to learn what proportion of a family's income could go into buying sanitary products - if they could afford to buy any at all. We were equally shocked by the alternatives women and girls are forced to find: sheets, rags, mud, bark or pieces of mattress. **The feedback on our simple idea was extremely positive – with many asking "Where can I get one?!"** Encouraged, **we continued our research and found that education** is crucial when it comes **to the adoption of sanitary products(4).** Women we spoke to asked all sorts of questions about menstruation, the answers to which were not available in school or at home. We were asked questions such as "Why do I bleed every month?" and "Where does the blood come from?". From these conversations we learnt that talking about menstrual hygiene requires a broad

		approach including education about reproductive health. With this is mind, we developed educational materials, including drawings of the female reproductive organs and explanations for where babies comes from and why women bleed every month. Over the summer back in Denmark **we threw ourselves into fundraising and product development**. By September 2011, we were ready to kiss our families and friends goodbye and relocate to Kenya! **We set up a company in Nairobi and did a lot of inclusive product development**. Julie and Veronica live in Kenya today selling and distributing Ruby Cup to women and girls around Nairobi while continuing to grow our online market. Maxie supports this from the Ruby Cup office in Berlin. We are extremely grateful for our travels thus far and for all the people who have come onboard and helped us! However, there are women and girls all over the world who are in need of a Ruby Cup**(4;5)**. Can you briefly describe what has happened since you started? "We started a bit more than a year ago with researching the problem, different solutions and with designing our product. **We are business students and not engineers**, so we called the Danish company Coloplast, a world leader in intimate healthcare products and asked them whether they would **help us with their know how and expertise(2.1;2.3;4)**. They bid us welcome, and today we have a very strong **partnership** were Coloplast is our technical advisor on the whole production and quality control side. Without them, we would not have gotten this far this early**(2.3;4)**. In addition, we were awarded Develop Prize in the Danish Foreign Ministry 2011, and the first seed capital came from SIDA, the Swedish development organization's Innovations Against Poverty Grant. This allowed us to move to Kenya and getting started." What are you working on now? We are building partnership with many international organizations and NGOs. We have developed our product and tested it amongst our customers and in March. Also, we won the Grand Prize of the Global Social Entrepreneurship competition from the Forster School of Business in Seattle. Today, we are awaiting our first commercial shipment of 10.000 products within the next weeks, and are ready to start selling our products through a direct sales distribution channel. People contact us from many different places in the world, where menstruations is also a problem, and we are currently working on developing different kinds of partnerships in several countries, as Ruby Cup can be a solution for women all over the world." (http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/)
	Additional search	http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/
	Additions	
	Analysis	2.1: Business students with working experience related to the field 2.3: collaboration 4: although users, they did not innovate for themselves or to enhance the usage of the product. They saw an opportunity, did research and developed a product accordingly. Not user-entrepreneurs 5: social entrepreneurs 6: for developing world Although users, not user-entrepreneurs. The user-innovation process does not apply to them. Usage of the product resulted in opportunity recognition, not for themselves.
	Useful?	X
27	Name Source Search terms used Website	Liter of light PC3 example http://aliteroflight.org/
	Innovation	The Solar Bottle Bulb used by 1 Liter of Light is based on the concept of Appropriate Technologies – innovations that use readily available materials and simple carpentry skills to create inventions that are easily replicable in the developing world. Instead of relying on prescriptions for sustainability from industrialized countries, these technologies enable locals to address critical issues in their communities and encourage

		sustainability from the ground up.
	Entrepreneur	Illac Diaz is a social entrepreneur working in the ASEAN region **empowering communities** through the use of **sustainable** construction and **appropriate** technologies**(5)**. Through the MyShelter Foundation, several pioneering programs in the country in rammed earth, bamboo, and PET plastic bottle construction. Illac, whose name is an Aztec term meaning "God of Light," is in a unique **position to inspire others with ideas, vision and passion to create enterprises that uplift sectors of society that would otherwise be forgotten(5)**. He is pioneering a whole new field of entrepreneurship, one that seeks to bring the strengths, efficiencies and solutions of business to bear on problems of society. Illac Diaz comes from a good clan. Nephew to former Ms. Universe, Gloria Diaz, Illac Diaz was nurtured by his Italian-born mother. **He completed his Bachelor's degree in Management Economics from the Ateneo de Manila University. It seemed as though everything was going well for this young Diaz. He was a model, actor and party-goer.** After that, he turned his attention to become the **advertising executive for Smart Communications**. To further hone his skills and his craft, he completed his **Masters Degree in Entrepreneurship at the Asian Institute of Management (AIM).** Yet, he continued to pursue further development so he went to the **Massachusetts Institute of Technology (MIT)** in Boston to study **Urban Planning Course II – Urban Studies and Planning**. And more recently, he took **Masters of Political Administration in Harvard University.** In 2008, Illac Diaz was named a "**Young Global Leader of 2008"** by the World Economic Forum in Geneva, Switzerland. What has this young person did that warranted such recognition from the prestigious WEF? Providing good shelter for transient Seafarers Illac Diaz **founded the Pier One Seafarer's Dormitory, a lodging place for Filipino seafarers** located in a 2,500-square meter lot at Corte Real and Solana Streets in Intramuros, Manila **(2.1)**. With this project, Illac essentially provided good lodging for Filipino seafarers and overseas contract workers. Previously, these same contract workers would just check in to cheap inns or motels in the Ermita and Malate areas in Manila, but these inns are still more expensive than Pier One Seafarer's Dormitory. **The idea** for Pier One **came to** Mr. Diaz when he was still obtaining his Master in Entrepreneurship degree. He took a walk in the T.M. Kalaw area in Manila and saw hundreds, or probably thousands of seafarers trooping to the offices of recruitment agencies. And yet, these same people could not have access to low budget lodging areas while waiting for their papers to be processed. This is why, Diaz **set up** a 40-bed dormitory in the Intramuros area where seafarers and prospective overseas contract workers could stay while looking for a job. According to an article from the Philippine Star, Pier One is now a 1,500-bed business with branches in Recto, Ermita and Intramuros. It is sustainable and its profits are being reinvested back to the business. Over 80,000 seafarers have been served by the project!**(2.1)** CentroMigrante From his award-winning Pier One Seafarer's Dormitory, Illac Diaz went on **to develop the CentroMigrante Project**. This project offers a build-for-stay system—the tenants will be able to stay in the compound in exchange for their labour in constructing parts of the project. Those who do not have money can still sign up for temporary jobs and the option to stay while building the project. The shelters developed under this project will then offer seminars on personal finance, remittance management for overseas Filipino workers, as well as on career development and small business management. Along the way, CentroMigrante will also coordinate with more than 400 agencies that will help its constituents find jobs. The eventual goal is to reduce the waiting time of overseas Filipino workers from seven months to only three months. MyShelter Foundation Illac Diaz **does not seem to run out of ideas(4)**. When he **noticed** the lack of classrooms in the provinces, he **thought of a way to solve** it, together with the problem in housing in Negros Occidental. When he noticed the strong adobe bridges, which withstood the test of time since the time of Spanish occupation in the Philippines, he went to the CalEarth Institute in California to study under Nader Khalili, the world-famous Iranian architect.

		Through his studies, he **gained expertise** in the Earthbag Construction System and applied it to the Philippine setting. By enlisting the help of volunteer laborer and indigenous materials, the cost of building houses and classrooms went down. He has since **shared his expertise** in addressing the lack of classrooms in the Day-Asan National High School in Surigao province. Illac Diaz continues **to look for ways to help other under-privileged Filipinos(2.1)**. And why not**? From being an actor, model and advertising executive**, Illac Diaz has shown that it is possible to continue earning and growing a business while addressing the social needs of people who do not have the resources to uplift themselves. Diaz belongs to the new breed of businessmen who are willing to help others while they themselves boost the business' bottom line**(;2.1;4;5)**
	Organizational/ founding information	Demitrios "Demi" Bukas was an unemployed carpenter living in a small house in Laguna, Philippines. While searching for a useful way to occupy his time, he learned that if he took a two-liter plastic soda bottle, filled it with water and a little bit of bleach, and nailed it to a corrugated tin roof, he could provide a 35 square meter home with the same amount of light as provided by a 55-watt light bulb. What's more, he could do it by reusing or recycling materials that people normally throw away.**(UI*)** What started out as one man's work became the mission of an entire nation through 1 Liter of Light, a program created to encourage and support social entrepreneurship and provide sustainable energy to the urban poor. In a country such as the Philippines, which has one of the highest electricity-use rates in the world, this simple solution is making a difference in the lives of tens of thousands of people who can now focus on using their limited resources to pay for other vital expenses, such as food or education**(5;6)**. The project not only benefits those who now have light. It also provides employment opportunities to local carpenters, trash collectors, and even city penitentiary residents who embrace the work and have come to see it as fulfilling their responsibility to help others in need. Harvard Kennedy School alum Illac Diaz, the founder of MyShelter Foundation and the 1 Liter of Light project, quickly **realized** just how powerful the Solar Bottle Bulb could be when other countries from around the world began to request instructions on how to build and install these Solar Bottle Bulbs in their own communities**(4)**. The project now has partners in Peru, Colombia, Indonesia, India, and Switzerland, and is initiating projects in places such as Spain and Kenya. By embracing social media and the philosophy of open-source technology, in the past year 1 Liter of Light has grown from lighting up 10,000 homes in the Philippines to providing solar power to communities around the world. (http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/)It started out as a small project headed by My Shelter Foundation Executive Director Illac Diaz **in a small pilot community at San Pedro Laguna (Phillipines), where Mang Demi Solar "Solar Demi" lives.** Isang Litrong Liwanag has grown into a viral campaign, spreading across the Philippines and the world, lighting up thousands of homes with a simple formula: used plastic soda bottles, water, bleach (http://lighting.com/a-liter-of-light/) The use of plastic bottles in this way to provide indoor lighting from daylight was developed by Alfredo Moser of Brazil in 2002.[3**] Using the technology as a social enterprise was first launched in the Philippines by Illac Diaz under the MyShelter Foundation in April 2011**.[4] In order to help the idea to grow sustainably, the Foundation implemented a "l**ocal entrepreneur" business model whereby bottle bulbs are assembled and installed by local people, who can earn a small income for their work. Within months, one carpenter and one set of tools in one community in San Pedro, Laguna, expanded the organization to 15,000 solar bottle bulb installations in 20 cities and provinces around the Philippines, and began to inspire local initiatives around the world.**[5] MyShelter Foundation also established a training center that conducts workshops with youth, business companies, and other groups who are interested in volunteering their time to build lights in their communities. (http://en.wikipedia.org/wiki/Liter_of_Light; (3]BBC News article about Alfredo Moser and his invention 4] a b "A Liter of Light Goes a Long Way (by Ami Valdemoro) | Harvard Students Talk Rio+20". Riomatters.wordpress.com. 2012-06-06. Retrieved 2013-08-13. 5] Jump up to: a b c "A Litre of Light". Unfccc.int. Retrieved 2012-10-04.))
	Additional search	http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/; https://www.facebook.com/aliteroflight/info; http://www.spot.ph/videos/49574/mang-demis-solar-powered-light-bottles-brings-light-to-laguna-is-featured-on-bbc-; http://en.wikipilipinas.org/index.php?title=Illac_Diaz; http://aliteroflight.org/about-illac-diaz/; http://lighting.com/a-liter-of-light/;

		http://en.wikipedia.org/wiki/Liter_of_Light
	Additions	
	Analysis	2.1: already working for the Phillipino's. Started up sevral social initiatives. Gained much experience and expertise in this field. 4: not a user entrepreneur. Does not use the product himself, nor did he innovate to enhance usage for himself or similar alike. Innovation is to help others. Traditional model 5: social entrepreneur, social mission and social value creation 6 For Bop UI* Initially when I read it I was under the impression that Demitrios "Demi" Bukas began with innovating and this was later adopted by Illac Diaz. However, this is not the case. Illiac Diaz is a social entrepreneur that used this technology that was developed by Alfredo Moser and implemented it. Does not expect to personally benefit from the innovation through usage.
	Useful?	X
28	Name Source Search terms used Website	Grameen Internet search http://www.grameen-info.org/
	Innovation	Microcredit
	Entrepreneur	Muhammad Yunus was born in 28th June, 1940 in the village of Bathua, in Hathazari, Chittagong, the business centre of what was then Eastern Bengal. He was the third of 14 children of whom five died in infancy. His father was a successful goldsmith who always encouraged his sons to seek higher education. But his biggest influence was his mother, Sufia Khatun, who always helped any poor that knocked on their door. This **inspired** him to commit himself to eradication of poverty. His early childhood years were spent in the village. In 1947, his family moved to the city of Chittagong, where his father had the jewelery business. In 1974, **Professor** Muhammad Yunus, a Bangladeshi **economist (2.1)** from Chittagong University, led his students on a field trip to a poor village. They interviewed a woman who made bamboo stools, and learnt that she had to borrow the equivalent of 15p to buy raw bamboo for each stool made. After repaying the middleman, sometimes at rates as high as 10% a week, she was left with a penny profit margin. Had she been able to borrow at more advantageous rates, she would have been able to amass an economic cushion and raise herself above subsistence level**.** Realizing that there must be something terribly **wrong with the economics he was teaching (1.2)**, Yunus took matters into his own hands, and from his own pocket lent the equivalent of ? 17 to 42 basket-weavers. He found that it was possible with this tiny amount not only to help them survive, but also to create the spark of personal initiative and enterprise necessary to pull themselves out of poverty(**2.1**.) **Against the advice of banks and government, Yunus carried on giving out 'micro-loans', and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust and solidarity(4)**. In Bangladesh today, Grameen has 2,564 branches, with 19,800 staff serving 8.29 million borrowers in 81,367 villages. On any working day Grameen collects an average of $1.5 million in weekly installments. Of the borrowers, 97% are women and over 97% of the loans are paid back, a recovery rate higher than any other banking system. Grameen methods are applied in projects in 58 countries, including the US, Canada, France, The Netherlands and Norway.
	Organizational/ founding information	The origin of Grameen Bank can be traced back to 1976 when Professor Muhammad Yunus, Head of the Rural Economics Program at the University of Chittagong, **launched an action research project to examine the possibility of designing a credit delivery system to provide banking services targeted at the rural poor(4; 6).** The Grameen Bank Project (Grameen means "rural" or "village" in Bangla language) came into operation with the following objectives: extend banking facilities to poor men and women; eliminate the exploitation of the poor by money lenders;

		create opportunities for self-employment for the vast multitude of unemployed people in rural Bangladesh; bring the disadvantaged, mostly the women from the poorest households, within the fold of an organizational format which they can understand and manage by themselves; and reverse the age-old vicious circle of "low income, low saving & low investment", into virtuous circle of "low income, injection of credit, investment, more income, more savings, more investment, more income"**(5)**. The action research demonstrated its strength in Jobra (a village adjacent to Chittagong University) and some of the neighboring villages during 1976-1979. With the sponsorship of the central bank of the country and support of the nationalized commercial banks, the project was extended to Tangail district (a district north of Dhaka, the capital city of Bangladesh) in 1979. With the success in Tangail, the project was extended to several other districts in the country. In October 1983, the Grameen Bank Project was transformed into an independent bank by government legislation. Today Grameen Bank is owned by the rural poor whom it serves. Borrowers of the Bank own 90% of its shares, while the remaining 10% is owned by the government.
	Additional search	http://www.grameen-info.org/index.php?option=com_content&task=view&id=329&Itemid=363
	Additions	
	Analysis	1.2 Not personal benefit. However, was dissatisfied with the current practises. 2.1 due to his profession was able to innovate, however, not for himself but for others 4: researched the possibility for microcredit first. 5: social entrepreneur. 6: for BoP Not a (professional) user entrepreneur. His profession made him see an opportunity and innovate. However, he might be regarded as a professional user innovator, because his occupation made him see that there was something wrong with the economics he was teaching, and he was dissatisfied. Based on that he launched an action research prject to examine the possibilities. Does not fit one to one on the user-innovator process, but has analogies.
	Useful?	X
29	Name Source Search terms used Website	Jaipurfoot Internet search prothesen in ontwikkelingslanden; Prosthetics in Developing countries http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf http://jaipurfoot.org/who_we_are/our_history.html
	Innovation	Prostheses; Since inception, BMVSS has rehabilitated more than 1.3 million amputees and polio patients by fitting / providing artificial limbs (Jaipur Foot variations), calipers, and other aids and appliances, mostly in India and also in 26 countries across the world
	Entrepreneur	**Padma Bhushan Devendra Raj Mehta** Founder and Chief Patron, retired Indian Administrative Service officer and former chairman of the Securities and Exchange Board of India (the equivalent of the Securities and Exchange Commission of America); earlier he has held the position of deputy governor of the Reserve Bank of India Mehta was born at Jodhpur in Rajasthan. He is a **graduate of Arts and Law from Rajasthan University. He also studied at Royal Institute of Public Administration, London, UK and the MIT Sloan School of Management.(2.1)** D.R. Mehta has been active in social field throughout his life. He set up Bhagwan Mahaveer Viklang Sahayata Samiti(BMVSS)in Jaipur in 1975 and is now its full-time honorary volunteer. Under his leadership, BMVSS emerged as the largest organization for the handicapped in the world, providing artificial limbs / calipers and other aids and appliances for free. More than 1 million people have been its beneficiaries so far.[3] Mehta's focus on combining social service with science led to an MOU between Stanford University and BMVSS, resulting in the development of a new Knee Joint called the Jaipur Knee. It was hailed by the Time Magazine as one of the 50 Best Inventions of the World for the year 2009.[4] Mehta is also a well-known animal activist. He has started and has been associated with some animal homes, and has also published literature on animal welfare. (http://en.wikipedia.org/wiki/D._R._Mehta)

	Organizational/ founding information	**The Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)** was set up in 1975 in Jaipur to commemorate the 2500th year of nirvana of Bhagwan Mahaveer, the great Lord of Jainism who preached equality of all beings and compassion to all. He was a contemporary of Lord Buddha. BMVSS is a secular, non-religious, non-governmental, non-political, non-sectarian, non-regional and non-profit organisation set up to help the physically challenged, particularly the financially weak and underprivileged**(5)**. The society was born out of a **traumatic incident in the life of DR Mehta, the Founder and Chief Patron of BMVSS.** He met with a life-threatening road accident that **crushed one of his legs**. Doctors felt that it might have to be amputated. Both his life and limb were saved. **This made Mr Mehta realise the problems that disabled have to face, particularly the underprivileged, to get artificial limbs (1.1;1.2)**. The idea of creating BMVSS, the Jaipur Foot organisation, was thus **born on the hospital bed which Mr Mehta occupied for five months(1.2)**. He finally set up BMVSS to provide artificial limbs, in 1975, with a focus on the poor. From its birth in Jaipur, BMVSS has grown to become a pan-India and international organisation. It has 22 branches across India. The organisation has two associate centres in Pakistan and three in Philippines, and a joint venture in Colombia. It has conducted more than 50 fitment camps in 26 countries and helped set up independent prosthetic fitment centres in Asia, Africa and Latin America. BMVSS has been given Special Consultative Status with the Economic and Social Council of the United Nations Organisation for its services. Apart from providing the widest possible range of services for the disabled, BMVSS is also focused on research and development, and tries to fuse **service with science**. BMVSS has forged agreements with Stanford University, USA; Massachusetts Institute of Technology (MIT), USA; the Indian Space Research Organisation; and Indian Institute of Technology (IIT), Jodhpur, for research and development, Professors of other IITs, namely Chennai, Delhi and Mumbai, too are helping BMVSS. Further, Malaviya National Institute of Technology, Jaipur; National Institute of Technology, Delhi; and companies such as Jain Irrigation, Pinnacle Industries, Polymedicure and Universal Medicap have agreements with BMVSS for research. Other corporates also support BMVSS. Dow Chemical International Pvt Ltd (Dow India), a leading company in polymers, is helping BMVSS in improving the components of its aids and appliances. Dow India, MIT and the American Society of Mechanical Engineers are working together with BMVSS to further enhance the functionality and longevity of the polyurethane (PU) foot, which is likely to rehabilitate hundreds of thousands of amputees the world over, along with the inventions of physics, chemistry, space, etc. Dow India is providing funds for this project. The idea of setting up the society **arose out of a trauma. Shri D. R. Mehta**, Founder & Chief Patron of BMVSS met with a serious life-threatening road accident. With his **own self-realization and also promptings from the treating orthopedic surgeons,** Dr Ganga Ram Purohit and Dr M.M. Bapna, both of Mahatma Gandhi Hospital, Jodhpur, the **idea** of setting up BMVSS was born. Dr. Bapna and Dr. Purohit **would later constantly remind Mr. Mehta of the plight of poor patients who had lost their limbs(4)**. They asked - where would a poor person losing limb by accident or disease, go to get an artificial limb? Thus in recognition of the need of an institutionalized arrangement for helping such people, BMVSS was set up. Later other Samaritans joined the project [..] Jaipur Foot is technically distinct from other foot / limb technologies. Jaipur Foot was **developed at the S.M.S. Medical College Hospital**, Jaipur in 1968 by a group of eminent orthopedic surgeons and highly innovative craftsmen. **The subsequent developments in the technology were under aegis of BMVSS (4)**.
	Additional search	http://en.wikipedia.org/wiki/D. R. Mehta ;'http://jaipurfoot.org/images/BROCHURE.pdf
	Additions	
	Analysis	1.1 Due to the accident he might have been ahead of a trend with regard to see the needs of diabled that were not privileged, which he otherwise would not have been. 1.2 Personal experience, aimed to provide product (prostheses) for similar alike. 2.1 Highly educated, but unclear what the relationship is with the development of the innovation. 4: Traditional entrepreneurship process, though through personal experience and the reminding of surgeons this organisation was established 5: social entrepreneur

		6: for poor people Not a user-innovator. Does not use a prosthetic and did not innovate himself. Due to personal experience he recognised an opportunity to help others that experienced the same as he did. Too little is known about the start-up, but when he cannot be considered at a user-innovator it is also not possible to be a user-entrepreneur, because the UI process does not apply.
	Useful?	X
30	Name Source Search terms used Website	aids digital Database Healthcare innovations www.aidsdigital.net
	Innovation	AIDS Digital is an online portal of HIV and AIDS information that is easily accessible by anyone, anywhere and at any time by the people in need. There were 1324 HIV and AIDS programs in the Digital AIDS and consists of HIV testing services, antiretroviral therapy, PLWHA support groups, Sterile Syringe, Methadone, Prevention of parent to child, referral hospitals AIDS and Sexually Transmitted Infections are available in 33 Provinces and 501 districts / cities. Aids Digital present to provide basic HIV and AIDS information, AIDS and STI service point, Institutions engaged in AIDS prevention programs in order to facilitate the people of Indonesia to find out as well as get access associated with HIV and AIDS and STI needed him. HIV and AIDS information portal was created by AIDS Coalition Indonesian Ministry of Health in collaboration with partners, HIVOS, UNAIDS and 7Langit The using of mobile and web-based applications to increase access to HIV/AIDS and Sexual & Reproductive Health information and services are still very new in **developing countries** as Indonesia**(6)**. The utilization of this Health innovation is directed at key population at risks to HIV, young people and general population are still very new in developing countries including Indonesia. The applications can also ensure client's privacy, easier access by anyone, anytime and anywhere. The web-based application can be easily accessed by target population living in more urban sites – this is important in HIV as most of key population at risks living in the urban sites; while the mobile application can be accessed by residence in rural sites and/ in areas where internet access is not advance With the current situation, that community affected by HIV transmission is still quite discreet community, the applications can reduce the tension of being identified when accessing the information. Stigma and discrimination and social taboo surrounding HIV and SRH issues become additional barriers. Various approaches to increase knowledge of key population at risks to HIV infections have been implemented, from outreach, peer education and IEC material distribution. However, these approaches rely heavily on face-to-face meeting for provision of the information
	Entrepreneur	Aditya Wardhana: **Coordinator**, Indonesia AIDS Coalition, December 2010 – Present (3 years 8 months). Indonesia AIDS Coalition is a civil society organization with individual, AIDS affected communities and organization memberships, focusing on the promotion of transparency, accountability and civil society participation in AIDS response by mainstreaming gender equality, human rights, women rights, and minority rights in order to create more comprehensive AIDS programs. **(2.1)** (Linkedin)
	Organizational/ founding information	I recently use Agoda.com website to booked my hotel when i need to travel. Someday i though that why we not use this kind of application to nearing access to AIDS and Sexual Reproductive Health services for community as well broader society. Then everything gone fast and we establishedwww.aidsdigital.net **(4;5)** **Indonesian AIDS Coalition (IAC).** IAC is an AIDS-affected community-based NGO that works to promote good governance in the AIDS response in Indonesia. **(5)**
	Additional search	http://www.aidsdigital.net/: niet leesbaar http://www.changemakers.com/healthbiz/entries/aids-digital-%E2%8E%A2-mhealth-hivaids; http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html; https://www.linkedin.com/pub/aditya-wardhana/23/936/65b

	Additions	The Indonesia AIDS Coalition (IAC), an NGO with members from AIDS-affected communities, will launch a mobile application on HIV/AIDS information and services. "AIDS Digital" is the first mobile system with an application on HIV/AIDS in the Asia and Pacific region. "This application was developed by AIDS-affected communities so that it is highly effective and manages to respond to challenges in the field that are well understood by the communities," said Aditya Wardhana, an IAC activist, in a statement made available to *The Jakarta Post* on Monday. Health Minister Nafsiah Mboi is set to officially launch "AIDS Digital" in an event at the Health Ministry in Jakarta, on Oct.31. "The Health Ministry as a lead sector to improve the health of all Indonesian people warmly welcomes the initiative and fully supports it as part of efforts to bring access of information on HIV/AIDS and other sexually-transmitted diseases to all of society," Aditya said. Users can access the application via two methods. First, through the website aidsdigital.net and second, via a mobile application that can be downloaded in the Apple Store, Blackberry Application Store and on Google Play. The mobile application can be used on the likes of iPhone, Blackberry and Android hand phones. Aditya said it was hoped that "AIDS Digital" could give people more accurate information on HIV/AIDS, increase the percentage of visits to health care facilities, improve the adherence of HIV-infected people in taking medication, and strengthen services to other HIV-affected communities. AIDS Digital has been launched to support the government's Zero New HIV Infections, Zero Discrimination and Zero AIDS-related Deaths program. (http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html) Contributors Digital data contributors AIDS: Ministry of Health The National AIDS Commission Key Populations Network (GWL-Ina, OPTIONS, IPPI, PKNI) NGO http://www.aidsdigital.net/tentang-aids-digital/kontributor/
	Analysis	2.1: Aditya Wardhana is an coordinator at IAC. Previous work experience also with Aids foundations. 4: Based on the founding information it seemed that opportunity recognition preceded prototyping and development 5: social entrepreneur 6: for BoP
	Useful?	X
3 1	Name Source Search terms used Website	Mejorate.cl (Medic Trace) Database healthcare innovation http://www.mejorate.cl/team
	Innovation	Online Medical center. We connect patients and doctors worldwide, improving the search for health and providing a new way to pay to doctors by accumulating Health Points from local markets or credit/debit card systems
	Entrepreneur	Sergio Calleja **CEO & Co-founder** Studied Dentistry and a Master in Public Health at the Universidad Mayor. He has worked in the Military Hospital of Santiago, H. Alejandro del Rio, Clinica Indisa. As an intern in maxillo-facial surgery pro bono in public health centers also helped as an assistant professor. Internship abroad at Boston Medical Center and the University of Michigan Hospital in U.S. Now he is the General Manager at Mejorate.cl **(2.1)** Chilean entrepreneur and Dentist. Studied Dentistry and completed a Masters in Public Health at the Universidad de Mayor, where he created

		programs to help people receive subsidized medical treatment. After graduating, he has worked in different hospitals in Chile as an OMFS DDS honorary intern, public health centers, plus helped as an assistant profesor at Universidad Mayor. During this time, he have also presented at many health conferences, and have done externships at the Boston Medical Center and Michigan University Hospital in USA. Today, aiming to create better health for all, he recently started some projects joining IT, health and social entrepreneurship concepts. Dividing his time between the dental practice, entrepreneurship and some on-call shifts at the emergency room of two mayor hospitals in Chile. **(2.1; 4;5)** (linkedin) Marzon Castilho **CTO & Co-founder** Expert web developer with over 15 years experience, he has had great success with several jobs, working in big companies like Xerox and small businesses as Senior Project Manager at Squadra. During this time he learned to build software in complex scenarios, which has allowed him to develop his own methodology for dealing with situations of extreme urgency and constant change of requirements. Marzon is the second initial founder and manager of the technological area at Mejorate.cl. **(2.1)**
	Organizational/ founding information	Driving my car, I was thinking how to involve more actors to daily health, And I remembered the group we created to help scare resources people at university... They didn't have money but, they had the opportunity to buy clothing or goods at local markets. So, I thought how awesome will be to make all what you can buy a currency for health. This way motivate companies to do good for health,
	Additional search	http://www.changemakers.com/node/156170/images; https://www.linkedin.com/in/drcalleja; http://www.drcalleja.com/
	Additions	
	Analysis	2.1: both the founders have educational and work experience related to the field, can be considered experts. Cannot find information about the founding story anywhere 4: aiming to create better help for all [..] started some projects. Lacking sufficient information about start-up, but based on the content not a user-entrepreneur. 5: social mission
	Useful?	X
3 2	Name Source Search terms used Website	ANAIRYS Database Healthcare ANAIRYS Health Mutual Solidarity fund.
	Innovation	Prepaid Health Care; ANAYRIS is a **startup still in the idea fase,** ANAYRIS is actually a health Mutual Solidarity Fund - to be more specific; a prepaid micro health insurance system via mobile phones **(4)** . The idea is to insure the uninsured people, most of the times those are also the unemployed ones. A person will only need to have a mobile phone and the person can be automatically a member of the fund. In Africa (Sub-Sahara Afric) there are many mutual health associations , many work together with health care services. Eeach member has to contribute by paying a low fee, but some people don't even have that **(5;6)**. By using ANAIRYS,, the members will not have to think about where to get the money to participate, once they have a mobile phone and they buy refill cards then they are automatically members. The health fund will cover for the treatment of the ones who participate and put money into the health fund. How? The person has to give his mobile number to the health fund and accepts that each time he buys a prepaid refill card to refill the minutes on his mobile phone 5% will be automatically saved into the health fund. For every 5% , 1% will be the cost the subscriber is paying to be insured.
	Entrepreneur	Family member died because it was not insured
	Organizational/ founding information	When a member of my family died because she was treated very late and the reason she went into the hospital so late was because she was not insured. She died and this when I started to think **about ideas on how poor people in Africa** can have health insurance even without a job and a bank account. **(1.2;4)**
	Additional search	http://www.changemakers.com/users/maria-pedro; http://www.changemakers.com/healthbiz/entries/anairys

	Additions	
	Analysis	1.2: personal experience made her see a gap in offering an need 4: traditional model 5: social mission 6: for the BoP. Cannot find Maria Pedero's background, tracked all the projects and the websites accordingly, checked linked-in, facebook etc, but did not came up. Idea phase, therefore no company website. In order to get required information need to contact the initiator. The personal experience component might be interesting, however lacking sufficient information. Needs follow-up
	Useful?	X Insufficient information
3 3	Name Source Search terms used Website	AniMedes Database HI http://www.animedical.at/
	Innovation	AniMedical and teamworx media management created "AniMedes", a digital app-based plattform on mobile devices that can fully replace current paper-based solutions for patient education prior to surgery. Using modern media technologies and beautiful 3D-animated movies, AniMedes represents a secure, innovative and effective way to **explain complex treatments to sick and frightened people (5)**. The AniMedes-App for mobile devices replaces outdated paper based informed consent methods by using short 3D-Animation movies. Our movies explain interventional procedures in a schematic and easily understandable way, but they are medically correct and detailed. The movies and the corresponding app are available in different languages, thus giving doctors the security that their patients really understand the procedure, even if they speak another language.
	Entrepreneur	Johannes Allesch, CEO Animedical: We are at the cusp of a new era of 3D-technologies that pour into everyday medical life to enhance and enrich them with new and powerful ideas. I am firmly convinced that the time has come to put those ideas into practise and to have the courage to create those new, comprehensive, multimedial standards for the future of medicine.
	Organizational/ founding information	**In 2006, Johannes Allesch and his girlfriend came back from an informed consent explanation for a complicated, major surgery. Although the doctor took his time and explained the surgery in great detail, the given explanation was just not informative enough. Right after this incident, Johannes decided to dedicate his education as a 3D-artist to medical explanation procedures. AniMedical was born** (**(p)UI; 1.1;1.2;2.1**) Allessch: CEO / Gründer , AniMedical - medizinische Animationen KG October 2010 – Present (3 years 10 months)Salzburg BioDigital SystemsIntern, BioDigital Systems, 2008 – 2008 (less than a year) (Linkedin)
	Additional search	http://www.animedes.at/?page_id=262; https://www.linkedin.com/pub/johannes-allesch/4/376/848; http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html; http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73
	Additions	AniMedical and teamworx media management run the AniMedes project together, each providing their unique networks and skills of marketing, media, animation and software development**(4)**. Our combination of designers, programmers, marketing specialists, and a large advisory group of doctors form a highly flexible network of skillful employees and external specialists. This allows us to develop the app fast and highly adapted to respective workloads. We keep close contact with universities to recruit well trained specialists early on. All media is created with doctors and major hospital care providers. AniMedes is getting certified, tested and cleared for hospital use, so doctors can rely on security and legal validation of any information that the app delivers to their patients. The AniMedes App is currently **being tested** at various hospitals throughout Austria in clinical practice **(4)**. Using scientific methods, the impact of the application on the entire preoperative education process can be tested. The AniMedes app is by default in the languages German, English, Serbian and Turkish available, other languages are of course available on request. All program functions can be displayed in the built-in languages. For the informed consent discussion, the app provides a button to switch between the languages to be able to switch back and forth quickly. So doctors can work in the education conversation in their own language, but also their patients to share

		information in their language. The collected intelligence is saved as read-only document in both languages. How did you come up with this idea? Is there a particular situation or a fact that has brought you to this? **Through my studies of the 3-D animation in the degree program Multimedia Art in Salzburg and the ever-present interest in medicine already resulted in 2007, the first points of contact of the two fields. This ultimately led to an internship, a thesis and its foundation in the field of medical animation (2.1;4)** (http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html) **Contemporary patient education** Through the combination of conventional education talks and the support of new information media now created a solution for contemporary, modern and flexible patient education. AniMedes is the application to which the young entrepreneur John Allesch can be proud of ". It is about the visualization of medical processes and the creation of new communication channels with simultaneous increase in efficiency and resource optimization" To **realize** this vision, he **founded** AniMedical, one on medical Topics specialized animation and multimedia production studio**(4)**." Our 3D animated films, new channels of communication between doctors and patients. Before any surgery is for the physicians a duty to inform, to inform the patient about the procedure and all possible risks and side effects. So far this enlightenment happens with sheets of paper, the very long, complicated texts include primarily for legal risk education and constitute a more secure measure against patient lawsuits. The choice of media education, however, is not mandatory in Austria, so it's high time for a modernization of this decades-old standards, "Allesch summarizes. (http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73)
	Analysis	1.1: ahead of trend due to his education and personal experience 1.2: personal expected benefit, personal experience, experienced a gap between need and offering. However, in another text extracted from the website http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html the personal component seems absent. 2.1: education + work experience: was a 3D-artist that enabled him to develop this. 4: Partnership. In his studies he already was interested in combining these fields, which served as the foundation for Animedes. Traditional model 5: social value creation I cannot establish how the development process went and how the partnership came about.
	Useful?	X insufficient information
3 4	Name Source Search terms used Website	Ath Checkpoint (Positive Voice) Database HI http://athcheckpoint.gr/english/?page_id=125 /; http://positivevoice.gr/
	Innovation	Ath Checkpoint is a community based center for voluntary testing and counseling for HIV. Even though it is **based on a model established in other** european areas, it is an innovative venture in a national level**(4)**. The profile of Ath Checkpoint is a groundbreaking project in many levels: it addresses issues of smooth access to HIV testing and counseling for targeted key populations. Making such an important service accessible to men who have sex with men is mainly catered by our networking, roots and deep understanding of the needs of that group. Building that structure we cooperated actively with all organisations, groups and prominent activists and professionals from the local LGBT scene. After half a year of operating in Athens, the response to our services have got very positive reviews and we are gradually being established as a complete one-stop structure for HIV health for men who have sex with men **(5)**
	Entrepreneur	Nikos Dedes is Founder and Chair of 'Positive Voice', the Greek Association of People Living with HIV and Founder and Vice-Chair of 'Prometheus', the Hellenic Liver Patient Association. He is a past Chair of the European AIDS Treatment Group (EATG). …Other website..He is a former president of the European AIDS Treatment Group (EATG) and former coordinator of the Patient and Consumer Commission of the European Medicines Agency.**(2.1)**
	Organizational/ founding	The Ath Checkpoint is an HIV prevention center in Athens, addressed to the sexually active population and especially to men who have sex with men

	information	(MSM). It is designed to offer counseling and information about safer sex, rapid testing for HIV and linkage to health care services in case of a positive result. The Ath Checkpoint is accommodated in a building in the center of Athens, at 4 Pittaki Street in Monastiraki, easily accessible by Metro. We are open Monday to Saturday, from 12 to 8 pm. You can schedule an appointment by phone or by visiting our premises. Positive Voice is the association of PLHIV in Greece. It was founded in 2009 to halt the HIV epidemic and limit the socioeconomic effects to PLHIV.
	Additional search	http://www.healthinaction.gr/highlevelconference/wp-content/uploads/2013/12/Nikos-Dedes-bio-Nov13.pdf http://www.changemakers.com/healthbiz/entries/ath-checkpoint; http://www.patientsinpower.gr/default.asp?pid=12&la=2&SpeakerID=3; http://www2.keelpno.gr/blog/?p=994&lang=en
	Additions	Nikos Dedes Steering Committee/Speaker President, "Positive Voice", Association of People Living with HIV in Greece / Board Member, European Medicines Agency (EMA) Nikos DedesNikos Dedes Nikos Dedes is **a founding member and president of "Positive Voice",** the association of people living with HIV in Greece. He is a **former president** of the European AIDS Treatment Group (EATG) and former coordinator of the Patient and Consumer Commission of the European Medicines Agency. He is a **member** of the **steering committee of the European Clinical Trials Network for HIV**, **member** of the **European treatment guidelines for HIV, member** of the **Advisory Committee on strategic and technical planning for HIV / AIDS of the WH**O, **member** of the **European Advisory Commission DIA** (ACE) and the European Centre for Disease Prevention and Control (ECDC). http://www.patientsinpower.gr/default.asp?pid=12&la=2&SpeakerID=3
	Analysis	2.1: expert in the field. Member of many committees and advisory organs about HIV/AIDS 4: traditional model: builds on established model 5: social value creation, reducing equalities Not a user. Cannot find that he has personal experience with this disease or encountered difficulties in his near environment with this. Too little information available to use.
	Useful?	Too little available information to use
35	Name Source Search terms used Website	MyDiagnostick Medical BV Database HI www.mydiagnostick.com
	Innovation	To enable easy and fast diagnosis of AF, we created a new tool, the “MyDiagnostick”, which reveals presence or absence of AF within one minute. The MyDiagnostick is a new device especially designed for detection of AF. It is a short stick which 2 metallic ends, which records, stores, and automatically interprets an ECG once the stick is hold with both hands for one minute. It discriminates AF from other cardiac rhythms with 100% sensitivity (no AF is missed) and 96% specificity.
	Entrepreneur	Robert Tieleman
	Organizational/ founding information	During the New York CV Symposium in December 2012, Dr Valentin Fuster gave an inspiring lecture on leadership. He urged us to use our talents to improve prognosis of patients with cardiovascular diseases. There I realized that our invention, the MyDiagnostick, could improve the life’s of thousands of patients in the developing world by diagnosing atrial fibrillation and prevention of stroke.
	Additional search	http://www.changemakers.com/healthbiz/entries/atrial-fibrillation-screening-developing-countries ; http://issuu.com/huisartsenservice/docs/huisartsenservice_2013-3/1?e=6849360/5491506; http://inurserpractitioner.idoctor.nl/index.php/innovatie/218-actieve-af-screening-in-de-hap-met-nieuw-hulpmiddel; http://europace.oxfordjournals.org/content/early/2014/05/12/europace.euu057.full.pdf?keytype=ref&ijkey=Yf2hPobIooaAOFI

	Additions	 **ONWETENDHEID** Tieleman houdt zich al ruim twee decennia bezig met boezemfibrilleren en is een van de drijvende krachten achter de speciaal hiervoor opgezette poli in het Martini Ziekenhuis. Onderzoek van het Academisch Medisch Centrum Maastricht waar Tieleman bij betrokken was, heeft aangetoond dat er door adequate behandeling binnen een gespecialiseerde poli minder patiënten kwamen te overlijden (1,1% tegen 3,9% in de controlegroep) en er minder patiënten in het ziekenhuis opgenomen hoefden te worden (13,5% tegen 19,1% in de controlegroep). "Naast het beter behandelen van de gediagnosticeerde boezemfibrillanten in een gespecialiseerde poli, is het van belang meer aandacht te geven aan het actief opsporen van 'Silent AF'. Uit onderzoek dat we verricht hebben op de afdeling neurologie bleek dat bij de helft van de mensen die was opgenomen met boezemfibrillatie en een beroerte, het boezemfibrilleren niet bekend was. Bij een kwart van de patiënten was de ritmestoornis wel bekend maar had de behandelende huisarts of specialist de verkeerde medicatie voorgeschreven. Maar de helft wist dus niet dat er iets aan de hand was. Toen ben ik gaan nadenken hoe daar iets aan gedaan zou kunnen worden." **GECENTRALISEERDE POPULATIE** Het screenen van potentiële patienten is daarvoor de beste optie. Tieleman heeft jarenlang met het idee in zijn hoofd rondgelopen en wilde een handzaam apparaat dat boezemfibrilleren zou kunnen ontdekken. Hij kwam in gesprek met een Nederlands technologiebedrijf die wel iets kon maken dat bij zijn ideeën aansloot. Hij benaderde diverse huisartsen om te zien of het concept levensvatbaar zou. Sommige huisartsen die hij bezocht waren aanvankelijk sceptisch, maar toen hij hen uitlegde waarom en hoe hij wilde screenen, werden ze enthousiast. Met het inventariseren van zijn idee, dat uit zou groeien tot de MyDiagnostick, raakte Tieleman ook in gesprek met zijn huisarts Ron Cator in Haren. "Een fantastische huisarts, die mij enige tijd later suggereerde om een test te doen op het moment dat de griepprik werd uitgedeeld. Een briljant idee, want niet iedereen heeft een verhoogd risico op boezemfibrilleren. Het hangt er vanaf hoe oud je bent, boven de 65 jaar is het risico aanzienlijk groter, Parts derived from digital magazine: http://issuu.com/huisartsenservice/docs/huisartsenservice_2013-3/1?e=6849360/5491506
	Analysis	2.1: expert, work experience and education related to the innovation. Can be considered as an expert. 4: opportunity recognition preceded innovation "he walked around for years with the idea to discover a handheld device that could detect atrial fibrillation" (derived from Dutch article, part three, first paragraph, second sentence). 5: social mission The need to develop this does not primarily lie in-house, the innovation does not make his work easier and stems from the desire to diagnose patients more correctly. However, he does not benefit from it in his work directly, therefore he is not a professional user innovator, he is a professional and an innovator, though.
	Useful?	X
36	Name Source Search terms used Website	Boehringer Ingelheim Pty Limited (Basic medical and helthcare facilities for all) Database HI http://www.boehringer-ingelheim.com.au/; http://www.boehringer-ingelheim.com/

	Innovation	For over 125 years Boehringer Ingelheim has been committed to the research and development of innovative medicines that improve the health and quality of life for millions of people and animals. My **proposal** is to **develop** a series of regional medical facilities (General Practitioner Clinic – GP Clinic) that provide **basic medical and healthcare** facilities **accessible to communities** living in **remote** parts of the country **(4;5;6)**. In some countries due to various economic reasons, individuals have to travel long distances in treacherous conditions (footpaths, difficult terrain, bicycle, boat etc.) to get to a descent medical facility. **The GP clinic** will be the starting point of a much **larger community welfare project** consisting of schools, library, retail shops, banks etc. Over time these clinics can be expanded in to hospitals that can provide even greater medical and healthcare facilities. The long term aim is to make remote areas mini town centres that are self sufficient in providing basic human needs. Apart from improving the health and wellbeing of communities, this project will also help facilitate regional infrastructure development, which will lead to easing congestion in urban cities and provide a better quality of life. These facilities will allow families to provide a better future for their children and thereby help effect change for the betterment of mankind. This model can be used in any third world
	Entrepreneur	**Nishan Weerasekera** **Brand Manager at Boehringer Ingelheim Pty Limited (2.1)** A marketing professional with work experience in reputed multinational organizations, where I held both strategic and functional management positions. I hold a master's degree from Oxford Brooks University in UK and also hold a Diploma in Marketing from the Chartered Institute of Marketing – UK. Specialties:Brand/Product management, Marketing Management, New Product Development, Project Management.
	Organizational/ founding information	I have seen many people living in remote parts of the country suffering (in some cases death) due to the lack of or non availability of basic healthcare facilities within close proximity. These people have to travel many a miles to receive treatment and often are faced with harsh conditions to receive medical attention/treatment. 1957: Boehringer Ingelheim products appear on Australian shelves Boehringer Ingelheim products first appeared on the Australian market in early 1957 when a relationship was formed with Fauldings, who acted as an agent selling several of our products which are still available in the Australian marketplace today. Our staff, supporting our community Our company ambition is to be an ethical and socially responsible company with a mission of enabling individuals to realise their potential in health, life and work through the delivery of innovative quality medicines. Creating Meaningful Partnerships Boehringer Ingelheim recognises that it has many common interests with organisations which represent or support the needs of patients and caregivers. We form these meaningful partnerships to help improve the health and quality of life of consumers and raise awareness of health issues and conditions.
	Additional search	https://www.linkedin.com/pub/nishan-weerasekera/15/674/a96
	Additions	
	Analysis	2.1 Employee at this company with related work experience and educational background. 4: My proposal is : opportunity recognition precedes development. 5: social mission 6: for BoP Not a user-innovator, user-entrepreneur. CSR project that is stimulated by the organisation. The company has been established in 1957. Cannot find details on the relationship of Nishan Weerasekera with this project.

	Useful?	X
37	Name Source Search terms used Website	Leitat, Technological Center, (Biosensor for vaccine monitoring (BEAM)) Database HI Biosensor for vaccine monitoring (BEAM)
	Innovation	The **project** is devoted to detect the immune response to vaccination based on the global and local vaccination programmes ongoing and to be **established** as well as its impact on the public health and on the public concerns on the safety. The innovation is based on current scientific knowledge as starting point to extend the state of the art in order to obtain a **disruptive technology able to cover a current need in developed** countries (HPV vaccination, cancer vaccines or influenza) but also **opening opportunities** for developing countries vaccination programs such as malaria, measles, etc... and/or quick actions to response a vaccine preventable diseases breakouts **(4;5;6)**. The BEAM platform consists of two parts: plastic-based disposable biosensor and a portable reader. The main features are 1) to provide real-time individualized profile of the immune response to a vaccine or an infection, 2) affordability 3)feasible for industrial scale-up. It's a label-free biosensor, combining printed electrodes and a microfluidic platform, able to quantify (≤ng/mL) in real time the immune response to vaccines or infection in a single device from a blood drop. Currently, a prototype(biosensor and a reader) is being validated with human healthy samples in order to assess its specificity and sensitivity. Describe how your innovation model is distinct from any other organization in your field? There's no equivalent device available in the market or under research so far. . Several stakeholders will benefit from the BEAM project: Patients, it will perceive an increased protection from novel vaccines as well as better perception of individualized follow-up with special focus on children. Healthcare systems, the expenditure incurred due to massive vaccination programs could be rationally reduced and the surveillance of the public health will be improves to finally reach an evidence based rational use of economic health resources. Healthcare professional, BEAM l will contribute to the patient follow up and the decision making on vaccine preventable diseases Health industry viewpoint, BEAM will facilitate the assessment of marketed vaccines and those which under research.
	Entrepreneur	Marc Masa: Project Manager, Leitat Biomed Division
	Organizational/ founding information	To be honest, the idea came after **being** vaccinated against Hepatitis B **and I didn't reach the needed titer for protection so revaccination** was required **(1.2)**. This was the **starting** point to extend this experience at all levels: children, novel vaccines, professionals and health system. Based on current state of the art to bring new and simple device that could contribute to change the world health **(4)**. Simple things can have huge impact. To assess the immune level against disease clearly impact on people future health so does in health systems. Low cost and high flexibilty are the drivers of this concept. LEITAT is a Technological Center, member of TECNIO and recognized by the Ministry of Economy and Competitiveness, that aims to collaborate with companies and institutions by adding technological value both to products and processes, and focuses its activity on research, development and industrial innovation (R+D+2i)**(2.1).** As Technological Partner, the Center is clearly committed to adaptation to transform the technological challenges into economic and social value. Since its foundation in 1906, LEITAT has prioritized its vocation of proximity by strengthening the principles of professionalism and respect to people and environment at the same time.
	Additional search	http://www.changemakers.com/es/healthbiz/entries/vaccine-monitoring; http://www.nanother.eu/consortium/leitat.html ; https://www.linkedin.com/profile/view?id=34032616&authType=NAME_SEARCH&authToken=Ihi7&locale=en_US&srchid=903182761403783922464&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403783922464%2CVSRPtargetId%3A34032616%2CVSRPcmpt%3Aprimary; http://www.imaginenano.com/2011/GENERAL/AbstractBooklet/NanoBio_FULLPosters.pdf
	Additions	

	Analysis	1.2: Personal experience 2.1: Organisation aims at technological innovation. Marc is a project manager with education related to the field. 4: "starting point" : opportunity recognition preceded innovation. 5: social mission 6: for BoP Cannot find much information on Marc Masa. He works at Leitat and has educational and work experience related in the field. Does not seem to be a user. Seems that his personal experience and the knowledge gained by his education and work made him see this opportunity. Cannot find if there is a personal use component, whether professionally or personally.
	Useful?	X
38	Name Source Search terms used Website	Bublibot Database HI
	Innovation	We provide children with asthma an efficient tool for managing their disease and being adequately protected from dangerous asthma attacks. We are fixing non-adherence with a toy-like intelligent spacer, a device used to increase the ease of administering medication from an inhaler, an incentives scheme and a collaboration platform to facilitate family - doctor communication. Bublibot is a low-cost, drug independent intelligent device, that allows the creation of dynamic communities while providing flexibility to distributors. Being a spirometer also empowers families take more control of their child's asthma, and continue their life feeling more safe and asthma attack pressure free. **Our first prototype, chameleon, has won the first prize at MIT Health and Wellness Innovation 2012**. In order to get expertise and insights, our founding team is participating at the MIT MIT Health and Wellness Innovation 2013 (**2.1, 2.3)**.
	Entrepreneur	Co-founder: Nikos Papachristou. My name is Nikos Papachristou. Currently I am practising digital health entrepreneurship and research. After working for 4 year and three months at Papageorgiou Hospital, I have moved in Netherlands. Besides getting scientific education about Health Technology Assessment, I am also pursuing to establish Breathe Easy, a Greek ehealth startup about childhood asthma, to the US. Regarding my studies, I have been trained in Medical Laboratory Technology (BSc), Life Science Informatics (MSc) and Education & Pedagogy (Diploma). I have attended several professional seminars regarding Project Management, Healthcare Business Administration, web design & developement. Right now I am attending a Health Technology Assessment Research Master Program at Radboud University.In the past I have worked for pocket money in building educational multimedia content and doing informatics seminars for small kids. I started my official professional career as a Medical Laboratory Technologist in Papageorgiou Hospital. Founder Bublibot: Pantelis Angelidis Extensive experience in eHealth, particularly on: ICT solutions for chronic disease management eID mHealth WSN for Healthcare (including PAN & BAN) Standardisation & Interoperability Specialties: Multimillion multinational project management, Teaching, Coaching. Ass. Prof Un of Western Macedonia 2008 – Present (6 years) Teaches eHealth, Biomedical engineering and telecom applications in medicine; Founder VIDAVO, June 2002 – Present (12 years 1 month),Health Informatics Innovation Enterprise VIDAVO at a glance VIDAVO develops innovative mobile applications, assisting citizens on-the-move and medical professionals to better manage health and wellness. VIDAVO innovates, bringing healthcare via your mobile device! The company addresses health & social care providers, policy makers, insurance companies, ICT companies wishing to differentiate and specialize, patients, telecom operators and any health related stakeholder group(**2,1)**.
	Organizational/ founding information	Pantelis Angelidis has already a patent in his name regarding a spirometer **(2.1)**.Having one child with asthma motivated to search more effective solutions regarding childhood asthma adherence **(1.2)**.Taking into account several design and drug administration limitations chameleon, our

		mockup, came into life. Our new design has a folded version and much more personalised design parameters for the children to use
	Additional search	https://angel.co/nikos-papachristou/activity http://www.changemakers.com/users/nikos-papachristou (about him, educational information--> not founding inspiration) http://www.changemakers.com/healthbiz/entries/breathe-easy; https://www.linkedin.com/in/pangelidis; http://chameleon-project.tumblr.com/; https://www.linkedin.com/in/nikospapachristou
	Additions	The Chameleon TEAM (previous prototype of Bublibot) **(2.3)** Pantelis Angelidis: VIDAVO SA Michael Brown: Imperial College London Michael Chiu: Respirgames, Inc. Yechiel Engelhard: MIT/Sloan Sara Hamilton: Imperial College London Lauren Lyons: Harvard University Tim Patch: Industrial Designer David Rose: MIT Media Lab Anshuman Sharma: Best Buy, Inc. John (Ioannis) Smanis: University of Western Macedonia
	Analysis	1.1: I cannot judge the ahead of the trend component. 1.2: there is a personal component in this, because of Pantelis son has asthma, however, not enough information to make statements whether this is a professional user that uses his work and educational background to develop this innovation for personal use (his son) or whether his son contributed to the fact that he recognised an opportunity to be pursued. 2.1: expert status. 2.3: too little information available whether a community of peers contributed to the development and how this was (diffusion, testing and feedback etc). They have entered in competitions to get more use information. Not enough information to make statements about this, but it seems as a team effort and there has not yet been an organisation established for this. This might become Breathe Easy, but currently not operational. 4: personal component because of his son, able to develop the Bublibot due to his expert status, knowledge and skills, but he is not an entrepreneur. Based on this information this is a team of scientist that are developing an innovation. Pantelis Angelidis has educational and work experience related to the field. He can be considered as an expert, has already have two patents and an organisation that developed innovative mobile applications for wealth and health. On changemakers he is referred to as founder, but there is not an organization yet, he is not an entrepreneur, definitely an innovator, but not an user-innovator. As far as I can tell he did not use something like this innovation in his profession or personal situation, cannot find the 'gap' in usage/dissatisfaction.
	Useful?	x
39	Name Source Search terms used Website	NGO Santé Diabète Database HI Change organization of health system in Africa to improve the fight against diabetes http://www.santediabete.org/fr/
	Innovation	For this challenge to improve the quality of life of people with diabetes by improving the quality of care provided to them, the NGO "Santé Diabète" focuses its work on a comprehensive approach including all the axes necessary for the establishment of prevention and care of quality for diabetes.This innovative approach is realized in practice by the development of 5 components: 1. Investing in primary prevention to reduce the human and economic burden of the disease progression. 2. Investing in the decentralization of care to ensure geographic accessibility to a care of quality. 3. Investing in secondary and tertiary prevention "therapeutic education" to reduce the burden of complications due to diabetes. 4. Investing in the reduction of care costs for geographic accessibility to a care of quality.

		5. Investing in an integrated approach including active involvement of patients and their families through their associations by promo There are no other experiences on global structuring health systems in Africa for the treatment of diabetes**(6)** The success of this approach is evident from the presentations in the largest international conferences related to access to care (Geneva Health Forum, global health forum ... etc) but also by the choice of WHO to present this approach for the adoption of the Brazzaville Declaration on Africa in preparation of the high-level summit on NCD at the United Nations (September 2011)
	Entrepreneur	Stéphane Besançon: I'm a b**iologist and nutritionist with specialised degrees in nutritional physiopathology and international development(2.1)**. I founded the international NGO Santé Diabète and became the Programme Director in 2003 and the CEO in 2009. With the NGO Santé Diabète (SD), I had set up numerous pilot schemes for the prevention and management of diabetes in Africa. This work on health systems, chronic diseases, nutrition and diabetes in Africa has featured in many publications. Together with Dr. Kaushik Ramaiya (vice president of the IDF) we had recently published a book entitled "Diabetes Africa" - devoted to the problematic of diabetes in Africa. I have also lent expertise to a large number of reports for governments and international organisations.
	Organizational/ founding information	We have gradually developed this approach by offering to various financial partners this approach as an axis of their strategy to support health systems. This approach was supported and then integrated by the European Commission, the French Development Agency, the Swiss Cooperation, the French Ministry of Foreign Affairs and different universities (Geneva, sidney, grenoble etc ...) Santé Diabète was founded in 2001 by a **group of specialists in diabetes, health and development in order to improve the prevention and management of diabetes in Africa (4;5)**. Stéphane Besançon, current Managing Director of the NGO, was one of the founding members of the organization then known as Santé Diabète Mali - the name of the country where the first steps were taken.
	Additional search	http://www.changemakers.com/innovations4health/entries/acces-care-diabetic-patients-mali+ https://www.linkedin.com/pub/st%C3%A9phane-besan%C3%A7on/46/88a/b52
	Additions	
	Analysis	2.1: expert, educational and work experience in the field 4: Developed to help Africans, traditional model of entrepreneurship 5: serial social entrepreneur 6: for BoP
	Useful?	X
40	Name Source Search terms used Website	CHEN - Patient Fertility Association Database HI http://www.amotatchen.org
	Innovation	Pro-fertility cooking workshop; The idea **was never done not is Israel nor in the world (1.1)**. The thing is that shame and fear is not unique but the way to overcome it is. Cooking is also a way of speak in Hebrew to say you are fertile. "There is something in the oven" - meaning are you pregnant. So the connection was really immediate. We in CHEN - patient fertility association, took it one step further to create a cooking workshop for couples. The couples that arrived mixed and the target accomplished almost immediately.
	Entrepreneur	Ofra Balaban I am Ofra Balaban the chair person of CHEN Patient fertility association. I have MA in Pubic Policy fro Tel-Aviv university and I am a volunteer. **I establish the association of CHEN after personal experience so I am familiar with the difficulties of a coupled under fertility treatments and the huge desire for a child(1.2;2.1)**. Over the years CHEN - Patient Fertility Association become a **major association in Israel** with many activities and many volunteers**(5)**
	Organizational/ founding	What was the defining moment that led you to this innovation?

	information	The feeling that food is a need like fertility. I was troubled by the fact the infertile couples do not want to meet other people and I though what will be the way to make it come through **. I brought it to the CHEN's board** and we **decided** to do it**(4)**. "CHEN" was established in order to assist people with fertility problems in Israel **I with the help of my husband, founded CHEN in 1998, after our two children were born.** Both our children were born after long treatments and from egg donations **(1.2;4).** According to medical statistics there are about 160,000 couples (about 10 percent) with fertility problems. "CHEN" was name after my father, who passed away just three weeks before my eldest son was born. The association has 300 couples' members. Our main activity areas are: **(5)** 1.**Personal help** - We have an "open line" to help people by listening to their problems and provide them with encouragement, information, advice and moral support, by talking with people that understand their situation from first hand. 2.Health Service Providers & Government - We help our members **cope** with the Health Service Providers, that sometimes are trying not to supply all the treatments and medications that are covered by the National Health Bill. We are campaigning so the government will update the National Health Bill so it will include new medications & treatments. 3.Legislative - We are working to **submit new laws and regulations regarding** Infertility. On our agenda today is to change the regulations regarding egg donation On 19 July, 2000, the first vote took place and was excepted by the Knesset. In Israel only a woman that is in the IVF process can give an egg donation. Because of that, there are today 2,000 women waiting for an egg donation and the waiting time is between 6-12 months. The law we submitting will allow that every woman that wants to donate eggs can do so. To achieve this purpose we are lobbying the Israeli parliament members for their support and we are doing a lot of PR work in the media. 4. Support groups - We organize, with the help of the Infertility wards, **support groups and lectures** all over Israel. 5. Legal help & advice - We provide **free legal advice** by our volunteer lawyers.
	Additional search	https://www.linkedin.com/pub/chen-fertility-ass-ofra-balaban/23/77b/661
	Additions	
	Analysis	1.1 It has not yet been done 1.2: personal need component. Experienced a need which wasn't currently offered. 2.1: highly educated, unclear if it contributed 4: Organisation is established out of a personal experience the founder had. Missing detailed information how exactly the organisation was established. "with the help of her husband"`. Not for profit. Analogies with User-entrepreneurship 5: social entrepreneur. Addresses infertility problems Missing information on how the organisation was established, therefore cannot make statements about whether she is a user entrepreneur.
	Useful?	-
4 1	Name Source Search terms used	curing causes; Judy Lapointe Database HI

	Website	http://www.changemakers.com/healthbiz/entries/curing-causes
	Innovation	The model for a new health care system is holodynamics - although it needs one flaw fixed. it has cured all mental health issues as well cancer, aids and addictions based on curing causes to cure dis-ease. the diagnosed patient is never the patient but the community the patient lives in - forces community change for a better society This method deals with issues instead of pills that ignore causes. Looks at our reasoning that causes all our actions and re-actions. How we perceive reality is causing social problems. We can all admit we live in systems and all systems are dysfunctional. Insanity is doing the same thing over and over expecting a different outcome. What's different is actually recognizing flaws and introduce solutions. to see something wrong is to know what is right - so we do have all answers if we can make a complaint. We will never introduce social change if we don't fix all flaws in the systems we live in. Working within flawed systems to cause change is doing the same thing we've done since time began - it doesn't work.
	Entrepreneur	Judy Lapointe
	Organizational/ founding information	When I noticed I was being labelled mentally ill because I was experiencing abuse - I noticed the abuser was considered mentally healthy while victims are mentally ill
	Additional search	http://www.changemakers.com/healthbiz/entries/curing-causes; http://worldpeaceby2012.pledgepage.org/; http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Additions	"Alberta is experiencing large clusters of cancer. Over 8000 people will be diagnosed with cancer in the year 2013. Something is causing this outbreak in cancer within Alberta's society. The Cancer Society states At least half of all cancers can be prevented through healthy living and policies that protect the health of Canadians. Science has proven facts can be found when something is repeatable. If it's a scientific fact at least half of all cancers can be prevented, 100% of all cancers can be prevented. To say something is preventable implies there is a cause. Holodynamics is a proven science that has cured all cancers by curing the causes that create it." http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Analysis	This woman is troubled. I'd recommend Changemakers to do some background checks on the competition entries.
	Useful?	X
42	Name Source Search terms used Website	Dintshang? (What's Happening?) Positive Innovation for the Next Generation Database HI http://www.pingsite.org/index.php
	Innovation	Dintshang, Setswana for "What's Happening?", is a **project** presented by PING, a youth-led NGO in Botswana. Dintshang's web and mobile phone platforms allow youth to have insightful discussions on issues like gender, love and drug abuse, all centered around the latest celebrity gossip. The site connects **youth to health and support services, enabling them to address these issues in their own lives(5)**. Dintshang is truly an innovative concept, combining a social networking site with a portal to connect youth to health services. Through Dintshang, which translates to "What's Happening" in slang Setswana, youth can find local and international celebrity and entertainment news, but see it presented in a meaningful way, addressing topics like alcohol and drug abuse, sexual health, cultural issues and gender identity through posted stories. The Dintshang platform will include a website and mobile phone applications, where youth can speak freely on stigmatized topics that they face daily but have little opportunity to discuss. Open-ended questions, posted with each news story, will give youth the chance to interact, while survey questions will offer a snapshot of how participants feel about a topic, giving everyone a way to share their voice. The site will be moderated and users may opt to be anonymous. To further encourage participation, users will earn points every time they logon, comment and participate, earning them access to song downloads and ringtones.
	Entrepreneur	Britta Mason: Britta has worked at PING since July 2012 as a Health Programs Officer. Britta has her MPH in global health communication from the George Washington University. She was born and raised in Southern California. She loves traveling and doing arts and crafts projects in her spare time. Katy Digovich, a founder and the Director of Operations for PING :

		The seeds of PING were planted in the summer of 2007, I had just finished **my junior year at Princeton** and had traveled to Southern Africa for the first time in my life to gather data for **my senior thesis on people living with HIV and ARVs** (antiretrovirals – drugs used to treat HIV) in Botswana **(2.1)**. I picked Botswana initially specifically because it was an excellent place for me to gather data, it currently has the second highest HIV prevalence in the world, but once I got there I fell in love with Bots, it is a laid back place, with friendly people that have a strong sense of family and community. Botswana is seen as one of the success stories of Africa, a country with natural resources (diamonds) that escaped the resource curse experienced by many African countries and that has had a stable democratic government since it's founding. On my first trip I couldnt help but notice how many people had cell phones, I will always remember watching a woman walk by yelling at someone on the phone that she pressed against her ear with one hand as she angrily waved another unused phone in her free hand. Seeing all these phones everywhere combined with working in clinic talking to patients **gave me an idea for a project that would send HIV positive patients pill reminders, doctor appointment reminders and lab test results via SMS, which could allow them to ask questions to get information and also provide them with messages offering emotional support and encouragement (4).** I discussed the idea with some friends in Botswana, including a very handsome Motswana software engineer that I had met named Lesedi Bewlay. Lesedi told me that a system that could be designed with all the functionality I wanted very easily and we **joked about doing the project together**. A few weeks after our discussion I got back on a plane for New Jersey to return to school for my senior year. During my last year at school I attended a information session about a grant opportunity that would cover one year's worth of living **expenses to implement a project of your choosing** (in the areas of public health, education and the environment)**(4)**. At the end of the meeting people were asked to give suggestions on projects they might be thinking of applying for. Not planning to apply I casually raised my hand and mentioned my old idea from Botswana. I was surprised to see the young man leading the session look impressed, he said my idea sounded great and encouraged me to submit an application. A few months later I **had won a really amazing fellowship, called the Compton Mentor Fellowship, offered by the Compton Foundation(4)**. This fellowship would cover my expenses for traveling to Botswana and implementing the idea: the cell-phone based support, reminder and information system for HIV positive patients with Lesedi (who would build the system) and Dr. Harriet Okatch (a local professor at the University of Botswana, who would mentor me and help oversee the project). My initial plan after graduating was to do this cell-phone project for a year and then apply to medical school. But of course things never go according to plan… When I got back on the ground in Botswana I realized that this project would be impossible to pull off with only three people so I ended up recruiting some wonderful individuals to be the core of the "project team" that Lesedi and I would lead. These people included Yasemin Kimyacioglu, Prentiss Darden, William Scheffers and Rajit Sigh. We also recruited "project advisors", individuals with experience and connections in the areas that we wanted to work to give us advice on our project and help us when we got stuck. We eventually got the full support of the Ministry of Health as well as brought on the biggest telecom in Botswana (Mascom) as a partner for the project. The only thing missing was more funding, my Compton money was not nearly enough to cover expenses for the whole team needed to create the project, but eventually the project was promised additional funding from a donor that would allow us to buy equipment, rent offices and pay staff. Months came and went and although we had the buy in of all the crucial stakeholders and the technology developed and ready to deploy, the funding did not come. During that time we hustled. We worked out of a house that most of us lived in and went to cafes to work during the day so we could use the internet. Almost everyone had a part or full-time job to help pay for rent, food and electricity. We would meet during people's lunch breaks and late at night. It was a scary time but an awesome one because you knew that everyone was there for the simple reason that they believed in what we were doing. There was no salary or benefits keeping them there, no strict boss to make them show up on time, **people were just driven by the raw desire to build something that would make a positive difference and open to exploring the best ways of achieving that goal(5)**. During the "hustle time" we made two key decisions that would impact the future of PING. The first was that we officially formed an organization, a non-profit which we called the "Botswana Association for Positive Living- BAPL" (a name that the officer at the registration of companies picked out for us). The initial purpose of forming the organization was just to have a legal entity to enter into contracts with with other partners and stakeholders in the project but in reality forming BAPL allowed us to take on additional mobile health projects with ease and to be recognized as a legitimate entity. The second was that since our project was delayed we would often volunteer with other organizations in the area that worked with orphans and vulnerable children. Working with this group of youth face to face allowed us to see first hand their creativity, problem solving ability

		and determination to over come obstacles and got us wondering how many more opportunities they would have if they were equipped with a strong set of IT skills. Out of this experience the PING highschool and college mentorship programs were born. The entity that is in existence today feels so far away from the BAPL and the sole original project from a few years ago. Besides the initial name change to the more fitting PING this organization has an office with twelve staff, three interns, seven mobile health projects, three youth programs, an impressive list of partners and donors and a defined vision. But if PING ever encounters hard times in the future we will always have our roots to look back to. We know we can get through tough times because we have been there before, we know how to hustle and how to improvise and most importantly, we are still made up of individuals that are driven by that raw desire to build something that will make a positive difference and are open to exploring the best ways of doing just that.
	Organizational/ founding information	PING was founded in 2009 by a young American doing HIV/AIDS research and a Motswana with **technical expertise**, hoping to leverage a high mobile phone **density to address Botswana's health problems**. PING partnered with the Ministry of Health and began youth mentorship activities. Dintshang embodies both activities: using technology and social media to empower youth and connect them to support**(2.1;5)**. The creation of PING **was not inspired by one moment of obligation or one idea but instead by an ongoing first-hand learning process as we attempted to implement innovative technology projects in Botswana and make them sustainable**. PING's former name was the Botswana Association for Positive Living (BAPL), which was founded in January 2009 in Gaborone, Botswana. To view the story of the founding of PING please click here to read a blog post by the Director of Operations on the origins of the organization **(4;5)**.
	Additional search	http://www.changemakers.com/healthbiz/entries/x; http://www.pingsite.org/2011/04/the-origins-of-ping/
	Additions	
	Analysis	2.1 education provided opportunity 4: not user innovation, not user entrepreneur. Traditional model 5 social entrepreneur
	Useful?	X
43	Name Source Search terms used Website	e-Insuranceconnection.com Database SE e-Insuranceconnection.com
	Innovation	e-Insurance connection.com is a web and mobile application that serves the millions of Americans without health insurances. It brings together hospitals, patients and insurance companies. By analysing patient-reported and passively collected data, it analyses and provides users an interactive map that enables them better visualize how their health data are influenced by OBAMACARE and provides them the way to compare procedures based on price and quality ratings in different hospitals and the health insurance companies with the best health insurance plan (premium, treatment, prices, etc.) that match their cases; enabling users to make a better choice of health insurance plan and to subscribe directly an insurance through their mobile phones, tablets and laptops**(5)**.
	Entrepreneur	Narcisse Mbunzama: I'm the founder of Mobile Agribusiness. I've received several awards, including Sukuma Afrika and the UN Milennium Development Campaign Award 2010, and have been an invited guest speaker at international conferences**(2.1)**. I'm also the founder of INFOGROUP INTERNATIONAL (a global NGO that supports sustainable development). Prior to starting the organization, I served as the Central Africa coordinator for African Environment Outlook for Youth at the United Nations Environment Programme. I hold a BS in computer science.**(2.1)** Narcisse Mbunzama is a social entrepreneur and innovator from the Democratic Republic of the Congo. He has worked on several startups over the past 5 years including the MyDoctor Project, a software for health care providers that connects patients and doctors. His current venture is Mobile

		Agribusiness, a mobile and web-based app that enables farmers to obtain agriculture and available market information. Narcisse has been selected as one of 46 finalists for the 2012 Unreasonable Institute, an accelerator that provides entrepreneurs tackling global challenges with world-class mentorship, access to capital, and a global network of support to scale their ventures to a million people. But in order to attend the Institute, Narcisse must be one of the first 25 to raise $10,000! If you'd like to help, you can read more
	Organizational/ founding information	**I founded e-insuranceconnection. com during Hackovate Health Challenge 2013 when traveling in South Africa (4)**E--insuranceconnection.com is **developed by TechNova Group a serial award winning team of IT and social entrepreneurs with many years experiences in health sector and innovation(4)**. We will continue to innovative by bring new features to our application, so that we can keep winning the market and be the best solution in the market among our potential competitors.We plan to launch our company in July 2013 in San Francisco, CA with the funds we have and start marketing campaign in the same time. Once we have 2000+ users sign in the app, we will raise additional $300.000 for marketing, hire additional developers and customers acquisition costs. Once we have 50.000+ users, we will scale to all states in the USA to make impact**(4)**.
	Additional search	http://www.changemakers.com/healthbiz/entries/e-insuranceconnectioncom; http://hackovate.com/blog/64-h-r-block-and-think-big-partners-hackovate-health-global-innovation-competition-fosters-growth-in-healthcare-tech-landscape.html; http://mogribu.com/team.html (cannot read it); http://unreasonableinstitute.org/profile/nmbunzama/; http://revolution.is/narcisse-mbunzama/; http://blog.ecaring.com/ecaring-selected-as-an-alternate-for-the-hackovate-health-innovation-competition/
	Additions	
	Analysis	2.1: serial social entrepreneur 4: Traditional model: idea preceded development. Not for in-house use. 5: SE: empowers people Not a user
	Useful?	X
4 4	Name Source Search terms used Website	e-patient (e-hastam) database HI https://www.e-hastam.com/
	Innovation	Creating **an effective patient-doctor communication environment** is the key idea by which e-hastam transforms the preventative health systems**(5)**. E-hastam brings together three critical elements of 21st Century's communication style to produce three crucial outcomes that are transformative for health-systems. The innovation that e-hastam promises extends on the power of information and communication technologies (ICT). Specifically, in e-hastam: •e-appointments enable patients and doctors to schedule and manage appointments •e-monitoring enables tracking patients with chronic conditions over time and provide routine preventative health services (e.g. diabetics and vaccines) •e-mailing allows patients to receive care outside of the doctor's office and doctors can reach patients easily at any time (e.g. during epidemic outbreaks) These ICT features accomplish the following outcomes: •Time-Conscious: Our motto is to provide quality care with the necessary time each patient needs. With e-hastam patients do not need to wait for prolonged hours and doctors can tailor their time based on the needs of the individual patients. •Economically Smart: Ineffective patient-doctor communications is a substantial burden on the health budget. E-hastam eliminates costs related to patients taking sick days and saves costs related to chronic conditions (e.g. type 2 diabetes, hypertension.) •One-Stop-Shop: Patients and doctors access all services from one place. E-hastam provides an easy and free access to preventative health-services

		and creates a positive patient-doctor relationship.
	Entrepreneur	Zelal Akbayin . **bout zelal akbayin: (2.1)** e-hastam | e-patient | istanbul IST Turkey ZELAL AKBAYİN, M.D. FAMILY MEDICINE SPECIALIST Work Experience 2010-Now working as a **Family Medicine Specialis**t, Hurriyet Family Medicine Clinic , Istanbul Primary Care 2009-2010 **Family Medicine Specialist**, Bagcilar Education and Research Hospital , İstanbul Coordinator of **Family Medicine Assistants** in Bagcilar Education and Research Hospital 2006-2009 **Family Medicine Assistant** ,Bakirkoy Dr.Sadi Konuk Education and Research Hospital rotations in Internal Medicine, Pediatrics, Obstetrics and Gynecology, General Surgery and Psychiatry 2005-2006 General Practioner, Association of Tuberculosis, Diyarbakir, Treatment and prevention Educations Family Medicine Specialist, 2010, Bakirkoy Dr.Sadi Konuk Education and Research Hospital, istanbul Doctor of Medicine, 2004, Ege University Faculty of Medicine, İzmir Voice Therapy Certificate, European Academy of Voice (PEVOC), 2011, European Voice Congress, Malaga, France Vocal Training, 2007-2011, Evrensel Sanatlar, Istanbul Scholarships, **Awards** and Other Achievements 2009-2012 Representative European Young Family Medicine Doctors in Turkey, Vasco da Gama Movement, Council Member 2009 Rotterdam, Worked in Holland Exchange Program for Family Medicine Doctors 2008 Aarhus, Worked in Denmark , Hippokrates program 2008 Logronio, Worked in Spainish Exchange Program for Family Medicine Doctors **Publications (2.1)** * Can H., Altuntas M., Akbayin Z. Impressions of the exchange program. Symrna medical journal. 2012; 1: 69. * Akbayin Z., Erdem O., Can H., Altuntas M., Kulbay H. Vasco da Gama movement of young family physicians.Konuralp Journal of Family Practice. 2012;4(3):1. *Akdeniz M, Yaman H, Senol. Y, Akbayin Z, Cihan FG, Celik SB. Family Practice in Turkey: views of family practice residents. Postgraduate Medicine. 2011;123(3):144-9. * Akbayın Z.Vasco da Gama Movement Exchange and Hippokrates programs: European experiences. Turkey Journal of Family Practice. 2009; 13(2): 109. **Presentations in Congress (2.1)** Akbayın, Z., Rigon, S"Hippokrates Programme". Working World Organization of Family Doctors (WONCA) presented the European WONCA Congress, Vienn ,2012. Akbayın, Z., Krzyston, J. "Quality of Life and Improvement of Care" Thematic Panel Session Chairman. World Organization of Family Doctors (WONCA) European Congress , Warshaw 2011. Akbayın, Z. "Young Doctor's Movement in Primary Care". The study was presented at 6. Family Medicine Congress , Istanbul, 2011 Akbayın, Z., Erdem, O., Kulbay,H.,Can,H., Altuntas, M. "VdGM Exchange and Research " The study was presented at the Guz Okulu Congress , Antalya , 2011.

		Akbayın, Z., Del Olmo Fernandes, S., Kallestrup, P. "Hippocrates Programme". World Organization of Family Doctors (WONCA) European Congress, Istanbul, 2008. Our Affiliates Since 2009 - VdGM European Young Physicians Since 2008 - The World Association of Family Medicine. Since 2007- Association of Family Medicine , Turkey (TAHUD). Date of birth 14.03.1979
	Organizational/ founding information	E-patient site where the advancement of technology today, physicians and patients for a **healthy and happy life together** in a web environment is a platform**(5)**. Online communication, online tracking blood pressure, diabetes and obesity follow follow yapılabilmektedir.güncel health information and various applications on this platform you can find all this information and our aim is to ensure the utilization of services. Our people and our main theme is life. So everyone you care about and want to add value to the lives of everyone. doctors, patients can access their messages through. Of patients with blood pressure and glucose measurements are an easy way to keep track of. Chronic diseases nowadays is intense contact with patients on a regular basis and can provide appointment. Because follow-up of patients with the best and fastest way they can. Patient join us as our members, the appointment may take time from their doctors that you want, so get rid of waiting in line for hours at the institution. I want to ask the important questions you can ask via message. E-patient privilege to benefit from the various opportunities we offer as you have. Since 2009 I'm a Family Doctor, have 4000 patients in total, and see 80 daily. Some patients visit the clinic regularly while others seldom request health-services. Long waiting hours inconveniences patients and lead to tensions. Monitoring chronic conditions is also problematic. Experiencing these, I developed e-hastam, which provides an easy and free access to preventative health-services **(UI, 1.1; 1.2)**
	Additional search	http://www.changemakers.com/users/cihan-cetin; http://www.changemakers.com/healthbiz/entries/e-patient; https://www.linkedin.com/profile/view?id=23166388&authType=NAME_SEARCH&authToken=CTvb&locale=en_US&srchid=903182761403802250976&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403802250976%2CVSRPtargetId%3A23166388%2CVSRPcmpt%3Aprimary; http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html; https://www.linkedin.com/in/cihancetin
	Additions	Our country by the year 2010 "Health Transformation" project has been implemented, thus the importance of preventive health services are emphasized more. Population decreases with increasing number of outpatient visits per capita are reduced inspection time.These problems of preventive health services disruption, chronic patients adequate follow-up are not made, the elderly and individuals with disabilities to health care access in the troubles, health spending increases everyday and secondary care hospitals the number of applicants increased their has been caused. Preventive health problems being experienced in the field " e-patient "has led to the implementation of the project. Project Cihan Cetin and Exp. Dr.. Zelal akbak carry out the project together with Internet technologies in the sustainable objectives is to provide preventive health services**(2.3)**. On the platform of healthy subjects and patients not only physically going to the hospital with the online method is access to preventive health care. (http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html)
	Analysis	1.1: Alternative wasn't available in Turkey 1.2: professional need, adapted to enhance working condition 2.1: expert with educational and work related experience in the field 2.3 Project is carried out with another organisation 5: SE, social value creation UI: Might be professional user innovator/entrepreneur

		Cannot find additional information on e-hastam about the development and founding process.
	Useful?	
45	Name Source Search terms used Website	Ella's Monitor, Seymour Innovative Engineering (Seymour Innovative Engineering) Database HI Ellasmonitor.com/ http://seymourinnovative.com/
	Innovation	This technology brings hospital grade monitoring into the home in both a non-invasive and easy-to-use package. With Ella's Monitor parents will finally have a real way to keep their children safe. Ella's Monitor consists of two critical components: a washable onesie with embedded sensors and a biomedical "brain." This brain monitors each sensor and alerts the parent if anything abnormal occurs. All of these sensors are contained within a onesie, eliminating the need for sticky electrodes or dangerous wires. The onesie functions just like a normal onesie – it can be thrown up on, washed, or trampled on, and it snaps on no differently than any other. As result, Ella's Monitor requires no advanced training, just put on the onesie, clip on the monitor, and your child is safe.**(5)** Currently parents have only two real choices for monitoring their infants at home with reasonable accuracy. The first involves complicated hospital machines that are bulky, difficult to use, and require sticky electrodes - although they are highly accurate. The second is simply a stethoscope, with the obvious limitation of requiring the user to be awake and trained. Despite this fact, almost all parents express concern over SIDS, particularly first time parents. Given that there are over four million new parents each year in the United States alone, and that over thirty percent of them are first time parents, there are a huge number of potential customers with an innate fear of SIDS and no solution. Furthermore there are over 500,000 high risk infants born each year. These are infants with a known higher risk of SIDS, yet their parents have no real option to keep their babies safe. The idea behind Ella's Monitor is to bring effective hospital monitoring directly to parents, rather than delivering a clinical monitoring solution to doctors and hospitals. This requires making the monitor itself extremely user friendly and removing all medical attachments, such as sticky electrodes. We have accomplished this by embedding the monitoring system within a traditional Onesie**(5)**. This onesie can wirelessly read out multiple vitals from a baby and ensure that they are breathing properly. Parents can then view this information and enjoy the peace of mind and security provided by such detailed vital sign information.
	Entrepreneur	Mr. Peter Seymour founded Seymour Innovative and serves as its President. Mr. Seymour served as a Technology Support and Prototyping Lab Supervisor at MAC6. I am dedicated leader who believes in the power of brilliant engineering. **My experience in product development**, specifically mechanical and electronic system design, has taught me the importance of team-based solutions **(2.1)**. I am a firm believer in creative problem solving based on first principles and I enjoy building custom software and hardware. I have prided myself on engineering systems with a blend of innovation, passion, and practical execution – critical in my mind to any quality system. * Cofounder: Micheal Sykes
	Organizational/ founding information	Since Ella's death **I have sought for a way to give more meaning to her brief life than just the pain and sadness**. **More than anything I wish that no one else would have bury a child. I wish that Ella was the last baby girl stolen from her parents**. I still do not understand how we have not stopped this silent killer. If we can stop SIDS in the hospital why can we not stop it at home**? As a young engineer I have dedicated my life to answering this question, and I hope, in some small way, to honor Ella's life through my work (1.2;4)**. As a small university based start-up we are in an environment that forces constant innovation**(2.3)**. We also belong to two different incubators (one embedded in the university system) that provide us with both substantial guidance and a clear directive to innovate.
	Additional search	http://www.changemakers.com/healthbiz/entries/ellas-monitor; https://www.facebook.com/EllasMonitor;

		http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Additions	ASU student invents device to combat SIDS Posted: Nov 15, 2011 5:12 AM Updated: Nov 13, 2012 5:29 AM By Karla Navarrete - email TEMPE, AZ (CBS5) - An ASU student took the tragedy of losing his baby girl to sudden infant death syndrome and channeled his grief into helping save other lives. Peter Seymour, 21, has invented a sensor device that he hopes will be in the general market for every parent to use. A month after coming home from the hospital, Eleanore died while in her sleep from sudden infant death syndrome. "In this day and age when I have so much access to so much incredible technology, I really find it kind of inexcusable that we do not have a sensor that can prevent this from happening," Seymour said. That's why he decided to create a tiny sensor that a baby can wear that detects all vital signs. The sensor will link to a cell phone or computer as an app and alert parents when the baby is not OK. **Seymour has received grants through ASU to work on his invention (4)**. He and his colleagues are currently working on making the device smaller to about the size of a postage stamp. He hopes to have 250 sensors ready for testing by January. "And while it's a sad thing for me, it's something that I am trying to make a good," Seymour said. "It's something that has a positive impact not only in my life but on the world." Seymour said his next step is presenting the final product at ASU in December. The device is supposed to cost anywhere from $25 to $50 and he hopes it can be found at any grocery and pharmacy store by next year. http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Analysis	1.1 device was not available for home 1.2 personal experience 2.1 young engineer 2.3: innovative environment 4: combined his personal experience and his in-house resources to develop a device to ensure other parents would not suffer the way he did. “Dedicated his life” + “received grants to work on” indicates traditional model 5 * social value creation Personal experience that led to innovation. The problem is, when I read about this the first time the website was still in the air, and also the website of seymoreinnovative. However, since the beginning of July it is not anymore. Besides the information about Ella’s monitor more information about Peter cannot be found. He is currently employed somewhere else. And all the leads that address him or the innovation lead to the sites that are not operating anymore. Cannot find if the innovation has been sold to someone else, or whether there were other things that led to the current state.
	Useful?	
46	Name Source Search terms used Website	Face It TOGETHER Database HI http://wefaceittogether.org/
	Innovation	The problem is that our nation does **not understand and treat addiction like any other chronic disease**. We are trying to solve this problem, which is at the root of our nation’s most destructive health, social, and safety problems and a tremendous economic drain on the private and public sectors**(5)**. Our solution is focused on systemic and sustainable change that disrupts the status quo by attacking the underlying shortcomings of the public and social service sector approaches to addiction. Our solution is scaled community-by-community via a network of affiliates. We operate this

		first affiliate as a beta site or incubator for testing and validating the model. Among its many innovations, the affiliate deployed strategies that place the affiliate in the roles of catalyst, coordinator, and clearinghouse in creating community-wide recovery system change; established an Employer Initiative with 23 local major organizations, reaching one-third of the community's workforce; designed, developed, and implemented an award-winning Awareness Program in partnership with the community's major behavioral health provider to reduce barriers to seeking help; developed and are rolling out a Comprehensive Recovery Capital Evaluation Model© to measure effectiveness and outcomes; and demonstrated recurring funding support from employers, providers, and the United Way. A primary means of scaling our model is through partnerships with integrated health providers. Another means of scaling is a community-by-community approach, and we have been in exploratory talks with leaders in 10 more cities
	Entrepreneur	Co-founder Kevin Kirby, in addiction recovery, saw too many futures lost to addiction due to shame, fear stigma, and a nation of dysfunctional treatment systems. He convened a seven-month "recovery town hall" process to overhaul the community's approach to addiction. The success of "Face It TOGETHER Sioux Falls" spurred creation of a national organization KEVIN KIRBY (from http://faceittogether.blendinteractive.com/why-face-it-together/our-team) Chief Executive Officer and Co-Founder Kevin is a 12-year addiction survivor. **A successful business executive, his experience with the disease led him to dedicate the rest of his life to this cause (1.2; 2.1).** He leads Face It TOGETHER by championing innovation and relentlessly pursuing world-class results. Kevin Kirby is in long-term remission from the disease of addiction and a long-time recovery advocate. In 2003, Kirby founded Transitional Living Corporation (TLC), a non-profit organization in Sioux Falls, S.D., dedicated to advocating for and implementing the community's 12-step program of recovery. In 2008, he co-founded Face It TOGETHER® Sioux Falls, a groundbreaking organization charged with fundamentally transforming the community's treatment and recovery system from an acute care to chronic disease approach. In 2010, Kirby and his co-founder, Charlie Day, launched a nationally focused non-profit organization, Face It TOGETHER® to scale the successful model created in Sioux Falls**(4)**. The organization is dedicated to empowering communities with innovative, sustainable and proven tools to attract millions of Americans to recovery from addiction. In 2013, Kirby was elected as a Fellow by Ashoka, the leading international network of social entrepreneurs. Kirby is the only Fellow working to solve our nation's biggest health challenge. Kirby is an experienced board-level strategist in a wide array of settings with special interest and skill in strategic planning. He has extensive hands-on experience in finance, investments and senior management in both for-profit (private and public) and non-profit sectors, including public/private collaborative ventures. He is also a philanthropist and seasoned fundraiser. Kirby previously served as a director for Faces and Voices of Recovery, one of the nation's leading advocates for recovery**(2.1)**. CHARLIE DAY Chief Operating Officer and Co-Founder Charles T. Day is a lawyer and CPA by training and national health care finance expert. Among other activities, he has enjoyed a successful career as a tax partner in one of the original Big 8 accounting firms; as senior finance executive in one of the nation's most prominent regional integrated health systems; and as a start-up entrepreneur with a variety of companies across the country.
	Organizational/ founding information	**We are a group of social entrepreneurs dedicated to fundamentally transforming the way our nation treats and understands addiction(5).** Face It TOGETHER® was born out of an initiative that began in 2008 in the community of Sioux Falls, South Dakota. That effort brought together all stakeholders, including the private, public and social service sectors, to develop shared solutions to the problem of addiction in the community. We reject the idea that America's most intractable health crisis can't be solved.

		We're seasoned outsiders using the tools of business and the private sector to change virtually everything we think and do about the disease of alcohol and drug addiction. We come from varied backgrounds, with expertise in finance, business, law, strategy, leadership and entrepreneurship. Our work is driven by rigor, creativity and a passion for overcoming the failures of the past.**(2.3)** In pursuing our mission, we remain focused on creating lasting value for our partners. Our commitment is to world-class quality in everything we do. Those suffering from addiction deserve no less. There simply is no other team of social entrepreneurs articulating the big problems and meaningful and sustainable solutions relating to addiction. Kevin initially began his commitment to the field of recovery by becoming a service provider. In remission himself, he decided to bring a proven transitional living facility model from Minneapolis/St Paul to his community**(1.2)**. He founded the Transitional Living Corporation LLC in 2003 and built it up from the ground**(4)**. The organization quickly became a self-sustaining citizen organization with a strong track record. While there were none when Kevin started, there are now five transitional homes in South Dakota as a result(**1.1)**. From the beginning Kevin wanted to do more than "just" provide transitional living and peer-to-peer support to people in recovery – he wanted the organization to be the leading advocate for recovery. This decision set Kevin's career path. He spent six months intensively researching addiction to understand the treatment, recovery and addiction industries. He came out of that process with a large dose of disbelief about the size of the problem and the blatant inadequacies of existing solutions. It was clear to him that the Transitional Living Corporation, a service provider, would not be able to create the sort of movement he now understood to be needed. He transitioned the leadership of this organization into very capable hands and set out to build what would eventually become Face It TOGETHER Sioux Falls. To be successful Kevin **intuited that he would need the community to co-create the vision with him(2.3;4)**. The level of stigma surrounding addiction was too high for him not to engage community leaders from the beginning. Kevin and his co-founder Charlie Day decided to embark on a long town hall process. They galvanized everyone from the mayor to service providers, the health care industry, schools, universities and law enforcement to help them understand the problem, get them to buy-in to a solution and contribute to a movement of recovery care. This process not only paved the way for success and unlikely alliances, it led to the conclusion that aggressively targeting employers as part of the solution could drastically broaden the reach and sustainability of recovery efforts. Influenced by his business background**(2.1)**, Kevin found it critical to find partners who would have a financial stake in the solution**(2.3)**. Given that employers have a critical vested interest in ensuring their workforce is healthy and productive, he targeted them first. Employers bear a significant portion of the costs that accompany their employee's addiction problems in the form of turnover, absenteeism, low productivity and hidden healthcare costs. A study commissioned by Face It TOGETHER found that every dollar spent on addiction treatment and recovery in South Dakota delivers over $8 in benefits, the majority going to employers. Kevin is therefore targeting CEOs and their Human Resources departments to address addiction within their employee wellness programs. By doing so, he creates a channel for companies to be part of creating a recovery-oriented community. He's also creating a predictable revenue stream for his work. Through the employer initiative CEOs publicly declare to their employees that they understand that addiction is a chronic disease, and that there will not be negative consequences for admitting to needing help. They also bring in to the workplace a person in remission from Face It TOGETHER's speaker's bureau whose role it is to share their story of addiction and recovery: the good, the bad and the ugly. The message hits home very effectively and paves the way for employees to seek help. With each employer, Face It TOGETHER undertakes a baseline survey of attitudes and behaviors towards addiction. Typically, the baseline confirms that people are deeply uninformed and ambivalent about those who suffer from addiction. By tracking changing attitudes, knowledge and beliefs, Face It TOGETHER aims to see how they are faring on their goal of de-stigmatizing the disease. The organization is partnering with a professional evaluator to measure these changes. In addition, participating employers are defining their own metrics to help show return on investment in the program, including changes in insurance claims data, Employment Assistance Program usage, and the number of employees and families contacting Face It TOGETHER Sioux Falls for help. More qualitative measures include the development of peer-to-peer support processes in the workplace and the engagement of senior management.

		So far, Kevin has attracted 23 employers in Sioux Falls to become part of the movement. They represent the largest employers in the community and employ close to 40 percent of the local workforce. One of the companies saw nearly five percent of their employees come forward with serious questions about addiction. They know of 11 employees of theirs who subsequently sought treatment. Though Kevin has mainly targeted the largest employers in town **as first adopters**, his team is beginning to attract smaller businesses that may not have an HR department, or have less sophisticated wellness programs. Awareness alone would be grossly ineffective, so Face It TOGETHER has also created a community-level clearinghouse for addiction recovery and support. It is thus removing a colossal information barrier, and connecting people and families to each other, to information, and to resources according to their needs. They help individuals navigate the recovery process. This includes referrals to treatment facilities, peer-to-peer support groups, housing, employment, transportation, etc. The clearinghouse serves as a resource to HR departments of partner companies. Its services are open to anyone in the community, free of charge. The recovery clearinghouse also provides a wide range of peer-to-peer recovery support services. These are nonclinical services and activities to help individuals and family members enter and stay in recovery from addiction. These work in concert with traditional treatment by filling important gaps. These services aim to eliminate personal and environmental barriers to recovery and enhance quality of life. Provided by trained peers in recovery, the ongoing services include telephone recovery support and recovery coaching. The employer strategy is also combined with broad public awareness campaigns about the disease of addiction through TV, radio and billboard campaigns. They have led to a noticeable increase in public dialogue, understanding and demand for treatment. Face It TOGETHER is thus increasing the odds that people will overcome the psychological barriers keeping them from accessing recovery services by combining awareness with access to the clearinghouse. The next stage of Kevin's work is to replicate Face It TOGETHER's early successes across the country. Face It TOGETHER Sioux Falls (the clearinghouse and the employer initiative) is now officially the first affiliate of Face It TOGETHER (the national umbrella organization responsible for replication). So far, the national organization is launching another affiliate through a recovery community organization in Aberdeen, South Dakota. They also have demand from another 10 communities across the country to bring their model there. Kevin is looking to partner with organizations that can help them infiltrate many markets at once. He is targeting integrated healthcare providers to accomplish this networked spread strategy. Because medical institutions are having trouble keeping up with the escalating costs of healthcare, the industry is getting massively consolidated to create economies of scale through a few, large integrated care providers. These organizations are rapidly gaining important market shares across vast regions of the U.S. In addition, they are being held to new levels of accountability as a result of the Affordable Care Act (ACA). Healthcare providers are now eligible for reimbursements from insurance providers (public and increasingly private) if they are able to show that the care provided led to improved health outcomes. With chronic diseases, including addiction, integrated care providers are becoming very aware of the need for community-based support of the kind Face It TOGETHER is providing in order to sustain health outcomes The organization's work with integrated health providers will essentially build an addiction chronic care model within a community – providers and a community organization working together to improve health outcomes, enhance patient experience, and lower provider costs. The team is therefore targeting a few enlightened providers that understand that it is in their best interest to partner with an organization that can help build the necessary community resources to begin managing addiction as the chronic disease it is. The plan is for these integrated care providers to take a leadership role in organizing community stakeholders to contract with Face It TOGETHER to build out this component of recovery care. By partnering with integrated care providers like Sanford Health, Avera Health and others, Face It TOGETHER hopes to quickly gain access to large markets across the country in a financially sustainable manner. Face It TOGETHER's partnerships with integrated health providers will also include a robust evaluation model for measuring shared outcomes. The projected budget for the Face It TOGETHER® national office in 2013 is $500,000. This budget has roughly doubled over the past couple of years and has been sustained thanks to a few angel investors and friendly integrated care providers. Face It TOGETHER Sioux Falls is sustained mainly through revenue from employers and the United Way. It is the first recovery organization to ever become a United Way agency – this precedent setting partnership that bodes well for the sustainability of future affiliates across the country. http://usa.ashoka.org/fellow/kevin-kirby

	Additional search	http://www.changemakers.com/healthbiz/entries/face-it-together; http://www.wefaceittogether.org/stuff/contentmgr/files/1/ed35569b2d9286d6ac8af2179a9c736f/files/ourstorymarch_2011.pdf; http://usa.ashoka.org/fellow/kevin-kirby
	Additions	Personal experience. Community Though personal experience, saw an opportunity and addressed stakeholders with that idea (no experimentation or development) "through months of search… established a method", but not for himself. Have to follow up
	Analysis	1.1: wasn't there when he started 1.2: personal component 2.1 expertise: education and work 2.3 community interaction 4 : traditional model. Brought together the community to co-create and based on his previous work and his personal experience he recognised this opportunity. This organisation was established to scale up earlier founded organisation. 5 SE
	Useful?	X
47	Name Source Search terms used Website	MobiStine,Healthcare Apps for New Parents Database HI Husni Abu Samrah; MobiStine founder http://mobistine.com/
	Innovation	
	Entrepreneur	Husni Abu Samrah
	Organizational/ founding information	When I had my first baby, she used to cry most of time, we took her to doctors but with no result, until my married sister came & checked how my wife prepare extra milk (milk powder) she got shocked as my wife was feeding the baby with diluted milk, instead of 4 spoon of milk powder she put 1.5!! We want to create innovative smartphone apps to teach & help new parents in their new lifestyle () MobiStine is a creative and innovative company specialized in building medical and healthcare applications (Apps) on Smartphone for New Parents, the inexperienced couples in Arabic language **as it is a niche market and the Arab content suffers from the lack of trusted healthcare information (4;5*).** We have designed the proto type and now in the process of developing the first intelligent and interactive App for New Parents in Arabic language. The App will be fully customized based on the pregnant needs. Currently, MobiStine is first and only company in MENA specialized in developing Arabic language trusted healthcare apps on smartphone. We will also introduce for the first time in the Arabic market, human sense technology for pregnant to avoid doing any risky or unhealthily actions during their work or even while sleeping (gives immediate alerts). We will include GPS to locate the nearest medical clinic, doctors, pharmacy, etc. We will include also (through GPS) shopping centers related to pregnancy and baby stuff. Beside all, we will build dedicated healthcare social network (in Arabic) to act as support group We develop paid as well as free apps (with ads) on all smartphone devices, and so we generate revenue from both income streams. We have several partnerships with international ad agencies to integrate ads from advertisers.
	Additional search	http://www.changemakers.com/users/husni-abu-samrah; http://www.changemakers.com/healthbiz/entries/healthcare-apps-new-parents; https://www.linkedin.com/in/husniabusamrah; http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Additions	At the end of October 2013, Husni Abu Samrah returned to Palestine after spending five months in the United States. He had just completed a stint at Mass Challenge, the largest – **and perhaps most prestigious – startup accelerator in the world based in Boston, Massachusetts.** After spending his time in Boston **fine tuning the business model for MobiStine**, the startup he founded in Palestine in 2011, he says the company is around two months away from launching the first Arabic language app that will connect pregnant women and new parents to healthcare and lifestyle

information and services.

A strong foundation

Abu Samrah has been active in the Palestinian **IT world for 17 years (2.1)**. After starting his career with a tech company in Nablus, he worked his way up to through several firms to be a business development director at NextLevel Technology and Systems (NTS).

While at NTS, Abu Samrah **founded a mobile development department** in the company. "I **saw the opportunity** that this is going to be the future," he says.
Inspired by this work, Abu Samrah moved on from NTS, launching **his own startup allowing him to focus full time on developing mobile apps for the Arab market**. **Market research showed him that there were few Arabic language apps with content about healthcare. He thought his company could fill that niche(4;5*)**.
Since 2011, MobiStine has developed **around 30 apps, providing content and services for health issues from breast cancer to blood pressure.** The company has also **produced lifestyle apps** that help users keep track of expenses, diet, and exercise.
Collectively, MobiStine's apps have more than 1.5 million downloads. Some of the apps are among the most downloaded healthcare apps in the Arab world, particularly in Saudi Arabia and other Gulf countries.
In the past three years, Abu Samrah **has also participated in a number of startup incubators and workshops in the Arab world and abroad (2.1)**. His program at Mass Challenge, which helped Abu Samrah combine his previous experience into a concept for a flagship app that will be a one stop shop for expecting and new parents, is the latest of these.

A One Stop Shop
Today, as more Arab couples are living away from family support networks, Abu Samrah explains, **parents need new ways to get knowledge about family planning, nutrition, exercise, infant care, and other issues related to parenthood that used to be passed on in person from their parents and extended families**.**
MobiStine's new app, which is still in development, is designed to do just this. "Everything related to new parents and pregnant women, [users] can have it through this application," Abu Samrah emphasizes.
The app includes modules to remind pregnant women when to take medication, help keep track of their blood pressure, record the growth of their burgeoning bellies, and provide information about best pregnancy practices. It also connects users to doctors, insurance providers, and shops specializing in items for pregnant mothers and infants.
A major benefit of the app, Abu Samrah says, is that it was **Designed using feedback from users as well as input from medical professionals. Users will be able to continue providing feedback, helping the app continue to develop for their benefit. ()**

Available for all
Once it is launched, the application will be **available for free to anyone**, an important component to Abu Samrah. This will make useful and reliable health information accessible to those who don't have credit cards, as well as those who can't afford to spend money on apps. What's important to Abu Samrah is that good information gets into the hands of as many new parents as possible**(5*)**.

The app will generate revenue from advertisements and sponsorships. **Pharmacies, childcare companies, and others will pay to advertise on the app (5)***, he hopes, because "**we are going to be the shortest path… to their customers."** MobiStine is already generating revenue in this way from its other applications.

The app will be marketed to the Arab world, but Abu Samrah expects users from elsewhere to download it as well. Twenty percent of MobiStine's

		downloads come from the United States, he says. This is because Arabic language speakers all over the world are looking for healthcare information that they can understand, and that is culturally relevant. To gear up for launch, MobiStine is working on creating partnerships with healthcare ecosystems, such as hospitals, insurance providers, pharmacies and doctors, in countries where the app will be used. Abu Samrah is expecting that these ecosystems will help market the app once it is launched because it will be beneficial for them as well. For now, Abu Samrah says, "We have a vision to be a well known address for trusted healthcare information." But don't expect MobiStine to stop at healthcare; Abu Samrah says we can expect more apps from them in the future, addressing a variety of issues. http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Analysis	2.1: educational and work experience related to the field. Can be considered an expert . 3: Niche 4: opportunity recognition preceded development and prototyping. Initial plan was to launch this. Not in-house or personal usage component. Traditional entrepreneurship model. Clearly he developed this app to launch to earn money and secondary help others. 5: I'm in doubt about the social entrepreneurship component. He addresses a social topic, but I'm not sure about the social motive. As mentioned, he discovered a niche and wanted to fill it. Put it the other way around, if that niche turned out to be not that social, would he then still develop this app or would he serve that niche? Another point which I found to be considered is an ethical aspect, when pharmaceutical or other health professionals will sponsor it and they get advertisement on the apps, this can be considered misleading. Who guarantees that these vulnerable people, which have insufficient information about these topics (so he claims) get the full picture? How about the social responsibility of the companies that sponsor it? For regulars apps there's nothing wrong with it of course, also for any health app, but don't call it social entrepreneurship.. Personal experience and therefor identifies need. At least, that's what has been written on changemakers, the article in additions writes that he conducted market research and found that there were hardly any Arabic apps for health and wanted to fill that niche. In that case there isn't a personal experience component at all. It was not that he was researching the market because he was looking for an app to use himself. ** That's something else as "when I had my baby.."
	Useful?	X
48	Name Source Search terms used Website	I can see now!..A New Vision Database HI http://www.anewvision.org/
	Innovation	New Vision (ANV)'s mission is to help eradicate avoidable blindness. ANV innovative ideas: a. Utilize and build the capacity non-traditional resources: ANV engages members of the Indonesian military (Bintara Pembina Desa/"Babinsa" or Petty Army Office for Village Development) to find villagers with cataract blindness for ANV charity cataract surgery events. Babinsa is not combat personnel but stationed in each village for security and development. Babinsa are great resources as they live and work in local community and they work well under chain of command. This is especially advantageous under current territorial autonomy in Indonesia where Central Government no longer can command Provincial Government and so forth. ANV trains Babinsa on basic eye health to identify people with cataract blindness and refer those with other eye diseases to seek treatment. Babinsa also bring primary care workers/health volunteers from their areas to this training. b. Involve wider community: Community eye hospitals are proven successful in Nepal and India (www.aravind.org/www.tilganga.org). ANV's innovation ideas include:

		• Involve wider community with initial operating funds sourced from crowd funding • Invite local ophthalmologists to have stakes in this community eye hospital • Continue community awareness and education on eye health • Utilize Babinsa
	Entrepreneur	Board of Directors Suhrid Raj Ghimire Suhrid Raj Ghimire is the Chairman and one of the Co-Founders of Tilganga Institute of Ophthalmology. Suhrid is also the Chairman of the Hospital for Advanced Medicine and Sciences (HAMS) - Nepal and Chairman of 'SUMAN' (Susta Manasthiti Kalyan Kendra) an NGO working for the cause of mentally disabled people in Nepal. In addition, he is the VP of Nepal Australia Chamber of Commerce & Industry, VP of Nepal Malaysia Chamber of Commerce & Industry, VP of Nepal Korea Chamber of Commerce & Industry, Member-Federation of Nepalese Chamber of Commerce & Industry, Member -Confederation of Nepalese Industries. Despite having a full CV, Suhrid still finds time to medicate and practise yoga. Dr. Sanduk Ruit Born in a poor, remote village in the North East of Nepal where the nearest school was 11 days walk away, Dr. Ruit is now one of the most respected humanitarian doctors in the world, who dedicates his life restoring sight to people, regardless of their ability to pay. His vision: so no one is needlessly blind. Dr. Ruit is one of the founders and the Medical Director of internationally acclaimed Tilganga Institute of Ophthalmology which also manufactures world class Intraocular Lens and one of the region's first eye bank. Dr. Ruit is a long term partner of The Fred Hollows Foundation, Australia (www.hollows.org) and Co-Founder/Director of the Himalaya Cataract Project, USA (www.cureblindness.org) Dr. Ruit is the recipient of 2007 Ramon Magsaysay Award, Readers Digest Asian of the Year, Order of Australia and Prince Mahidol Award, among many others. Dr. Ruit credits his beloved family, incredible team of staff, meditation and badminton to his outstanding stamina and focus on operating table. **(2.1;5)**. Dr. Indra Wahidin Dr. Wahidin is a prominent social figure in Indonesia, especially in North Sumatra, his place of birth. Dr. Wahidin dedicates most of his time on social causes, including running a free medical clinic for the past 30 years, the North Sumatra regional post of large social organizations in the country (WALUBI and INTI), The Indonesian Chinese Chamber of Commerce for North Sumatra chapter and Vice President of Red Cross North Sumatra. Dr. Indra's strong link with local partners opens the door for A New Vision to work in Indonesia. Tan Ching Khoon Tan Ching Khoon, Chairman of Bashan Resources, Hatim Capital and Transview Holdings Limited, Vice President of the Singapore Anti-Narcotics Association and a member of YPO/WPO. For many years and away from the limelight, Tan Ching Khoon has been supporting many good causes, including Christian Medical Mission to Nepal and many others. He is also a proponent of the Art of Living meditation, a keen golfer and badminton player. Through his wide network, Tan Ching Khoon introduces A New Vision to groups and individuals who support and keep our work alive.

		Effi Jono Effi is the Indonesia Country Manager for the Fred Hollows Foundation (www.hollows.org.au) She is a Certified Practising Accountant by trade and held Executive Director (Finance and Tax) positions with multinationals in Australia, Indonesia and Singapore including Lend Lease Group and Schlumberger. Beside eradicating avoidable blindness, Effi is passionate about animal rights. Despite the odds, Effi likes to take part in sporting events and learn new things. **(2.1)** John Kennedy Stuart John is an Australian currently commuting between Singapore and Australia. John is a member of the Institute of Chartered Accountant Australia and a Certified Practising Accountant. John held senior Tax positions with multinationals in Australia, Indonesia and Singapore including BP and Noble Group. He is currently the Global Head of Tax for Imdex Limited Australia. John is also a keen long distant runner and a great cook.
	Organizational/ founding information	Seeing how a 5-minute cataract surgery which costs less than a dinner can instantly change the lives of blind patients and their families. Millions of people stay blind unnecessarily; a cure is available now, no research or medical breakthrough is required. We only need to change the game to end their blindness. A New Vision started from a casual lunch conversation between two friends, Tan Ching Khoon, a Singaporean, and Effi Jono, an Indonesian, who met at a business event in Singapore in August 2010. Through referral, an introduction was made to Dr. Sanduk Ruit, Medical Director of Tilganga Institute of Ophthalmology in Nepal **with a proposition to help cure blindness for the needy in Indonesia (4;5).** Dr. Sanduk Ruit is a leading **humanitarian** doctor who leads a very focused and successful, but low profile effort to battle cataracts, predominately in **rural** areas of **low** income countries**(2.1;5;6)**. Dr. Ruit has personally restored the sight to over 120,000 patients. Dr. Ruit was keen to help the Indonesians. Four months after that fateful lunch, A New Vision held its first free cataract operation in Medan, Indonesia from December 10 - 16, 2010. During this event, 600 patients, without the ability to pay for their procedure, were operated on with resounding success. After witnessing the impact and power of this work, what at one point seemed to be a crazy idea, has morphed into an ambitious and big dream, to cure Indonesia of cataract blindness! Behind A New Vision A New Vision Limited (incorporated in Singapore, registration no. 201112891E) is a not-for-profit, non-sectarian organization. We are a band of volunteers who enjoy strong local community support from people who are passionate and believe in this cause. There is no management overhead; 100% of donations go directly towards restoring sight for the blind.
	Additional search	http://www.changemakers.com/healthbiz/entries/i-can-see-now; https://www.linkedin.com/pub/ching-khoon-tan/49/459/36; http://anewvision.org/governance.html
	Additions	
	Analysis	2.1: Expert, surgeon 4: proposal for business. Opportunity recognition traditional entrepreneurship model 5: social entrepreneur, offering services to the needy. 6: for BoP Not a personal need component but a desire to help others.
	Useful?	X
49	Name Source Search terms used	Idea Prize Winner! Sucre Blue Database HI

	Website	http://www.sucreblue.org/
	Innovation	We provide affordable blood glucose screening, monitoring, and other basic diagnostic tests to the vast population of **lower-income** Indian citizens that are currently under-served. At the grass-roots level, each CHW will boost the health and wellness levels of his/her community by providing low-**cost** medical diagnostic services at the **homes** of customers. This model is **designed** to be profit-driven for CHWs, scalable, and replicable **(4;5;6)** Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ **village women** living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ village women living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors. These community health workers go door-to-door to screen, diagnose, and provide affordable low-cost treatment options for chronic diseases designed to improve patient compliance as well as create a sustainable income for women. Our typical community health worker lives in a village where the average household income is less than $2 a day, without access to a local doctor, hospital, or pharmacy within a 20 kilometers radius. All money collected from medical consultations is reinvested into the communities we serve**(5)**. Blood glucose monitoring represents a significant opportunity in India, particularly when placed in the context of the staggering number of cases of diabetes and the predisposition of the 1.2 billion-strong population to developing the condition. Current levels of monitoring are abysmal – only 1.1% of diabetics monitor their glucose levels regularly, and that ratio is even lower among the non-diabetic population.
	Entrepreneur	Erin Little Founder + Executive Director **Diagnosed** with Type 1 diabetes at the age of 11 years old, Erin Little is Founder of Sucre Blue. While serving as a **fellow** with LGT Venture Philanthropy in Mumbai in 2012, Erin **gained significant insight** into the challenges of bringing this solution to scale prior to beginning the program's **pilot** in Bangalore, India.**(1.2;2.1;4;6)** Erin was recently **awarded** the International Diabetes Federation "Young Leaders in Diabetes" accolade in which she will represent America and the American Diabetes Association at the 2013 World Diabetes Congress in Melbourne, Australia. Previous to Sucre Blue, Erin served CoFounder of Portapure, a water purification startup, and Founder and CoChair of CHICAGO+Acumen network**(2.1)**.
	Organizational/ founding information	Erin will start the project in the villages around Bangalore, India area. Her plan is **to build and test a peer-based** community health support model that can be used in rural and low income communities worldwide**(4)**.
	Additional search	http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://www.changemakers.com/discussions/entries/sucre-blue; http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/; http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://social.yourstory.com/2013/03/sucre-blue-empowering-low-income-communities-to-tackle-diabetes/
	Additions	When did the Sucre Blue project begin, and how did it come about? As a type 1 diabetic I was having my own issues finding adequate and affordable care in Chicago. I thought, "**If this is what it's like for me…,"** so I started doing research about what it's like for people around the world that have diabetes (**1.2;4)**. I was finding a few videos and learning that 60,000 a year in Kenya are dying thanks to type 1 diabetes. In India they don't even have access to that kind of data. It's a very different kind of set-up in both India and China, as with most places in the **developing** world. They are lacking data for type 1 diabetes. Often, because of the symptoms that are shown, you die before anyone realizes you have type 1. They think you have the flu, and they put you on an IV that is full of sugar and then you get even sicker. We **realized** with Portapure that it was very difficult to sell products if you don't understand the environment specifically. Country-to-country there are so many adjustments that need to be made and it is very difficult unless you've spent a lot of time in each country. Anyway, I **had friends in the start-up community who knew I was looking for something that was related to international development and was hands-on and on the ground(2.3;4)**. My friends at Northwestern had done research into affordable diagnostics for diabetics, so things like reducing the price of blood

		glucose testing and seeing what kind of results would come out of that, for example, or how to build a business model around it**(4)**. Two friends of mine that were part of that research team **approached** me with the data about two years after it had been conducted **(2.3)**. They are management consultants working at big healthcare companies now and they were unable to do anything with the research. By that time I had been offered my fellowship to live in India, **but they asked if I wanted** to use their research to make this happen and I did. [..]In the developing world there are also a lot of issues with **corruption** and doctors egos as well as getting people to work with different stakeholders. **(3)** India is very political **(3)**. To get permissions to go into these villages I had to get permission from 30 or 40 people **(3)**. Even if you are doing something entirely positive for the community there are a lot of barriers. The public health system needs to be involved enough or else they will shut you down, for example. Doctors are also required at the end of their residency to go spend two years working in a village. A lot of doctors will collect their money and not actually stay in the village, so obviously there are not enough doctors in rural areas. http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/
	Analysis	1.2: personal experience component, has diabetic herself and ""If this is what it's like for me…," 2.1: awarded, experience related to the field 2.3: received help from (expert) friends, not a community though. 3: barriers, governmental. 4: inspired by her personal situation she researched how it was like for the less fortunate. Traditional model 5: social entrepreneurship 6: for BoP She was a patient, that inspired her, but she is not a user entrepreneur. As most, they are inspired by their personal life but followed the 'traditional' model towards entrepreneurship. These personal inspired entrepreneurs by sickness are a difficult type. They are "users" in the sense that the experienced the difficulties they address, and in the developing world they bring something that is not there, so in a sense it's innovative. There's no product innovation and they did not change anything for themselves (not a personal unmet need), but reflected on their situation and those who are living in less fortunate situations, there's not an in-house use component
	Useful?	X
50	Name Source Search terms used Website	Imagineitskins.com Database HI
	Innovation	Deja (age 12) and Canyon (age 9) Viau (view) are involved in www.imagineitskins.com. We put bright images in Hospital rooms for Children. Recent scientific studies demonstrate how critical it is for Children to have bright images which make them HEAL faster while also having a better experience. **Deja and Canyon were able to identify this need. They are responsible for screening all the artwork that is submitted to us.** "Your skins are awesome! Easy to apply and they improved the look and room immediately. The new images have created a more calming and interesting atmosphere in our treatment room. Everyone love them from staff to parents to kids! Thank you and we look forward to ordering more images!! "Deja and Canyon Viau have demonstrated the strength of their invention(s) to make an immediate as well as permanent contribution to the well being of children at a crucial time in their lives. Deja and Canyon display a genuine desire to impact children for good. They could well have used their invention in other arenas, yet they have focused on pediatrics due to their belief in their inventions abilit
	Entrepreneur	MARK PADILLA VIAU, CEO and Founder, holds **a Master's of Professional Accountancy**, a Master's in Public Affairs and a Bachelor's in Finance. He is a retired Federal Special Agent and spent many years working for the U.S. Dept. of Health and Human Services and is considered a Subject Matter Expert in Health Care issues**(2.1)**. He has been involved in several successful ventures in parallel to his Agent career**(2.1)**. He is a U.S. Military Veteran and Officer in the Air National Guard.

	Organizational/ founding information	
	Additional search	http://www.changemakers.com/healthbiz/entries/imagineitskinscom; http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Additions	Tuesday, December 6 Do it for the Children.... We often get wrapped up in the inventing process, in the money, and in the recognition. It's okay if our invention doesn't have some higher level purpose. But at some point in our inventing careers we should all take a moment and ask the question - Does my inventing have purpose? Inventing is an interesting endeavor. For most of us its part puzzle, part creativity, and part business. But for an inventor from Utah named Mark Viau, it's also about **helping** children**(5)**. By all accounts Mark is a serial inventor**(2.1)**. Items from kids backpacks, to hospital artwork, it's obviously a passion of Mark's to make life for kids just a little easier. Take a look at his Imagine It Skins product for decorating hospital rooms. It's a great example of how you can take technology, ingenuity, and creativity, and invent a smile on a child's face. http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Analysis	2.1: education 5: social entrepreneur Not a user entrepreneur
	Useful?	X
51	Name Source Search terms used Website	i^3: Innovative International Ideas Database HI
	Innovation	
	Entrepreneur	Arun Kuchibhotla
	Organizational/ founding information	We sell **better living solutions**, such as our initial community stove product, to **third world community** government agencies who desire a better quality of life for their constituents**(5;6)**. The concerns our solutions will address are the negative costs be it financial, health, or otherwise, that many of the substandard realities of life in the third world bring down upon its people. The problems faced are anywhere in that range from annoying, to life saving, to cost saving. In terms of just cooking, fuel usage has the hidden costs of unhealthy smoke inhalation and the fact woman needs to go to the jungle (where she could potentially be raped and killed) to chop or gather wood. Our solution is to design a new way for them to cook which simultaneously burns less fuel and produces less smoke.
	Additional search	
	Additions	
	Analysis	5: social value creation 6: for BoP No indication that this concerns a user
	Useful?	
52	Name Source Search terms used Website	Late Living - Senior Living Video Tour Directory...Late Living, LLC Database SI http://www.lateliving.com/
	Innovation	We provide an amazingly **simple solution to a complex and emotional problem** that is a win/win situation for care facilities, the families of aging parents, and the elderly parent in need. Never before has the search for senior living been as easily accessible to families and their elderly loved ones. A one sided decision making process for finding senior care has now been replaced by **collaboration and involvement** of an aged parent in

		spite of disability or distance**(5)**. LateLiving.com's key distinguishing trait of floating motion video tours coupled with unique website features has significantly overshadowed current competitor online directories and will quickly become the most used and trusted resource of families searching for elderly care. The LateLiving.com website directory is unique from current competition because it satisfies the needs of two important segments, the families of senior citizens and the facility marketing staff. The current approach is to search for senior care with the use of placement agencies or online directories that sell your information to these agencies. These companies require in person tours and meetings that take three to four weeks. These individuals are influenced by money and friendships that do not put the well being of the patient first and compromise the integrity of the industry. Unlike competitor websites, we do not sell the information of our users and have developed decision making web tools, including the video tours, to cut the search time down to three to four hours.
	Entrepreneur	Christopher L Wilson Co-Founder Unconfirmed Mr. Wilson is a **W.P. Carey School of Business Alumni** with degrees in **Supply Chain and Management**. He has an extensive background in lean manufacturing and Toyota production systems from his time with Fluke Electronics. His business skills and innovation have helped him to grow a profitable luxury wedding photography business and video production studio over the past four years. Chris is the first entrepreneur to pioneer the use of Floating Motion **(2,1)** I **love building small businesses through innovative digital marketing, cluture and passion for making the world a better place(5;1.2).** Specialties: Digital Marketing, Marketing Automation, Product Management, Video Production, Video Analytics, Wordpress Design, Purchasing, Cost Reduction through VAVE and negotiations, Prototype Sourcing, Strategic Supplier Sourcing, Supplier Audits & Continuous Improvement, Kaizen, Kanban inventory management, Oracle (Linkedin) Ammon Curtis Co-Founder Unconfirmed Mr. Curtis has an undergraduate degree in business marketing and recently completed his MBA from the W.P. Carey School of Business at Arizona State University. He currently works in product development at Infusionsoft in Chandler, AZ. He has consulted for many clients on both strategy and marketing. He has previously worked for one of the leading chemical providers specifically servicing long-term care facilities throughout Arizona.
	Organizational/ founding information	Chris Wilson, a small film maker, sat down with his grandmother in 2012 to search for assisted living online. He **saw** was is easy to book a hotel, buy real estate and even find love online but it was nearly impossible to find senior living with good decision making tools. It was at that point **he made it his mission to revolutionize the way people search for and make decisions about senior care (1.2;4)**.
	Additional search	http://aztechbeat.com/2013/11/startup-late-living-lands-deal-2nd-largest-senior-housing-provider/; http://www.linkedin.com/in/christopherleighwilson; https://gust.com/companies/late_living_llc; http://www.mac6.com/incubee/late-living/
	Additions	
	Analysis	1.2: personal expierence led to recognize an opportunity. Also enjoyment in the process. 2.1: experience in business, work related experience to the field, and education. 4: traditional model, made it his mission to 5: social entrepreneur, social value creation for elderly to ease the decision of moving.

	Useful?	X
53	Name Source Search terms used Website	Mental Care for street children in India (Alkimia Consulting) Database HI http://alkimiaconsulting.com/es/index.html
	Innovation	INNOVATION on the IDEA and MODEL: Extending health care of **street children of India, including Mental Health Care (5;6)**. A countless amount of children population in India live in the streets and seek for shelter in orphanages and assistance centers. They come from different scenarios: abandoned and orphaned children, sexually abused or exploited in many ways, addicted to drugs, begging children. We are conscious of the great need of integration of mental health care; while providing answers to the constant increase of mental disorders. We are implementing **substantial changes** that prioritize prevention and early intervention; through education in mental health and psychological support**(5)**. Don Bosco, a registered Charitable Organization in India**, asked us for urgent training actions and cooperation to ensure proper assistance (4).** Educators and social helpers in general lack the knowledge on mental health problems. They need psychosocial educative programmes to recover their emotional and psychosocial wellbeing. INNOVATION on the Understanding on the TARGET POPULATION Beyond their material needs, we need to provide strong systems around children and youth to build their resilience and help them move beyond their social exclusion, empowering them to become real actors of their communities. INNOVATION on the MODEL Creation of an international professional network cooperating with national mental health professionals on the exchange of Knowledge.
	Entrepreneur	Ms. Olga Martin: Lecturer at Binghamton University Ms. Marita Solá: Consultant and facilitator of communicative processes and consensus-building and negotiation
	Organizational/ founding information	We could never forget Arun, a three year old boy living in the slums, with a sad and disoriented look in his eyes. Arun, had been abused… Upon our return to Barcelona, we began to move guided by that look in his eyes, dreaming with a project that today presents psychosocial wellbeing to street children and youngsters in India **(4)**. Team Alchemy Consulting comprises Spanish-German consultants, advises and supports companies in their internationalization processes in Spain and Germany. We offer our customers a wide range of services, in order to optimize your business efficiency. processes We specialize in selection of qualified professionals, executive search, dealers and partners in the Spanish-German market . Corporate Social Responsibility The inspiration for this section was Mumbai Smiles, friendly entity with which we collaborate: Mumbai Smiles Our project is based on collaboration instead of competition. Since its a new service to be provided to the target population, psychological support for children in Indian orphanages and assistance centers, we can only hope to find other professionals rendering similar services. We would eventually collaborate with them exchanging knowledge and experiences. This is a win - win programme where potential competitors can only add value to the global proposal and will be invited to get involved in our professional and academic network.
	Additional search	http://www.changemakers.com/healthbiz/entries/mental-care-street-children-india; https://www.linkedin.com/pub/olga-martin/34/802/a3b; https://www.linkedin.com/in/maritasola; http://www.danceandhelp.com/en/alkimia-consulting
	Additions	
	Analysis	2.1: Experts in the field 4: have been asked to do so, inspired by the help they could provide. 5: Social entrepreneurship, social change

		6: for BoP
	Useful?	X
54	Name Source Search terms used Website	Syamsi Dhuha Foundation (care for Lupus) Database HI http://www.syamsidhuhafoundation.org/
	Innovation	Through Care for Lupus, Syamsi Dhuha Foundation is creating a support group for people living with Lupus and their family, to increase their quality of life and further educate the society about Lupus awareness.
	Entrepreneur	Dian Wahdini Syarief: In the midst of struggle to fight against Lupus the unknown disease, Dian Wahdhini Syarief, a person **living with Lupus** and low vision, is building a **supporting** system engaging stakeholders to ensure the **survival** of people with Lupus in **Indonesia(1.2;5;6)**. Dian was born in Bandung 46 years ago raised by a pharmacologist father and a general practitioner and MBA mother. She was active in scouting and student union at high school and her university at Pharmacy Department, Bandung Technology Institute. Dian learned a lot about life values from her parents, especially her mother. She is a survival cancer and yet with her perseverance and high motivation she continued studying at her 50 year old of age and graduated from her MBA studies. She taught her personal values in becoming independent and not to easily give up. Her father instilled in her values in spiritual strengths. These values equipped her along her life path. Especially when she got the chance to join a students exchange program to Braunschweig, Germany, she learned what being tough and firm means to her life. After **graduated** from university, she began her career working in a **private national bank**. Over her ten years of career she assumed several positions in **marketing and credit, and served as the Corporate Communications Manager** for her final posting. It was not until she reached 34 years old in 1999 that she **had** to quit the job. She got SLE, which has changed her life completely**(1.2;2.1)**. The following four years were her life struggle against the pains and suffering from having over 20 major and minor surgeries in her brain, removal of the bladder, uterus, etc. She had to fight her inner struggle against her faith in God questioning why she got all these. However, the experience eventually brought her valuable lessons that changed her life. She found herself being grateful that God loves her so that she could learn more about love and share and help other people (ashoka)**(5)**. Founder : Ir. Eko P. Pratomo, MBA: At the end of 2003, Dian and her husband established Syamsi Duha Foundation (SDF) with two main divisions: Care for Lupus (CFL) and Care for Low Vision (CFLV). Although the health conditions that go up and down, trying to develop SDF Dian. Melaksanan lupus activity in order to socialize and embrace fellow odapus. Seek cheaper drugs for odapus path. While the need to address the pain resulting from the breakdown of hose whipping VP shunt -tube to drain brain fluid into the abdomen-mounted head since operations brain abscess, he also introduced his foundation to an international forum. (http://sepetaklangitku.blogspot.nl/2012/06/sunrise-serenade.html)
	Organizational/ founding information	Syamsi Dhuha Foundation was born from an expression of love and the gift of the Most Gracious which unexpectedly come through a sickness. Pain is often regarded as a misfortune, however it also represents an expression of affection of the Merciful in the form of another. Not many people recognize the disease Lupus. Direct experience as a patient and being companion of the patient, are valuable experience to be shared not only to fellow sufferers, doctors, nurses, hospitals that are directly related, but also to the broader public**(1.1)**. Lupus patients will experience a change in personal and family life that sometimes seems very heavy. However, the Almighty has promised that He will not impose a test for His people beyond their limits. Syamsi Dhuha existence was initially emerged from the awareness of the above. Initial intention of Syamsi Dhuha, through one of its programs "Care For Lupus" is to encourage the companions ODAPUS (people with Lupus) and with her family, through various activities that are useful not only for themselves but also for larger society. In the future, Syamsi Dhuha has greater aims. According to his mission: "as a means to achieve happiness fields charitable world and the hereafter", Syamsi Dhuha aspires to provide opportunities to everyone, not just to ODAPUS, to grateful all the gifts that God has given to perform various activities that can be beneficial to himself as both personal and also for others. Syamsi Dhuha Foundation, was established based on Deed No. 15 dated October 11, 2003 from the office of Notary Dr. Wiratni Ahmad, SH and

		approved based on the Ministry of Justice and Human Rights No. C-186.HT.01.02.TH2004.
	Additional search	http://www.changemakers.com/healthbiz/nominations/care-lupus; http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html; https://www.ashoka.org/fellow/dian-wahdini-syarief
	Additions	Care for lupus. Your caring saves lives. Never give up. These are the favorite mantras coming from Dian Syarief Pratomo to enliven the spirits of people living with lupus. Through those mantras, she tries to let people know that a strong will and the attention of those close to you are keys to assisting those living with the deadly and incurable disease. Living with lupus, and surviving, is not a cause of regret for the 46-year-old woman, who was born in Bandung, West Java on Dec. 21. She lived a normal life — going to school, college and work before getting married to Eko Pratomo. **Diagnosed with lupus in 1998 turned her life upside down(1.2)**. She struggled to survive the disease that attacked her blood circulation system and affecting her sight. She ended up suffering from low vision. "I was having a normal life like everybody else. Life as usual, going to school, work and getting married, all for me, not thinking of anyone else," she recalls. Surviving the critical period after going through abscess surgery, which suppressed her vision, was a blessing. She was flown to Singapore for the surgery. The abscess was blamed on consuming high dosages of steroids to treat her disease in the first year after being diagnosed with lupus. "I had the surgery at the same time as another man from Surabaya. He did not make it and his wife was crying. At that time, **I realized that I was given a privilege, a second chance, to live my life,"** said Dian, who had a fine career in marketing and corporate communications at a major private bank before falling sick**(4)**. Dian was aware that at that time, lupus was a **rare** disease. Her pharmacologist father could only cry facing her condition. At that moment, Dian was fully aware she could only help herself and learn more about her disease. She then launched a personal quest to find doctors and read more on the Internet. **With her husband Eko, she later decided to dedicate her life to people living with lupus and low vision, setting up the Syamsi Dhuha Foundation in 2003 (4).** The foundation is the **only support group** for people living with lupus and their families in Bandung**(5)**. As lupus is still rare — even doctors often misdiagnose it as kidney, typhus, joint inflammation or other diseases — patients and their families are badly in need of mental and physical support as they have to change their lifestyle to survive. Currently, **the group has assisted 370 people living with lupus and 30 others suffering from low vision (5).** The group, a social foundation, is managed professionally, launching education and familiarization programs as well as conducting research on the incurable disease. It provides training for medical people, from nurses to doctors, as well as providing online services by phone, email and through social networking sites like Facebook. "The concept is to conquer boundaries and time. We had people from England and India contacting us online, just in search of friends or to share experiences," Dian says. A mother, who saw her on a talk show on TVRI, even contacted her child, who lives with lupus, to call her from Australia to become her friend, she added. **Each year, her foundation sets a target to publish a book, an album or CD on lupus and the experience of people living with the disease. It also holds different activities such as the Walk for Lupus, Lupus Goes Green, Lupus Goes to Campus and Lupus Goes to School.** "These familiarization and education programs are crucial since many people still think Lupus is a cursed disease since it leaves a butterfly-shaped rash on one's face," says the woman, who has undergone 20 surgeries since diagnosed with the disease. "A mother once asked me to look after her daughter, whispering a message not to say anything about her disease, fearing that no man would marry her," said Dian, one of 28 recipients of the Lifetime Achievement Awards from the committee of the 9th International Congress on SLE [Systemic Lupus Erythematosus] in Vancouver, Canada in June 2010. High treatment costs for lupus made Dian think there was a need to find cheaper but effective alternative treatments from the country's rich herbs, taking into account people's high interest in using herbal medicine, but there is little support to fund its research. For World Lupus Day, celebrated every May 10, the Syamsi Dhuha Foundation holds a research sponsorship program called the Care for Lupus SDF

		Awards 2011 to help finance research to find natural ingredients that can work as therapy supplements in the treatment and/or in controlling lupus. The sponsorship program, which aims to improve the quality of life for people living with the disease, netted five finalists, each entitled to Rp 30 million in research funding. The **government's attention to the disease**, which is not contagious but deadly, is still **low(3)**. When meeting with the health minister back in 2006, Dian brought some 1,500 signatures to demand access to cheap medicine for people living with lupus. "The minister asked, 'how many patients were there?' I told her that at that time, it was around **200,000 people**. She then replied, 'not much then'," said Dian, who claimed she was shocked by the minister's reply**(3)**. **Aware the disease has yet to become a government priority**, she was not discouraged — believing that with or without government assistance, the number of people living with lupus would continue to grow and they have to survive**(3)**. In order to get the foundation going, Dian and Eko, who have no children, donated their assets to the foundation's office in the DKK complex in north Bandung and its facilities. They also received donations from different donors to be channeled to poor people living with lupus and to organize the foundation's programs. "Back then, I worked from nine to five. Now I have to be ready for 24 hours, from taking phone calls and texts, handling orders for books and assisting sick patients from home to the emergency room," says Dian, who can only rely on her ears to do most of the jobs thanks to the Braille Reader program on her cell phone. In the future, the foundation is set to be financially independent with rental money coming from 25 boarding rooms that are ready to accept tenants sometime this year. Despite her bad vision and a rubber tube planted on her brain, and another brain surgery three months ago to cure an infection, Dian works enthusiastically, a smile never leaving her face. "My husband and I dream that someday, when we are gone, the foundation can grow into something like the Helen Keller Foundation, which does not work only in Bandung but internationally." — Yuli Tri Suwarni (http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html)
	Analysis	1.1: due to her experience she was able to see what was needed for patients 1.2: had lupus herself 2.1: education and upbringing contributed to the establishment of the foundation, 3: government policies act like a barrier. 4: her personal experience and the gap experienced about information available inspired her to help others. 5: social entrepreneur (social foundation) 6: for BoP
	Useful?	x
55	Name Source Search terms used Website	OkCopay: Helping People Find Affordable Medical Care Database HI http://www.okcopay.com (Access denied)
	Innovation	OkCopay **helps** people who pay out-of-pocket for medical expenses find the right doctor at a competitive price. The OkCopay website allows users to view pricing information, compare health providers, and find local deals**(5)**. OkCopay is creating an open web-based portal that helps consumers quickly and easily identify cost-effective medical providers. 50 million Americans are w/o health insurance. 130 Million Americans do not have either vision or dental coverage. Even worse, uninsured patients typically pay the most for medical care, which is why medical bills are the leading cause of personal bankruptcy.

		OkCopay is an elegant technology solution that empowers patients to understand their options for care, make more informed decisions, and save significant time and money. Users can now know their potential costs before they go to the doctor. We uniquely address 3 current problems that are contributing to the perpetual rising costs of health care: 1) Finding out pricing information prior to treatment is insanely difficult. 2) Uninsured patients pay the most for medical care. 3) Medical prices within the same geographic area have a tremendously wide variability. For example a cash-paying patient might pay as little as $430 or as much as $2600 for an abdominal MRI. Consumers are already comfortable using websites to find good value for cars, electronics, and travel. OkCopay is applying comparison shopping dynamics to routine medical care. Through technology we can reach tens of millions of people who need to find affordable care. Without this transparency, there is no mechanism for people to easily find pricing info or market pressure to bring down or at least control costs. OkCopay exists to bring basic consumer rights and improve the sustainability of our health care system.
	Entrepreneur	Toure McCluskey: Founder OkCopay May 2011 – Present (3 years 2 months)Greater Chicago, Milwaukee & Indianapolis OkCopay is a ground breaking comparison search engine for medical care. With OkCopay you simply search for the procedure you need, compare providers, and view actual prices. You can finally "shop" for health care! Would you book a flight without first checking Kayak or Orbitz? If you are in need of medical care, first check OkCopay! Managing Director First Mile Health January 2008 – October 2011 (3 years 10 months) Eli Lilly & Co.Global Strategic Pricing July 2006 – January 2008 (1 year 7 months) Stanford University Graduate School of Business MBA, Business 2003 – 2005 Harvard University BA, History, Int'l Relations 1994 – 1998 Biography Touré McCluskey is an entrepreneur who has worked extensively within the health care industry**(2.1)**. He founded OkCopay to help Americans without adequate insurance find and access affordable local health care. Touré holds an AB in History from Harvard University and an MBA from the Stanford University Graduate School of Business. http://www.echoinggreen.org/fellows/toure-mccluskey
	Organizational/ founding information	OkCopay was born out of the frustration of paying over $500 out-of-pocket for an X-ray that could've been had across the street for $80. Despite using the Internet to shop for travel & other services, I had no ability to compare local medical providers. **So I left my job** in pricing strategy at a Pharma company to **become** an entrepreneur and **figure out how to reduce** the costs of health care.**(1.2;4)**
	Additional search	http://www.echoinggreen.org/okcopay-inc; https://www.facebook.com/pages/OkCopay/180288292038922?sk=info; http://www.echoinggreen.org/fellows/toure-mccluskey; http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode
	Additions	Why I'm Passionate About This: The fifty million Americans without health insurance pay the most for care, and medical bills are the leading cause of personal bankruptcy**(5)**. As a pricing professional for a pharmaceutical company, I **recognized**

		that cost is a main barrier to quality health care**(4)**. I investigated further, and was shocked to find that procedure prices varied widely among providers. When I **left my corporate job to become an entrepreneur**, I lost my insurance, and paid over $500 for an xray available across the street for $80**(4)**. With OkCopay, anyone can easily search for the procedure they need, compare local providers, view provider prices, and make informed decisions as health care consumers. http://www.echoinggreen.org/okcopay-inc November 11, 2011|By Wailin Wong, Chicago Tribune reporter Toure McCluskey first tried his hand at a startup more than a decade ago, when he and his brother formed an online restaurant reservation service similar to OpenTable**(2.1)**. That venture was short-lived, but he took the lessons from his early experiment to Stanford University, where he earned an MBA, and later to Chicago, where he recently launched OkCopay, an online comparison engine for medical procedures. McCluskey, 35, grew up in Bloomington, Ind., the son of Indiana University professors who taught African-American studies, English and women's studies. He studied history at Harvard and worked at drugmaker Eli Lilly before leaving the corporate world to start First Mile Health, a business that develops employee wellness programs for medium-size companies.**(2.1)** Now McCluskey is looking **to roll out** OkCopay to more cities and raise money**(4.)**. We asked him about being one of just a few black founders of startups in Chicago, a group that also includes Seyi Fabode and Phil Nevels of electricity rate comparison site Power2Switch, Charisse Conanan and Adrissha Wimberly of online financial planning services provider Smarteys, and Collin Wallace of FanGo, a mobile platform for ordering concessions and merchandise at stadiums. http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode
	Analysis	1.2: Dissatisfaction, personal need component. 2.1: education and work experience related to the field 4: Traditional entrepreneurship model "when I left my job to become an entrepreneur". Not for in-house use. Opportunity recognition preceded development. 5: social value creation
	Useful?	X
5 6	Name Source Search terms used Website	Patients' Rights Guidebook and Trainings Database HI
	Innovation	The patients' rights guide will aim to inform health professionals, NGOs working on health rights and health sector companies and associations and also patients. The guide will have different categories based on special case studies. Until now, in Turkey, all the books about patients' rights were purely or partially academic works. However this book aims to be a guide for various target groups, and a practical orientation guidebook in which information will be vulgarized. Also, the book will include deontological discussions that could be an important guide for medicine students. Living a transformation of the health system in Turkey nowadays, diverse case studies and their chronological evolution would procure an enlighten of weak and strong points of this transformation. The second step of the innovative project is to organize training programs about patients' rights for health professionals. Case studies mentioned in the guide will constitute a special part of trainings. HAYAD is the very first association working about patients' rights created in Turkey. Since 1997, the organization have had the chance to collect many case studies from different regions and social backgrounds in Turkey. There is no other association or organization working in the field that have done such a collection of different cases. We think it is now important to share the knowledge that has been accumulated by a guidebook with different social groups and by trainings with health professionals.

	Entrepreneur	About the Authors **ASST. PROF. FULYA İLÇİN GÖNENÇ** Fulya İlçin Gönenç (born on 31 January 1968, Eskişehir-Turkey) studied Law at the Law Faculty of Marmara University. She has a Master of Law degree from the Law Faculty of University of Marmara, and in 2002 she obtained her Ph.D from the same university. She is assistant professor at Marmara University, Faculty of Law. Her scientific contributions in Roman Law, Civil Law Theory, Health Law consists of monographs, articles and many lectures, memberships and taken an active role in Turkey and international conferences. She is a founding member of Organization of Patients' and Patients' Relatives' Rigths (HAYAD). She also serves as a member of Marmara University Research Center of Health Law and İstanbul 8. Clinical Research Ethics Comittee. Fulya Ilçin GÖNENÇ Eskişehir Anatolian High School, then graduated from Marmara University Faculty of Law.Marmara University Institute of Social Sciences at the **master's** degree (1996) and **PhD** completion (2002) The affluent, in 1993 m.ü.hukuk faculty research assistant at the start as the academic life still Roman Law Department of the President in the same place continues. Patients and Caregivers Association (HAYAD-1997) organizations in the work of the affluent, medical / health law and ethics in the field working with associations and foundations work in maintaining and Clinical Research Ethics Committee member serves as the. Several universities, Roman Law, Medicine / health law and in different areas of undergraduate and postgraduate courses and training which provides Gönenç the work in the areas of national and international symposia presentations, articles and books are available Fulya Ilçin GÖNENÇ **(2,1)**.
	Organizational/ founding information	In 1997, after **having lost a beloved member of a friend group** because of malpractice, his relatives distinguished there is no rules about patients' rights. "Aha!" moment was the wish to establish a reglementation of patients' rights. **So relatives who have lost the patient joined with some doctors**, lawyers and deontologists and discussed a possible patients' rights reglementation.**(1.2;2.3)** Who founded HAYAD `s? HAYAD these services at the time they are unsuccessful for various reasons, which is a mage or sensitivity and suffer from something done thinking about it coming together of persons who coincidentally has occurred. HAYAD different professions There are those who in the founders. Association between the founders and activists, patients, their relatives, lawyers, health professionals, architects, housewives, students, ie there is anyone who is interested in this subject. Association prior to the installation to be informed of these activists for a long time and none of such meetings should be comprised of a structure from discussion of the "association" to be decided.
	Additional search	http://heper.com/hayad/about.htm; http://books.google.nl/books?id=0Y3S7ii7bdwC&pg=PA92&lpg=PA92&dq=HAYAD+founders&source=bl&ots=tY-j2G3s_n&sig=m2RLkkjksCedvRRDmEwTvrlZaMs&hl=nl&sa=X&ei=ECexU8uOOsGsO-rOgKgK&ved=0CG8Q6AEwCQ#v=onepage&q=HAYAD%20founders&f=false
	Additions	Organization of Patients' and Patients' Relatives' Rights

		How it was established Turkey is a developing country. And in this country there is a **health system that almost insists on not developing**. This system is so inadequate that there is not a day passing by that in the news media we wouldn't hear stories about violations of health rights of people.It is the bitter truth that almost anyone who happens to turn in for help or services at a public or private health institute criticizes, even rebels about many situtations and events that they end up facing. It is possible to accept all these issues by accepting them as fate and to begin with hoping that by constitution, there is a government that takes the responsibility of enabling everyone to lead a life with physical and mental health, however, incapable of putting together all the necessary regulations. yet, perhaps, this would be far from the easy way out, but dreaming! At this very point, figuring out that there is the need to do something about this and believing in the power of civil organizations we founded the Organization of Patients' and Patients' Relatives' Rights. In order to gain our constitutional rights for a healthy life we joined our voices and power under the roof of an organization which in turn is yet another constitutional right. HAYAD has been officially established as an enterprise in September 9, 1997 after an initial effort following the process of preparation **(5)**.
	Analysis	1.2 Personal experience, "gap", was no regulation 2.1: education and work experience related to the organisation 2.3 relatives joint with professionals to discuss regulation 5: social enterprise, patient rights. I cannot find additional information about Fulya Ilçin Gönenç, seems she is an author and holds several degrees from the university related to human rights. The problem is I don´t read Turkish and Google Chrome is not able to translate everything, therefor I´m missing information.
	Useful?	x
57	Name Source Search terms used Website	Sexual Assault Survivor Self-Care App..RAINN Database HI
	Innovation	RAINN has been **serving survivors of sexual violence through** the National Sexual Assault Online Hotline at rainn.org for almost 7 years. During this time we have assisted over 150,000 survivors, averaging over 3500 hotline visitors a month. Something we here repeatedly is that survivors would like a way to manage the short and long term effects of their trauma through an app. Currently, there are meditation, prevention apps, etc. but no apps that are specifically created for sexual assault survivors **(5)**. In 2012, through a contract with the Department of Defense, RAINN created the DoD Safe Helpline app which provides sexual assault survivors in the military with free worldwide access to tools and resources to help self-manage the symptoms of sexual trauma. This app addresses these unique needs confidentially (all data is stored within the app) and can be used without internet access. The app features an interactive self-assessment tool ("PLAN"), which allows users to evaluate trauma symptoms through six basic questions. At the end of the assessment the app provides a list of recommended exercises to help manage these symptoms. Some of the exercises include grounding, guided visualization and breathing techniques. Catering to both male and female survivors, users can select audio in either gender's voice. The app can also connect a survivor to the Safe Helpline and local military sexual assault resources worldwide. RAINN would like to repurpose the Safe Helpline app for the general population, making this valuable tool available to those outside of the military.
	Entrepreneur	Mr. Scott Berkowitz is the founder and president of RAINN (Rape, Abuse & Incest National Network), America's largest anti-sexual assault organization. RAINN created and operates the national Sexual Assault Hotline, educates more than 130 million Americans a year about sexual assault, and leads national efforts to improve services to victims and ensure that rapists are brought to justice. In 2006, RAINN launched the National Sexual Assault Online Hotline, the web's first real-time, secure counselling hotline, which won the prestigious Technology Innovation Award from

		Npower and Accenture for being the best use of technology by a non-profit. Recognizing RAINN's effectiveness, efficiency, and professionalism, Worth magazine selected RAINN as one of "America's 100 Best Charities." RAINN operates the National Sexual Assault Hotline in partnership with 1,100 local rape crisis center affiliates across America. RAINN's national hotlines (telephonic and online) have helped more than 1.9 million victims of sexual assault since 1994. RAINN also operates the DoD Safe Helpline under contract with the Department of Defense. Mr. Berkowitz is also the CEO of A&I Media, a firm that specializes in media start-ups, acquisitions and management. Previously, Mr. Berkowitz worked for seven years for Campaigns & Elections magazine, serving the last four years as publisher. As publisher of the country's largest political magazine, Mr. Berkowitz was a frequent spokesman on television, radio, and in print. Mr. Berkowitz holds a BA from Hampshire College in Amherst, Massachusetts **(2.1)**. (http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf)
	Organizational/ founding information	**After having a close friend assaulted** Scott Berkowitz **was moved to action**. He **saw the need for a national resource and in 1994 the National Sexual Assault Hotline was launched and RAINN was founded (1.2;4;5)**. Since launch, the telephone hotline, in partnership with over 1100 local sexual assault providers, has assisted almost 1.7 million people. What made you start this wonderful organization that has done so much to help to many? Like everyone, I had some friends in college who had been assaulted. But to be honest, I had a whole lot to learn when I started. It was through conversations with thousands of survivors and volunteers and others over the years that I really got a better understanding of the issue. Nineteen years later, we've accomplished a lot, but there's still lots more to do https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additional search	http://www.changemakers.com/healthbiz/entries/rainn-mobile-app; https://rainn.org/million/message-scott-berkowitz.ph; https://www.linkedin.com/profile/view?id=3152719&authType=NAME_SEARCH&authToken=kGqq&locale=en_US&srchid=903182761404122922487&srchindex=1&srchtotal=11&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761404122922487%2CVSRPtargetId%3A3152719%2CVSRPcmpt%3Aprimaryl http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf; https://veterans.house.gov/witness-testimony/scott-berkowitz; https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additions	
	Analysis	1.2: close friend was assaulted. Unmet needs regarding this issue. 2.1: education and work experience 4: Personal experience triggered him, however, hard to establish whether this experience made him see an opportunity or whether this need had to be filled for in-house use (for the people close to him). "saw the need for national resource" 5: social value creation
	Useful?	
58	Name Source Search terms used Website	Sweet Mothers Inc Database HI
	Innovation	The innovation uses ideas from two sectors, health insurance and mobile money **to build a social enterprise** that delivers essential health services for **women** through a micro health insurance for maternal health services**(4;5;6)**. Health insurance has long been for the upper class who can afford the institutional price of the products and the professional class who are able to procure insurance through their employers. The poor have long been ignored by this sector and left to deal with financial ruin each time someone in their family gets ill or needs maternal health services. Also, the mobile money sector is growing in Nigeria and there are various firms offering services for the unbanked poor. Our innovation allows **poor**

		pregnant women to buy micro health insurance for maternal health services using the banking services they can easily access**(5;6)** The business model is different because of our target market, products and business model. We target an **untapped market** of low income and middle income women who are pregnant and are at a stage in their lives where health seeking behaviour is at the highest **(3;4)**. We are committed to our dual mission, to make money so that the business is sustainable and to provide social services by delivering access to maternal health services for this un-served and underserved population. Our company introduces Innovative products delivered through an innovative channel using the paradigm of social entrepreneurship and dual bottom lines
	Entrepreneur	Temie Giwa: INFO Operations Manager bij The Lagos State Government Previous: Millennium Villages Project and Global Health Corps Education Monterey Institute of International Studies Past: Minnesota State University Moorhead en Osseo Senior High School Lives in Lagos (Nigeria) Comes from Arigidi, Ondo, Nigeria Married to Kola Tubosun
	Organizational/ founding information	A young girl gave birth to a baby at a private health centre in Lagos. After delivery, the hospital detained her because she could not pay. She fed her baby kerosene and drank some herself. The baby died and she was charged with the murder. The tragedy shows how inability to pay leads to financial catastrophe for Nigerian families. If this girl had the chance to save up for the birth of her child,
	Additional search	http://www.changemakers.com/healthbiz/entries/sweet-mothers-inc; http://www.lagosstate.gov.ng/; https://www.facebook.com/temi.giwa; http://www.ynaija.com/temie-giwa-tubosun-on-self-government-ynaija-frontpage/?utm_source=dlvr.it&utm_medium=facebook; https://www.facebook.com/LifeBankApp/photos/a.389269847862999.1073741829.356716547784996/389269931196324/?type=1
	Additions	
	Analysis	2.1 too little information 3 (Early stage industry life-cycle + Small markets: untapped market) 4: not a user, clearly targets this market. Traditional model; 5: social entrepreneur 6: for BoP On her Facebook page het profession is operation manager at the Lagos State Government. Cannot find a webpage about the project online, nor any additional information about Temie Giwa. Based on the founding story (aha moment) on Changemakers, she recognized an inequality for women Nigeria and aims to find a solution for this. Cannot determine whether this is related to the government or not.
	Useful?	X
59	Name Source Search terms used Website	"Clean Birth Kit 2.0" – Targeting Facility Births for Bigger, Cheaper Impact..AYZH Database HI https://www.ayzh.com/~ayzhus1/
	Innovation	AYZH AIMS TO ADDRESS MILLENNIUM DEVELOPMENT GOAL 5 (REDUCING MATERNAL MORTALITY) BY APPLYING PROMISING TECHNOLOGY (CLEAN BIRTH KITS) TO AN UNTAPPED MARKET (HEALTH INSTITUTIONS) CAPABLE OF EFFICIENTLY REACHING MILLIONS OF WOMEN, SAVING MORE LIVES AT A LOWER COST. "Clean Birth Kit 2.0" is a game-changing model for distributing clean birth kits to health facilities, integrating innovative education/evaluation strategies to ensure quality, affordability, and scalability throughout our supply chain. Our model also provides meaningful **employment** and **empowerment** opportunities for **low-income women** who package our products **(5)**. This revolutionary approach has unique potential to advance progress towards maternal health outcomes in facilities, making significant contributions to critical research gaps surrounding the cost-effectiveness of clean birth kits and their overall potential to standardize/replicate clean birth practices on a global scale.

		This model has successfully commercialized AYZH's signature, award-winning $2 Clean Birth Kit, focused on financial sustainability through products sales. Our innovation is characterized by: Education and Awareness initiatives to increase the acceptance of, adherence to, and demand for clean birth practices in health facilities; a Monitoring and Evaluation program, to rigorously monitor quality and affordability of our products, and assess overall social, environmental, and economic impact; and innovative New Product Development processes to identify and meet new needs of existing customers through "kit style" product extensions. ` Breaking away from traditional clean birth kit solutions, AYZH is one of the only companies (1) utilizng a "market-based approach" and (2) delivering birth kits to health facilities. Our distribution model has unique potential as a platform for scaling the efficient distribution of commodities that lead to clean birth practices and improved maternal/newborn health outcomes. Organizations have worked with different versions of CBK for over 25 years, but these efforts remain largely ineffective, expensive, and unsustainable because they depend on grants, target home births, and lack efficient access to resource-poor markets. AYZH maintains unique understanding of and access to the Indian health market, and a sustainable source of revenue scaled via repeat sales to health institutions.
	Entrepreneur	Zubaida Bai (founder and Chief Executive) holds a **3-in-1 role functioning as a Leader, Manager and Entrepreneur** – guiding ayzh to be Effective, Efficient, and Innovative. Zubaida Bai (India) Having **once been one of the** "silent victims" with whom she now works: a woman who, as a result of unsanitary birthing conditions and practices, contracted an infection that caused her to suffer for years, Zubaida Bai used h**er passion and experience in the social development sector to found AYZH, a social enterprise aimed at bringing technology solutions to rural women (1.2;2.1)**. Now, after being chosen as a TED India Fellow in 2009, obtaining her MBA, and **spending five months in the field investigating birthing hygiene and education**, Zubaida has **invented** an **improved version** of the clean birth kit **(4)**. Her kit is produced and distributed by local women and uses attractive packaging to help women understand how and why to use it **(5)**. Zubaida is currently working to distribute the kit through the country's system of rural clinics and hospitals. Zubaida's experiences demonstrate her passion for empowering underserved women and her match with an Ashoka Fellow will enable her to envision a model for widespread social change. (Ashoka)
	Organizational/ founding information	After experiencing an infection after childbirth, Zubaida founded AYZH on the belief that every woman has the right to a clean and safe birth. **Based on unique experience at the intersection of engineering, women's health, and business she immediately recognized untapped opportunity to significantly impact maternal health in health institutions in India, where unhygienic births are on the rise (1.2;2.1;4;5)**. ayzh is a for-profit social venture providing health and livelihood solutions to impoverished women worldwide. We develop low-cost, appropriate technology designed to meet the unique needs of women in resource-poor settings. Signature to the ayzh brand is a convenient, "kit style" product. In 2010, ayzh launched its first product, JANMA, a clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. Additional products under development include: a newborn kit, a post partum hemorrhage kit, and a groundbreaking sanitation and hygiene solution for women. ayzh products are assembled and packaged by local women, creating economic opportunity in the communities we serve. ayzh operates an innovative B2B business model, selling to health-based businesses (for-profit and non-profit) that are capable of giving ayzh significant and scalable access to its target beneficiaries (underprivileged women). ayzh serves two key customer segments: medical institutions (hospital pharmacies, health care centers, and slum clinics), which resell ayzh products to women, and non-profit aid organizations (working to improve the health and wellbeing of women and families in developing countries), which supply ayzh

		products to women
	Additional search	http://www.linkedin.com/pub/zubaida-bai/7/978/69a; https://www.ashoka.org/zubaida-bai-rebecca-onie; http://www.changemakers.com/healthbiz/entries/janma-transforming-distribution-clean-birth-solutions; http://social.yourstory.com/2013/11/zubaida-bais-quest-save-lives-thousands-women-innovative-birthing-kit/
	Additions	How Zubaida Bai invested her jewellery and family savings to build a clean birthing kit that saves thousands of lives ... Growing up in in a middle class household in Chennai, Zubaida Bai was exposed to the typical social and economic hardships faced by women in India. She saw her mother working hard everyday. Her female cousins and friends, not given the opportunity to study, were married off early. Finances in the family were also limited. Bai, though was a rebel. **She went against the grain and got an engineering degree and through sheer persistence, she snapped up a full scholarship from the Dalarna University in Sweden to do a Master's in Mechanical Engineering (product development and design) (2.1)**. When she was 24, she married Habib Anwar and moved to Canada. But soon she was back in Chennai, after the company where Anwar worked, decided to set up an offshore unit in India. She joined Rural Innovations Network (RIN), **a non-profit that incubates rural innovations (now known as Villgro) (2.1)**, to work on product innovation and assisting individuals and organizations to make their product ideas commercially viable. At RIN, she **saw** good innovations not getting commercialized. Bai **wanted** to change this. Based on her **extensive product innovation and Anwar's financial expertise, the two decided to take action (2.1).** The epiphany: **Bai had always wanted to find a way to give back to women, especially rural women (4)**. Incidentally, this **resonated with Anwar**, who had lost his mother and aunt to ill health and suffering**(1.2)**. Around that time, a chance meeting with a professor in Boston, ended up with her doing **MBA in Social and Sustainable Enterprises from the Colorado State University in Fort Collins, Colorado(2.1)**. **During a field trip to test several products for her business plan,** Bai witnessed the unclean surroundings of a hospital and unsterile instruments that were being used at the time of childbirth**(4)**. For Bai, this was **deja vu,** she was **reminded** of the infection she suffered when her first child was born, that had taken her an entire year to recover. "I **suggested** to Habib to consider maternal health as **an area of focus** and in 2009, we registered ayzh in the US," says Bai, about the decision to co-found a healthcare product company along with her husband Anwar. Problem identification, a precious investment and the impact: A**s part of her research, whilst talking to obstetricians and gynecologists, maternal health advocates and village elders, Bai and Anwar discovered an inconvenient truth- they realized that the poor couldn't afford the cost of cleanliness and sterility**. This insight led to the birth of JANMA clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. "We put in all our savings and my jewelry to an unknown path. Partnering with Kuthambakkam Village on the outskirts of Chennai, we provided employment to their women to help assemble JANMA– the clean birth kit," reminisces Bai. To date, with minimal marketing efforts and a small, informal sales force, ayzh has sold 50,000 kits in India, Haiti, Afghanistan, and several countries in Africa. Demand from other countries continues to grow. JANMA is sold directly to customers, and also to hospitals and health institutions. Other than their flagship product – JANMA – Ayzh has other products under development. They include: a newborn kit to be bundled with JANMA (prototyped, 1,000 units sold); a post partum hemorrhage kit (R&D); a sanitation and hygiene solution for women (R&D); and a household water filter (prototyped, 100 units sold). Crowdfunding campaign on Indiegogo: In August, this year, they kicked off a crowdfunding campaign on 'Indiegogo' to raise $50,000 to do an impact analysis of the product and to scale a mobile phone training program to educate rural healthcare workers on clean birth practices via voice messages on cell phones. "We chose crowdfunding as a platform not only to raise funds, but also to raise awareness of a pressing global health issue. To date, ayzh has raised start-up funds primarily through social impact investors. At the time we decided to raise an additional $50,000 to fund two innovative initiatives, we wanted to try something different. With product sales and demand for our Clean Birth Kit in a Purse growing around the world, we felt the time was ripe to engage a larger audience of "change makers" and launch a global movement to give every mother and newborn a clean and safe birth," remarks Bai. Scaling up and looking ahead: Founded in 2010, ayzh now has eight employees and is looking to scale operations throughout India and in Africa. In order to keep up with demand for JANMA, they are currently working to hire and train a larger sales team, improve management systems, pilot new products, secure extra office space and launch a rigorous monitoring and evaluation program. "As we scale

		up over the next five years, our primary focus will be on product sales and establishing additional "regional hubs" (production/distribution facilities) in India and Africa, enabling us to reach ambitious sales targets and achieve breakeven point," points Bai. In order to scale production and distribution, ayzh is developing a franchisee model, whereby partners will set up their own ayzh facility, employing low-income women. The products assembled will be distributed to customers in a regional market created by the ayzh sales team. Bai's biggest challenge is not funding or other problems that social enterprise faces. Its more to do with a lack of awareness of the problem of maternal/infant mortality due to infection at time of childbirth and lack of understanding and knowledge around the need for clean birth practices. Does ayzh need funding? ayzh's primary source of revenue is through its product offering of simple, low cost, high quality technology for which both its customers and women target beneficiaries are willing to pay. With approximately 20 million births each year in India, the company has predictable revenue with affordable products sold to a large market. But in order to scale, they are also close to closing a second round of investment funding by end of 2014. Looking back and ahead: Bai has a big goal of bringing five million products to the market over the next 5 years, and impacting approximately 25 million lives by 2018. "Looking back, I feel the impact of all our hard work is just beginning to show as more and more women, families and health care practitioners realizing the need for cleanliness and sterility after having used the kit and spoken to one of ayzh team member… but there is still a lot of work yet to be done and it reminds me of the famous last para from Stopping by Woods on a Snowy Evening by Robert Frost: The woods are lovely, dark and deep. But I have promises to keep. And miles to go before I sleep. And miles to go before I sleep," remarks Bai. ... read more on social.yourstory.com Biography Zubaida Bai is widely regarded as an **expert** and a **leader** in the field of engineering design for low-cost health products customized for the developing world **(2.1)**. Zubaida's work at the **bottom of the pyramid** demonstrates her passion for empowering underserved women, and has led her to be selected as the TED India fellow for 2009 and the Maternal Health fellow for 2010-2011 by Ashoka among many others **(6)**. She has a Master's in Engineering (product development and design) and an MBA (social and sustainable enterprises). http://www.echoinggreen.org/fellows/zubaida-bai
	Analysis	1.2: Personal experience component, however, in the article in additions she had a "dejavu" and was already working on establishing her company. She is not a user. There is not an in-house use component, it was not that if she would have a birth-kit things would have been different. The experience led to the opportunity recognition, but she is not a user. 2.1: Educational and work experience in the field. Can be considered as an expert. 4: traditional entrepreneurship model. She was already working on establishing a company. Was doing research for her education and combined it when she recognised an opportunity that brought her back to a personal experience. Opportunity recognition preceded research, development and prototyping the innovation. 5 Social value creation 6: For the BoP
	Useful?	X
60	Name Source Search terms used Website	SELCO Database HI http://www.selco-india.com/
	Innovation	SELCO believes that modern energy services if provided in a sustainable way **can uplift the quality of life among the underserved**: our primary clientele**(5;6)**. One of our main energy services is providing reliable and safe electricity using solar power. Electricity is then used to power lights, or/and small motors for income generating activities. The safe and reliable solar lights have led to better light conditions for children to study, thus leading to better education. Earlier while cooking people used to inhale the dangerous smoke of the kerosene lamps, and that has now been replaced by clean solar lights. Solar lights have also led to increased working hours thus enabling the households to do income generating work in the evenings. For example people do tailoring or weave baskets. Lights have also increased business for local petty shops and road side eateries. On the

		social side, bright lights at home have had an effect on the general morale, benefits that cannot be easily measured in terms of economics. In some households, SHS has also replaced diesel generators, another polluting agent in the local environment. SELCO?s work also has created a tremendous awareness among the locals and some policy makers. SELCO INDIA has pioneered numerous innovations (both financial and technical) in order to link modern energy services to better quality of life. SELCO INDIA is solar energy services company that sell, installs and services solar lighting systems to the underserved in rural India **(5;6)**. SELCO is headquartered in Bangalore, India and has 25 solar service centers offices in the states of Karnataka, Andhra Pradesh and Kerala. With a staff of more than 150, SELCO has installed more than 45,000 solar lighting systems. SELCO has also partnered with more than 12 local financial institutions. SELCO has ensured that its clients can get door-step service and door-step financing: two key components for the successful dissemination of modern energy services in the underserved areas. SELCO?s primary mission is to uplift the quality of life among the underserved and also create enabling conditions for income generating activities. Solar lighting has led to better education, smokeless environment and longer working hours; thus uplifting the quality of life of the beneficiaries. Most of the residents in the area were underserved and belonged to low income groups. The socio-economics of the target group prevalent in the its area of operations motivated SELCO to create a local service network and partner with local financing institutions to create many innovative financing models.
	Entrepreneur	Dr. H Harish Hande, Managing Director, SELCO-India, which he co-founded with Neville Williams in 1995. Dr. Hande earned his **Doctorate in energy engineering (solar specialty) at the University of Massachusetts (Lowell). (2.1)** He has an undergraduate degree in Energy Engineering from the Indian Institute of Technology (IIT), Kharagpur. Dr. Hande serves on the boards of many organizations, both national and international **(2.1)**. Neville Williams, Former Chairman and Board Member **a solar energy pioneer, has promoted solar power applications around the world since 1988**. He founded a non-profit organization specializing in solar for the developing world, and has launched various companies in five countries to sell and install solar electric systems. He founded the Solar Electric Light Fund (SELF), a non-profit organization based in Washington DC. SELF continues to facilitate solar rural electrification worldwide **(2.1)**.
	Organizational/ founding information	About Us SELCO Solar Pvt. Ltd, a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses. It was conceived in an effort to dispel three myths associated with sustainable technology and the rural sector as a target customer base: 1) Poor people cannot afford sustainable technologies; 2) Poor people cannot maintain sustainable technologies; 3) Social ventures cannot be run as commercial entities.**(5;6)** SELCO aims to empower its customer by providing a complete package of product, service and consumer financing through grameena banks, cooperative societies, commercial banks and micro-finance institutions. SELCO's key features: **Creating products based on end user needs:** going beyond just being a technology supplier but customizing our products based on individual needs.**(4)** Installation and after-sales service: dedicating regional energy service centers to ensure prompt maintenance and service. Standardized financing packages: creating channels for end users to afford systems based on their cash flow. SELCO currently employs about 295 employees in in Karnataka, Gujarat, Maharashtra, Bihar and Tamil Nadu spread across 40 energy service centers. Since 1995, we have sold, serviced and financed over 1,50,000 solar systems to our customers.
	Additional search	http://www.changemakers.com/competition/FEC/entries/selco-india-linking-energy-services-better-quality; http://en.wikipedia.org/wiki/SELCO_India; http://nexus.som.yale.edu/design-selco/?q=node/91

	Additions	History Dr. Hande **after graduating from IIT Kharagpur conceptualized SELCO India during his PhD on sustainable energy at the University of Massachusetts**. **(2.1;4)** During a field visit to the Dominican Republic**, he was surprised to see the poor using solar lights**. This prompted him to think **if a similar model can be used for poor households in India too(4)**. After brief **study** on poverty and opportunities for solar intervention in Sri Lanka he returned to Massachusetts and **met** Mr. Neville Williams. Williams was the **founder** of SELF (Solar Electric Light Fund), a U.S.-based nonprofit organization facilitating rural electrification worldwide, and his **interests were directly aligned with Hande's work** in his home state of Karnataka**(4)**. In 1995, http://nexus.som.yale.edu/design-selco/?q=node/91 as an energy services company focused on meeting the needs of people lacking adequate access to energy. Initially, SELF took a majority stake in the new company, with Williams as Chairman, while Hande retained a minority shareholding position and the role of Managing Director.[4] When Hande established SELCO-India in Bangalore, he was looking to dispel three myths: Poor people cannot afford sustainable technologies; Poor people cannot maintain sustainable technologies; Social ventures cannot be run as commercial entities.[4] SELCO India eventually came into being in 1995 under the leadership of Hande and Neville Williams, president of Solar Electric Light Fund (SELF). Financial backing was received in December 1996 from Winrock International which released a conditional loan of $150,000 under the USAID Renewable Energy Commercialization project. This was however on a condition that SELCO INDIA created couple of solar service centers and install a minimum number of systems. SELCO started with a financial model in which each customer would pay 25% of the cost upfront as down payment and will further pay a monthly installment which is affordable and within the average monthly budget of a family in the region. Along with this, the SELCO INDIA also provided a year's guarantee to the warranty of the manufacturer along with free service for a year and a 90-day money back guarantee. The loan to Winrock was paid back by 2000. SELCO INDIA got good backing with E+Co initially investing US $107,500 to become SELCO India's first investor. The company has expanded into the United Kingdom, operating as a builder's merchants from 2006. (Wikipedia)
	Analysis	2.1: Expert in the field, degree related to the field. 4: Traditional model: Not user entrepreneurship/not user-innovation. During PhD with topic related to this he conceptualised SELCO. "prompted to think about" 5: Social enterprise 6: for the BoP. Not a user innovator/entrepreneur. Professional innovator.
	Useful?	X
61	Name Source Search terms used Website	Prahba foot www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf prothesen in ontwikkelingslanden/Prosthetics in Developing countries
	Innovation	The word Prahba means "superior energy" and due to its outstanding qualities, allows much of the patient's energy expenditure to be reduced. This foot looks very natural and can be worn barefoot or with shoes. The foot is durable, maintenance free, and cost-effective making it very affordable for **low income** patients**(5;6)**. The Prabha foot is a lightweight (2 kg), above-the-knee prosthetic limb. It is easily repairable with local parts, and costs approximately $50 USD. With government subsidy, Indian patients pay as little as 38 rupees (<$1 USD). **(5;6)** Designed by: Dr. Vijay Kumar Naik in 1999 at the Artificial Limb Centre in Bhavnagar, India **(2.1)** Manufacturer: Parsanben Narandas Ramji Shah (Talajawala) Society For Relief and Rehabilitation of the Disabled Manufacturer location: Bhavnagar, Gujarat, India
	Entrepreneur	The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated

		land mine victims from conflict areas, such as Sudan and Afghanistan**(2.1)**. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan.
	Organizational/ founding information	The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated land mine victims from conflict areas, such as Sudan and Afghanistan. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan.
	Additional search	http://www.appropedia.org/Prabha_Foot; http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212; http://www.pnrsociety.org/
	Additions	It was for his sons Neil and Deip, now 16 and 9 years old, that Naik quit a lucrative research job at the Kessler Institute of Rehabilitation in New Jersey and came back to India in 1992. He was 37 and wanted his children to experience Indian culture and the Indian education system. On his return, he couldn't imagine working at one of the big hospitals with his lack of faith in automated health-care that dictates the number of specialists you get referred to and minimises contact between patients and doctors. "I believe doctors should treat people, not just the disease," says Naik, who chose instead to join the Artificial Limb Centre in Bhavnagar, with a salary of Rs 3,000 per month.Went back to India for his sons and wanted to work where it mattered, though he is an innovator. But not for his profession and not for in-house use to enhance usage.(http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212)
	Analysis	2.1: education and work experience related to the field, expert 5: social enterprise 6: for the BoP He was employed at the society for relief and rehabilitation of the disabled when he invented the Prahba foot. Cannot find information about the development process.
	Useful?	x
62	Name Source Search terms used Website	EB1 foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The EB1 foot is well-designed and can be cosmetically appealing. The foot is very resilient and has an expected lifespan of at least 3 years. The feet are made in Vietnam and are priced below $5 USD (Pye). The EB1 is a single piece of vulcanized rubber shaped to resemble the human foot. Aluminum and wood are used to reinforce the foot. The model is designed to last for three years, to be manufactured locally using local materials, and to cost less than $5.00 USD. Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, US
	Entrepreneur	The EB1 is designed for use in Vietnam and is currently manufactured in that country. Prosthetics Outreach International is expanding the manufacturing program to Sierra Leone, Haiti, and Bangladesh.
	Organizational/ founding information	Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, USA In the mid-1990s, the Mobility Outreach International (MOI), in collaboration with the Vietnamese Institute of Orthopedic Rehabilitation Sciences (IORS) and the Ha Tay Orthopedic Technology and Rehabilitation Center (OTRC), **began an ambitious effort to design and manufacture of an artificial foot that could be made in Vietnam (4;5)**. The foot had to meet the following criteria: Durability of 3 years Functionally and cosmetically acceptable to amputees Manufactured using locally available materials and equipment Affordably priced for the local economy (price target: less than USD 5.00)

		The Development Process Analysis of existing components In 1996, Mr. Pham Minh, a senior mechanical engineer with over 20 years experience in rehabilitation, was assigned as the IORS manager for the project. He interviewed many of the workshop technicians and amputees to document that current status of foot components available in Vietnam. Particular attention was paid to identifying durability issues (materials, adhesion) and patient preferences (function, cosmetics)**(2.1;4)**. Selection of locally available materials and manufacturing equipment Next we located and evaluated sources of local materials that were appropriate and affordable to manufacture the foot component. A vulcanized latex rubber compound was identified as a material with proven durability. Experienced local rubber manufacturing staff was recruited to assist with equipping and renovating the production facility in the small town of Ba Vi located 50km west of Hanoi. Sources of local hardwood, metals and woven reinforcing materials were also found. Definition of foot function and cosmesis (appearance) The team's goal for foot function was to design a simple foot with a reinforced but compliant toe section that would provide a smooth and comfortable gait pattern for the amputee. A single durometer vulcanized rubber was used to mold the foot. The durometer of the rubber was chosen to compromise for a softer heel and reinforced to produce a stiffer but compliant toe section of the foot. The rigid wood keel provides many important design features of this foot: Easily shaped, affordable and locally available With the addition of a primer and mechanical features, adhesion to the vulcanized rubber is excellent A stable structural connection to the prosthesis; the ankle surface and the bolt hole have been reinforced with a steel plate and an aluminum bushing, respectively Design of foot testing equipment To test the foot for function and durability, two test machines were designed and manufactured in Hanoi. A hydraulic static force machine allowed the engineering staff to measure the force-deflection characteristics of each prototype foot design and to compare this with a patient's evaluation. A simple deflection machine that cycled at 1 hertz (1 cycle /sec) is used to test for materials and adhesion durability. Failure analysis of laboratory and field-tested feet is also vital to improving our design method. As part of the self-reliance program, it was also decided that all production equipment would be manufactured in Vietnam. Cyclic Component TesterMold and manufacturing development The foot molds were made from cast aluminum in 2 halves. Achieving the higher quality of surface on the molds was a major challenge for the staff at BOTC. Persisting that the molds be made locally was an important step in the self-reliance plan. Seven foot molds from size 16cm- 25 cm have been produced. As part of the self-reliance program, it was decided that all production equipment would be manufactured in Vietnam. To process and mold the rubber two additional machines were required, a compounding roller, made in Hanoi, and a heated hydraulic mold press, made at OTRC. Prototype testing A series of prototype feet were molded, tested, and fitted on patients to determine the features that patients preferred and the designs that proved to be the most durable. The final design has been documented with drawings, material specifications and manufacturing procedures to assure that the molded feet are

		produced to a consistent standard.
	Additional search	http://mobilityoi.org/local-prosthetic-and-orthotic-component-development/the-eb1-foot/; http://www.appropedia.org/EB1_Foot;n http://www.patchproject.net/eb1-foot/
	Additions	
	Analysis	2.1: expert was assigned to this project 4: opportunity recognition preceded research, development and prototyping Not a user. Designed by prosthetics outreach foundation 5: social value creation
	Useful?	X
63	Name Source Search terms used Website	All Terrain Foot (ATF) http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The All-Terrain Foot (ATF) is not a new concept; however, it has been improved significantly for occupational, recreational and practical uses. The foot is made of a durable rubber that is compression molded around a stainless steel washer (see Figure 1 and Figure 2). The convex surface on the bottom was designed to allow for a smooth transition throughout the gait cycle. and photographic analysis of gait was used to determine the heel contact angle (1). The ATF can also be interchanged with the Seattle Lightfoot™ without requiring any height or alignment changes. People with amputations who work in a wide variety of occupations have found the ATF to be a beneficial alternative to newer prostheses. Loggers in the Pacific Northwest have difficulty with the conventional foot because of uneven terrain and climbing over logs. through brush, vines and fern. The uneven terrain frequently encountered by farmers (see Figure 3) and landscapers also makes the ATF functionally appropriate for them since it improves maneuverability, and the foot does not get stuck, caught or tangled. The ATF functions well for water-related activity as well, including showers, swimming and beach walking. Stream fishermen find it convenient for wading. Also, it is much easier to get out of a kayak should the craft turn over. To date, few problems have been identified with the device. The attachment hole through the bottom may fill with mud or snow, but this can be remedied by plugging the hole with a commercially available material such as neoprene cord or Shoe Goo™ It has also been noted that the ATF can be slippery on smooth surfaces unless the surface "skin" on the bottom is worn off or sanded initially.
	Entrepreneur	
	Organizational/ founding information	Can't find the website or any other additional information about the founding or development process
	Additional search	http://www.oandp.org/jpo/library/1993_01_029.asp http://www.scientiareview.org/pdfs/309.pdf; http://www.oandp.org/jpo/library/2005_04S_047.asp
	Additions	
	Analysis	Can't find the website or any other additional information about the founding or development process
	Useful?	X
64	Name Source Search terms used Website	Niagara Foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.p Prosthetics in Developing countries http://www.niagarafoot.com/
	Innovation	The Niagara Foot is a new, affordable, high-energy and durable prosthetic foot intended for the active individual. The Niagara Foot was designed by Robert Gabourie (Niagara Prosthetics & Orthotics International Ltd.), with support from industry partners Hippo Design (Montebello, Québec),

		Précicad (Québec City, Québec), and DuPont (USA) and a team of engineers from Queen's University (Kingston, Ontario). The Niagara Foot may soon be the foot of choice around the world. (See: "A Canadian Solution for Victims of Land Mines")(**2.3)**
	Entrepreneur	It was developed as part of the landmine victims' relief program of the Canadian Centre for Mine Action Technology by Niagara Prosthetic & Orthotics International Ltd. (Ontario, Canada) with support from industry partners Hippo Design (Montebello, Québec), Précicad (Québec City, Québec), DuPont (USA & Canada) and a team of engineers from Queen's University (Kingston, Ontario).
	Organizational/ founding information	The Niagara foot was **developed as part of the landmine victims relief programme of The Canadian Centre for Mine Action Technology (CCMAT) by Niagara Prosthetics and Orthotics (St. Catherines, ON) and Queen's University (Kingston, ON) with the collaboration of Dupont Engineering Polymers (Wilmington, DE) and Recto Molded Products (Cincinnati, OH)**. With the assistance of the Thailand Mine Action Centre (TMAC), a study team **visited** Aranyaprathet Hospital from November 1, 2001 to November 10, 2001 to perform a clinical trial on 15 volunteer subjects. **A follow-up protocol was developed** to permit a patient review at 3 months by local prosthetists with communication of results by electronic and air mail. At 6 months, a study team from Canada visited the clinic to interview **patients and to observe the foot components directly**. The one-year study will be completed in a final visit to Aranyaprathet in December 2002. The results of the initial study are detailed in a separate document: Technical Report – Niagara Foot Pilot Study in Thailand. (January 2002). This report documents the results of the 3-month and 6-month follow-up studies **(2.1;4;5)**. The Niagara Foot is a low-cost energy-return system. The biomechanical advantages of the device compared to SACH designs were evident in initial trials and continue to improve with time. Patients are able to detect and appreciate the performance offered by this device, particularly in its ability to return energy during the gait cycle, thereby decreasing the muscular effort required for walking. These conclusions are partially borne out by objective measures of walking performance indicating a reduced cadence and increased stride length compared to the original SACH foot in patients. The flexibility of the heel is a concern for some patients. Increased flexibility under load and during standing suggests to some a lack of stability for activities on uneven terrain. However, the gait performance results at six months suggest that patients are becoming more confident with the foot. The Niagara Foot also increases the loading to other components in the prosthetic system, sometimes causing failure. As such, its use as a retrofit device on older systems should be carefully considered. The durability of the device is evident. In contrast to the SACH device currently used at the Aranyaprathet Clinic, there were no failures of the keel after six months in all patients, which is consistent with laboratory testing. Devices showed a limited amount of wear in contact regions and a small permanent upward deformation in the heel region. However, there were a number of failures in the cosmetic foot cover. In the next phase of the project, this will be redesigned to reduce the tendency to rip, retain water, and make it difficult to fit into athletic and dress footwear.
	Additional search	
	Additions	
	Analysis	2.1: experts collaborated to make the prosthetic 2.3 experts collaborated to make the prosthetic 4: 'opportunity recognition' preceded testing and development. 5: social value creation
	Useful?	X
65	Name Source Search terms used Website	Building a Sustainable Venture:The Mountain Institute's Earth Brick Machine Oikos; Base of the pyramid Via Casecenter.org found Oikos http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/mountains-institutes-earth-brick-machine.html
	Innovation	The Mountain Institute (TMI), a Washington, D.C.-based non-profit organisation, received a patent for a machine that makes environmentally

		friendly bricks from dirt, allowing for low cost construction of housing and other structures. TMI saw this technology not only as an environmental win but also as a tool **for economic development in emerging economies**, and as a vehicle for serving the housing needs of the poor at the base of the economic pyramid **(6)**. In February of 2002, TMI received a U.S. patent for its machine, designed by TMI board member **Jim Underwood**. Like many other machines, TMI's machine produces interlocking tongue and groove blocks. Unlike other machines, TMI's is intended for manufacture in simple, developing country machine shops. When he designed the TMI machine, Underwood believed that existing machines, particularly engine-driven machines, were not appropriate for the populations that needed them the most. They were "unnecessarily complicated and difficult to repair in places without appropriate materials or training." Of his design, Underwood said the following: Our machine resulted from an effort to design an interlocking block machine that was safer, lighter, more portable, ergonomic in use, less expensive, adaptable to local power sources, and capable of local manufacture and repair. In essence, this machine was specifically designed for use in developing countries, with an emphasis on simplicity and engagement of local populations. (see Exhibits 2 and 3 for more background on TMI's Compressed Earth Block Machine)
	Entrepreneur	Elsie Walker
	Organizational/ founding information	In the Spring of 2002, Elsie Walker of The Mountain Institute (TMI) visited a leading business school in the United States in search of an entrepreneurial, graduating MBA student. TMI, an international non-profit organization**, wanted to investigate launching a for-profit entity to promote a machine for which it had recently received a patent (4)**. Using dirt as the main ingredient, this machine makes high-quality building blocks (or bricks) appropriate for construction of homes and other one- and two-story dwellings. Walker and TMI believed the machine was ideal for construction in developing countries, particularly for poor populations, who are often accustomed to using earth in home building. Relative to other technologies serving this market, TMI believed that its compressed earth block (CEB) machine was price competitive, allowed for **low-cost** construction, and was **environmentally**-friendly **(5;6)**. **TMI began testing use of the machine in Tibet in 2000. Early efforts involved three prototype machines manufactured in the U.S. and shipped to Lhasa (2.1)**. The machines were used for the construction of two cottages in Tibet's second largest city, Shigatse. This construction served as training for 10 to 15 small and medium-sized developers interested in learning about building with CEB. After the training, the machines were loaned to two of the developers who attended. Since the initial building, several additional structures have been built by these developers (see Exhibit 5)
	Additional search	http://www.mountain.org/; http://www.cmi-gear.com/index.jim.asp; http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Additions	Jim Underwood, A Tribute Jim Underwood died this winter after a relatively short illness, leaving a rather large hole in our small community here in Pendleton County. As we look around the Spruce Knob Mountain Center it seems that there is hardly an item or a place that doesn't bear his fingerprints, either literally or figuratively. In so many ways this place remains the manifestation of Jim's work. Some of us worked directly with him, building yurts, patching things together, doing more with less. But while we think of Jim building things with his hands (and he was constantly building beautiful things with his hands) his real art was in inspiring others. That may have been by the loan of some tool, but it was as likely through the loan of a book, or some piece of advice or wisdom he had picked up along the way. Above all he was a thinker, a believer in the dignity of work, and the ability of a small group of people to accomplish the impossible; to quite literally transform the world. In the early nineties there was quite a group of us who congregated here on Spruce, and last fall when it became apparent that Jim didn't have long to live many of us reconvened here to talk with him again. http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Analysis	4: opportunity recognition preceded development, and prototyping 5 social value creation 6: for developing countries Jim Underwood, the inventor, passed away in 2007. On the website of the TMI there is no information about this machine or of Jim. I cannot establish what motivated him to make this invention and if he could have been considered to be a professional user innovator.

	Useful?	
6 6	Name Source Search terms used Website	Living homes Oikos "social entrepreneurship and sustainability" http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/living-homes.html
	Innovation	Modern Modular Prefab Homes
	Entrepreneur	Steve Glenn, a **successful internet start-up entrepreneur**, returned to his love of architecture and commitment to sustainability by creating a company that would provide **signature, green, prefabricated homes** to the "cultural creative" market**(2.1;5)**. The case outlines the state of both the housing industry and the green building industry in 2007. Students will learn about the environmental impacts of buildings, the certification programs to build green buildings, and the critical elements of creating a sound business that capitalizes on the green building industry. Glenn spent most of his career in technology. Glenn founded and served as CEO for PeopleLink, a leading provider of enterprise e-community solutions to clients which included Oracle, GE, MTV, Paramount, Reuters and CBS. He is also a founding Partner of idealab!, a business incubation firm that raised over $1 billion in equity, and founded or invested in a number of successful companies including GoTo/Overture (OVER), NetZero/United Online (UNTD), CitySearch (TMCS), Tickets.com (TKTS), eToys and CarsDirect. Prior to idealab!, Glenn worked for Walt Disney Imagineering as co-director of the Virtual Reality Studio. Glenn co-founded Clearview Software, which was sold to Apple Computer, where he briefly served as a Marketing Specialist Steve Glenn created LivingHomes in Santa Monica, California, 16 miles west of Los Angeles. He is **no stranger to starting companies**—his first was started as an undergraduate at Brown University, and was quickly sold to Apple. **But after thirteen years of founding successful internet technology** companies such as the highly successful PeopleSoft, Glenn wanted to return to a longstanding fascination—architecture(**2.1)**. He had given the **profession a try in college,** attending a summer Career Discovery program at Harvard's Graduate School of Design. However, he had left there with the realization that he "lacked both the talent and temperament to be an architect."48 Still, **this did not diminish his interest or fascination,** which he had developed as a child while playing with Legos and reading books on Frank Lloyd Wright. Glenn quickly **realized** that a developer held more control in the building process. **He could hire his favorite architects to "do some good in the world**," just as his hero Jim Rouse had done with the revitalizations of Faneuil Hall Marketplace in Boston and South Street Seaport in New York City. Regardless, Glenn's official title on the LivingHomes' website is "Wannabe Architect. **(4)**" See Exhibit 12 for Glenn's bio.
	Organizational/ founding information	LivingHomes' target market included people who "**drive Priuses, buy Bosch appliances and Design Within Reach furniture, shop at Whole Foods, and give money to the [Natural Resources Defense Council]."**4 To serve these customers, LivingHomes **selected brand-name architects who specialized in a modern aesthetic (4)**. The homes' luxury provided every convenience for the high-end consumer. The homes' "green" attributes provided higher performance, less waste, a healthier environment to live in, and greater energy efficiency than normal construction. And prefabrication embraces mass-production and scale benefits through the notion that customers should be able to buy a house no differently than the way they buy a car—in choosing a product that matches their market segment. Glenn approached LivingHomes in the same way he approached his other startups; plain and simple, he "loved developing products."49 He wanted to make a "portfolio play" with a product line that met a range of customers' needs. After a long look into the sustainable real estate market, he decided that the time was ripe for this product in this market sector. Just like developing consumer products, his business plan outlined the target customer needs, and matched them to his proposed product strategies and features. Here's what we're doing. We work with leading architects to create lines of homes that feature modern form and functionality and an unprecedented level of healthy/sustainability materials and energy systems.
	Additional search	
	Additions	

	Analysis	2.1: experienced in start-ups, social and technologica; 4: traditional entrepreneurship model. Aimed to start-up, not necessarily for in-house use. 5: social value creation through sustainability
	Useful?	X
67	Name Source Search terms used Website	(VisionSpring) Scojo Foundation: A Vision for Oikos Social enterprise, BoP http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/scojo-foundation.html
	Innovation	
	Entrepreneur	
	Organizational/ founding information	The original idea for Scojo Foundation was driven by **the need Jordan and Scott saw for reading glasses in low-income communities** in the **developing world**(**4;5;6)**. Jordan, an optometrist by training, spent a year after optometry school volunteering at the Aravind Eye Hospital in India, one of the most creative models of ophthalmology serving the poor in the world. **(2.1)** After working with Aravind, he had split his time between international public health work and an optometric practice in New York City. Scott, a businessman and senior executive of a large family business, was **attracted by the idea of combining his interest in entrepreneurship with his passion for public service (2.1; 4)**. On a visit to India in 1998, Jordan and Scott **saw first-hand the huge market for reading glasses for the poor (4).** In 2001, they created Scojo Foundation to provide affordable reading glasses to people with presbyopia living in low-income communities. Presbyopia is a natural condition whereby the lens of the eye loses its flexibility, resulting in blurry up-close vision (see text box). During this time, Jordan and Scott also formed Scojo Vision LLC, a for-profit company in the United States that targeted the "affordable luxury" niche of the reading glasses market. From the beginning, they designated that 5% of profits from the LLC would funnel into Scojo Foundation. Jordan felt that he and Scott were a strong team whose skills and experiences complemented one another. Jordan knew about eye care, public health, and fundraising. Scott knew about sales, marketing and business management. Although they were both integrally involved in designing and building the LLC and the Foundation, they agreed that Scott would take the lead in the LLC and Jordan would run the Foundation. Scojo Foundation's primary business model was relatively straight forward: select local community members to become Vision Entrepreneurs (VEs), train them in basic eye screenings for presbyopia and other vision-related problems and provide them with a "Business in a Bag", containing the materials, stocks, and information they need to run a business. Each entrepreneur was a Scojo Foundation franchisee. Scojo Foundation took a non-refundable and belowcost deposit of 500 Rs (US$11.11) from each entrepreneur for the "Business in a Bag". The bag included an initial inventory of 40 pairs of reading glasses (given on consignment) of different magnifications and styles, screening materials, marketing materials, and paperwork to manage sales and inventory. Each pair of glasses included a cover and cloth. Reading glasses came in 5 strengths: +1.00, +1.50, +2.00, +2.50, and +3.00. See Exhibit 2 for the contents of each "Business in a Bag".
	Additional search	http://www.fastcompany.com/social/2008/profiles/scojo-foundation.html; http://en.wikipedia.org/wiki/VisionSpring; http://visionspring.org/founders-story/
	Additions	Founder's Story (Jordan) When I was 23 years old I spent two months in the Alaskan wilderness with two close friends. Midway through the trip, we found ourselves deep in the Brooks Mountain Range pummeled by horizontal rains that drove us into our tent. After two days of being stuck inside the tent, I had enough and decided to venture out by myself. I hiked for three hours to get to the top of one of the myriad of nameless mountains in this vast wilderness. The summit was well above the tree line, and I found myself alone on the mountaintop, confronted with high winds and driving rains; I was awed and humbled by the enormity of the universe. It was in this moment that I had that pivotal experience many have when it becomes painfully obvious just

		how small and insignificant we are in this world. But at 23 I was not ready to resign myself to a life of insignificance quite yet, and I made a proclamation to the universe on that mountaintop that my life did matter. To be honest, **I did not quite know how I mattered but I was convinced that I did.** That moment stayed with me, and as pursued my optometric studies **I continued to grapple with this idea of how to lead a life that mattered and what it meant to truly make a difference in the world(4;5)**. So when I learned of a trip to Mexico to participate in a medical mission, **I jumped at the opportunity**. On the first day of the trip, we arrived at our site to find 2,000 people in line waiting to have their eyes checked. One of those in line was a 7-year-old boy who was carrying a brail book. The boy's family explained that he was blind but as I started to examine his eyes I soon realized that the boy was just extremely myopic. His prescription was a -20.00D and, incredibly, we were able to fit him with a pair of donated glasses with a -19 prescription. As I placed the glasses on the boy's nose, I watched as the blank stare of a blind person transformed into an expression of unadulterated joy -I was witnessing someone seeing his world for the first time. At that moment, I remember looking up to the heavens and rebelliously stating "See, I DO MATTER!" This was a defining experience in my life –it was a beautiful exchange of value. I provided this boy with sight, and he provided me with a keen sense of purpose. I decided then and there that if I could replicate that moment 1,000 times over I would have led a meaningful life. Now came the hard part, making it happen. - See more at: http://visionspring.org/founders-story/#sthash.2ZHykrcn.dpuf
	Analysis	2.1 Professionals, experts related to the field 4: traditional entrepreneurship. Opportunity recognition preceded development and prototyping 5: social value creation 6: for BoP Not a professional user entrepreneur. He wanted to matter and later on figured out what that would be. As mentioned in the addition section, only later on he jumped to the opportunity. There is not an in-house use component. Opportunity recognition preceded development and establishment of the foundation.
	Useful?	X
68	Name Source Search terms used Website	ALTIS: A Microfinance Startup in Nepal Oikos Entrepreneurship http://oikos-international.org/publications/altis-a-microfinance-startup-in-nepal/
	Innovation	ALTIS is conceived as a non-profit company that will offer micro-loans coupled with technical and agricultural training targeted to the specific needs of small, rural farms (see Exhibits 9 and 10). Loan interest rates would be capped at slightly less than existing microfinance institutions in Nepal, but higher than the 12%-14% average rate from government-subsidized development banks. Although it was necessary for ALTIS to charge a higher rate of interest than government-subsidized banks, Sanjay expects little direct competition in the chronically underserved, remote communities where the company hoped to do business. ALTIS also will be the only agricultural lending institution in Nepal to offer embedded technical services and the first to specifically target high-value crops.
	Entrepreneur	Greene/ Marshall ALTIS: A Microfinance Startup in Nepal 1 In Sanjay Karki's role as Deputy Director for the Nepal office of Mercy Corps, he had worked on a number of poverty reduction programs**(2.1)**. But his current initiative presents the most daunting challenges he has yet faced. One of the most promising innovations in poverty alleviation was the concept of microfinance, the provision of small-scale loans and other financial services to poor entrepreneurs. And although the government of Nepal strongly supported microfinance models, a decade-long civil war ending in 2006 had severely disrupted government services and worsened poverty**(3)**. In the *terai,* or plains, of Nepal, government and non-profit microfinance institutions are able to access the population densities and transportation infrastructure necessary to operate poverty relief programs.

		However, in the rugged and undeveloped mid-mountain and high-mountain regions where Sanjay is hoping to establish microfinance activities, little is being done to help the poor.
	Organizational/ founding information	Sanjay is considering launching a for-profit social enterprise focusing on **agricultural microfinance** and technical services for the **rural poor**, one formed with the assistance of Mercy Corps that could extend the reach of Mercy Corps' programs**(5;6)**. In a unique approach, and with the full support of potential donors, the organization would start as a non-profit until it became financially self-sustaining, at which time it would transition to a for-profit social business model. Such an organization might be better positioned than the government and private, purely for-profit institutions that had previously failed to deliver essential financial services. However, starting a social enterprise was risky even in developed nations, and in a geographically rugged, developing nation recovering from a recently ended civil war, it seemed nearly impossible. Aside from the normal questions of market size, which customers to target, what products and services to provide, how to obtain startup funding, and how to manage competition**(4)**, Sanjay faced the near total collapse of the national financial system. And yet, some of the very same conditions that increased the difficulty of starting a new business or securing funds spoke to the desperate need for basic financial services. Confronting some of the most daunting challenges to business formation in the world, could a for-profit social enterprise be established to help impoverished farmers improve their livelihoods?
	Additional search	
	Additions	
	Analysis	2.1: work experience 3: barriers 4: Traditional model 5: social value creation 6: for BoP
	Useful?	X
69	Name Source Search terms used Website	Trevor Field Oikos
	Innovation	The PlayPump was a child's roundabout (merry-go-round) attached to a water pump, a storage tank, and a tap. As children played on the merry-go-round, the system pumped water to the storage tank and communities living nearby could use this clean water. The four surfaces of the storage tanks also doubled up as billboards for commercial and public education/social messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. "It's a win-win situation….Children enjoy riding on it, particularly as these are places with no toys. Villagers no longer have to walk hours to the nearest well… The beauty of the roundabout pumps is that they are really simple, low-tech, and exactly what Africa needs,"**(6)** said Trevor Field (Field), the social entrepreneur who visualized the concept and gave up his well-paid job with an established publishing house to pursue it**(5)**.
	Entrepreneur	The Birmingham-born Field had a career in advertising and marketing. He had also worked extensively in the printing and publishing industries, both in South Africa and the UK. Between 1971 and 1974, he worked with British Telkom and trained as Senior Technician in transmission. The following year, he immigrated to South Africa and later settled down in Johannesburg. He had initially come to South Africa to install TV microwave links at a time when there was no TV in South Africa. Thereafter, he joined the publishing house First General Media (FGM) in 1980 and was National Sales Manager for the Penthouse Magazine both in South Africa and the US. Field soon took a liking to the life and people in the country, but he was distressed to see the hardships that people, especially those in the rural and peri-urban areas of South Africa had to go through to get drinking water. The plight of women and girl children was especially troubling as they had the burden of collecting the water. They often had to trek long distances carrying heavy buckets. As he saw them toiling day after day for this precious resource, it became Field's burning desire to do something to solve this problem.

		In 1989, on a casual visit to an agricultural fair in Pretoria (on the outskirts of Johannesburg) with his father-in-law, Field chanced upon a roundabout **designed by an engineer and professional borehole-driller Ronnie Styver (Styver)** that had a water pump attached to it **(1.1; 4)**. As it turned, the small roundabout pumped water from beneath the ground. Field soon realized that this innovation could be used to benefit millions of lives **(4)**. He carried the idea around in his mind, thinking of improvements he could make. And he came up with the concept of a water system with a big water storage tank that could provide four spaces for outdoor advertising.10 "I had seen 100 people battling to obtain water in various parts of the country **(4)**. And I just thought it was a really good idea in a very simple way, and an environmental friendly way of providing water to people. If you look at rural African schools, they haven't got swing sets and the kind of playground equipment that European and American kids have got. So it was like killing two birds – or, since then, about six birds – with one stone. That's what turned me on to pursue it,"11 explained Field.
	Organizational/ founding information	The water crisis in the African countries is quite severe with two out of five people lacking access to improved water supply**(5;6)**. The implication of this problem goes beyond diseases and deaths due to water-related disease. Particularly in peri-urban and rural areas, women and girls have to commute long distances (up to 8 kilometers) and spend hours collecting water from water sources that could be contaminated. In places where people rely on bore-wells, pumps may break down forcing them to go back to unsafe water sources. Since, the responsibility of fetching water in Africa is linked to gender, women and girls spend a disproportionate part of their time hauling water. This prevents the girl child from attending school regularly and women from indulging in other economic activity or spending more time with their family. Touched by the hardship faced by these people, Trevor Field (Field) a UK-born advertising professional who had immigrated to South Africa, sought to do something to address this problem**(2.1;4)**. In the late-1980s, he chanced upon a child's roundabout (merry-go-round) fitted with a pump that could pump water as it turned. Field worked with the inventor of this roundabout to bring about improvements in the system and later developed the PlayPump Water System (PlayPump) that was attached to a high-capacity storage tank and a tap. Thefour surfaces of the storage tank were used as billboards for commercial and public education/social (such as HIV/AIDS prevention) messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. Field co-founded a for-profit organization with a social mission, Roundabout Outdoor Pty Ltd. (RO) to install and maintain these PlayPumps in various parts of Southern Africa. The funds for installing the PlayPumps were arranged by PlayPumps International (PI), a nonprofit organization also co-founded by Field. By the end of 2007, more than 1,000 PlayPumps had been installed in four countries in Southern Africa. Experts felt that the PlayPump was a social innovation that was also sustainable. Field had succeeded in scaling up installations of the water system across five countries in Southern Africa by adopting an innovative business model based on collaboration with individuals, corporations, governments, foundations, and non-governmental organizations, they said. However, Field faced a number of challenges in scaling up further as he aimed to install 4,000 PlayPumps in ten African countries by 2010. Roundabout Outdoor Pty Ltd. (RO), a for-profit organization with a social mission cofounded by Field, installed and maintained these PlayPumps while PlayPumps International (PI), a non-profit organization also co-founded by Field, helped arrange the funds for installing the water systems. Over the years, RO and PI were able to build innovative partnerships with individuals, corporations, governments, foundations, and nongovernmental organizations (NGOs) to donate PlayPumps to African communities. **Field worked with Styver to design a much bigger version of the roundabout and also brought about further improvements.** For instance, one of the initial versions moved in only one direction but the children wanted it to move in both directions. In 1994, Field received funding from the Umgeni Water Company to set up the first two water systems in Masinga12. Consumer packaged goods major Colgate-Palmolive came forward to advertise its toothpaste on the storage tanks. The installation of the pumps was supervised by Field's wife, a therapist by profession, as Field was caught up with his regular job. "I had no idea how it would work…. It was pretty crude to start with,"13 Field recalled. However, the system caught the imagination of the people in Masinga. Field decided to give up his job with FGM in 1995 and dedicate all his time and effort to providing such water systems to disadvantaged communities. In 1996, Field convinced his long-term business colleagues, Paolo Ristic and Sarel Nienaber,to invest in the water system**. Together they obtained**

		the license for the product from the inventor, patented it, and started a small venture called 'Roundabout Outdoor Pty Ltd.' (RO) to market the product in 1997 (4* IP).
	Additional search	http://www.engineeringnews.co.za/article/300-playpumps-are-already-installed-in-rural-south-africa-2003-04-25+ http://pyxeraglobal.org/?s=Pump; http://books.google.nl/books?id=kDXJAgAAQBAJ&pg=PA48&lpg=PA48&dq=Ronnie+Styver+play+pump&source=bl&ots=aUdJsqBNmv&sig=S3W_NhEWLbd_jPp2S8_goxCU5zg&hl=nl&sa=X&ei=OoyyU6bbF4XuOYOKgZAB&ved=0CGQQ6AEwBw#v=onepage&q=Ronnie%20Styver%20play%20pump&f=false; http://msquire.wordpress.com/tag/inspiration/; http://www.thefreelibrary.com/The+hidden+edge+South+Africa's+world+class+inventions.-a076966581; http://ac.els-cdn.com/S0262176207700743/1-s2.0-S0262176207700743-main.pdf?_tid=9453815c-010d-11http://www.oxfordleadership.com/journal/vol1_issue4/may.pdfe4-85ea-00000aab0f26&acdnat=1404212036_aa11f297db24f10569c99a9bcac97d20;
	Additions	Field says he first saw a demonstration of the play-pump at the Pretoria Show in 1990, where inventor Ronnie Styver, a drilling contractor, was exhibiting a prototype **(Styver/Stuiver = UI)**. Field immediately realised the potential of the pump, and entered into an agreement with Styver to obtain the exclusive rights to market the system locally and internationally. http://www.engineeringnews.co.za/article/300-playpumps-are-already-installed-in-rural-south-africa-2003-04-25; http://retro.nrc.nl/W2/Lab/Profiel/Water/draaimolen.html The Play-Pump was the brain-child of Ronnie Stuiver, managing director of Afribore, a company specialising in boreholes, pumps and tanks. The company is based in Delmas in Mpumalanga province and is beginning to sell its device to customers throughout South Africa and in Botswana and Swaziland. 2. The article also relates the story of advertising executive Trevor Field who, having observed a serious water delivery problem while on a fishing expedition to the east coast of South Africa, did something to solve it. He had observed a group of women who had waited for two days at a windmill driven water pump for the wind to start blowing. Later, at an agricultural fair in Johannesburg**, he met Ronnie Stuiver, a South African borehole driller who had noticed children's fascination with his rig and, realizing that they had no playgrounds, had created a small-scale model with a merry-go-round fitting operated by the "power" of children at play. Mr. Field and Mr. Stuiver collaborated together to found PlayPumps International and donate such water deliver systems to communities and schools in rural Africa.** Such a simple thing, with such powerfully transformational potential, which may never have come to be had not both men (a) cared and (b) had the vision to do something about the real problems they had observed http://msquire.wordpress.com/tag/inspiration/; At the same time Ronnie Stuiver, who drills boreholes for wells in remote areas of South Africa, is bothered by another observation. When he rolls his drilling rig into a village, the children gather to watch him work, fascinated. Without swing sets or playgrounds, their boundless energy has limited outlet. He designs a small-scale model of something he thinks will delight them: a pump with a merry-go-round fitted on top that can be powered by play. As the children spin the merrygo- round, water is pumped from deep in the ground. He puts his prototype on display at an agricultural fair in Johannesburg. On that particular day, Trevor Field is attending the fair with his father-in-law. He spies Stuiver's pump and instantly sees it not just as a merry-go-round that pumps water, but as a cleverly sustainable way to help people like the women he saw waiting for the wind. He envisions a self-contained, self-sustaining water system, complete with a high-capacity water tank with four large spaces for billboard advertising and public service messages – the revenue from which will pay for maintenance – all powered by children's play. He licenses the idea from Stuiver and forms PlayPumpsInternational to allow the systems to be donated to communities and schools in rural Africa. Today, over 1,000 PlayPumps have been installed in the sub-Sahara, with commitments for 4,000 by the end of 2010 http://www.oxfordleadership.com/journal/vol1_issue4/may.pdf

		Ronnie Stuiver, a mechanical engineer with a background in drilling boreholes, invented the mechanism for the pump in 1989, designing it to drive a conventional borehole pump while entertaining children. He partnered with Trevor Field, director of Roundabout Outdoor, who bought the patent with marketing rights, and began manufacturing the pumps at the charity's Johannesburg warehouse. http://ac.els-cdn.com/S0262176207700743/1-s2.0-S0262176207700743-main.pdf?_tid=9453815c-010d-11e4-85ea-00000aab0f26&acdnat=1404212036_aa11f297db24f10569c99a9bcac97d20
	Analysis	Play pump has closed its doors. 1.1: Stuyvers play-pump was ahead of a trend, for in-house use 2.1: Worked as an advertising professional 4: traditional model: innovation was sold to Trevor 5: Social value creation 6: for BoP Trevor Field is not a user-entrepreneur. He is a social entrepreneur that uses Styvers technology. The additional search aimed to establish whether Styver was a user-innovator, due to his engineering background and the fact that he did not commercialise the invention. Interesting would be to find out why Styver worked with Field, what his motivations were and why he, himself, did not commercialise the invention, he already made a prototype in 1989. Afribore, where Stuiver worked, does not have a website. Linked in does not give a hit for Ronnie Stuiver.
	Useful?	X
70	Name Source Search terms used Website	Alisa Society for the Disabled http://www.virtueventures.com/files/cicases.pdf (Case Studies in Social Enterprise)
	Innovation	
	Entrepreneur	Mischenko attended the Teachers Faculty of Ukraine College and the Economics College in Kharkov. Prior to starting Alisa Society, Mischenko worked as an economist for a brick plantb**(2.1)**. She left to stay at home with her children when they were young. *"My children were both quiet and I got bored, so I started the organization,"* **(4)**she says, with a smile. In truth, Mischenko was on a personal quest to rectify social attitudes about what people like her were capable of doing **(5)**. It was not just a matter of influencing the community and public perceptions about the disabled, but also changing what they thought of themselves. When pressed on the claim that Mischenko is not an entrepreneur, she merely shrugs and says, "*in fact, I'm smart.*" This simple statement captures the essence of what her intelligence and can-do attitude has accomplished.
	Organizational/ founding information	This association for the disabled created training and job opportunities for their clients by starting more than five business ventures, including a wooden door factory, a plant that manufactures artificial limbs and a clothing production operation**(5)**. Revenue and profits from the ventures are used to help people with physical disabilities, provide jobs and mental health services to the disabled. The organization was conceived in 1991 at the time of Perestroika when its founder, Svetlana Mischenko, **herself disabled**, **saw** an opportunity to help people with physical disabilities as government regulations and society relaxed in Ukraine **(1.2; 4)**. Mischenko observed that disabled people were marginalized, were not being fully integrated into the workforce or educational institutions, and public access for them was limited. Initially, the Alisa Society sought to clothe and feed this population, but quickly learned that humanitarian efforts created dependence on handouts. The rapidly deteriorating economic environment and diminishing state support exacerbated clients' needs, and as a result, Mischenko decided to refocus the organization's activities on economic development
	Additional search	http://books.google.nl/books?id=F1fhvklyl-IC&pg=PA87&lpg=PA87&dq=%22Alisa+Society%22&source=bl&ots=L49v85V1Rw&sig=zP5Bwf9r32KUv_uX2EEVwLlw4T0&hl=nl&sa=X&ei=7JqyU-iAEIGvO9btgLgP&ved=0CCoQ6AEwAQ#v=onepage&q=%22Alisa%20Society%22&f=false

	Additions	Mischenko's idea was to offer vocational training programs with the intention of training people with disabilities to mainstream them into the workforce
	Analysis	Cannot find a website or anything other than the references leading to this document. Cannot give an estimation whether this company is still in business. 1.2: personal experience: was disabled herself 2.1: worked as an economist 4: Traditional model: saw opportunity/was bored 5: social mission/value creation
	Useful?	X
7 1	Name Source Search terms used Website	Venture Realized Changemakers http://www.vantagerealized.com/
	Innovation	Vantage Realized has developed an attachable, universal retrofit wheelchair accessory that helps mitigate debilitating repetitive strain injuries common to wheelchair users. Furthermore this device allows **users greater mobility** over slopes and rough terrain. Our device utilizes a planetary gear set integrated with the wheels and driven by levers to provide users with a much needed mechanical advantage without the added weight and limitations of battery powered electric wheelchairs. The drive levers on our device are activated using an ergonomic rowing motion that keeps joints inline to mitigate joint damage and improve user comfort **(5)**.
	Entrepreneur	Co-founder Nicholas Gough **has been exposed to the hardships wheelchair users face everyday from a young age**. His father, Dana Gough is a **long time wheelchair user**. After many years it became apparent that the conventional wheelchair is inherently flawed and is long overdue for creative disruption. Realizing the potential impact, childhood friends Nicholas Gough and Gordon Freirich joined with JJ Tang to create Vantage Realized with the goal of allowing wheelchair users the same level of freedom and independence most people take for granted **(1.2;4)**.
	Organizational/ founding information	Vantage Realized is an established LLC that strives to provide wheelchair users the same level of freedom and independence others take for granted. We are committed to reaching this goal with our highly motivated multidisciplinary team. JJ Tang graduated Arizona State University class of 2012 with a **BS in Finance**. Mr. Tang is in charge of all business aspects of the company. Gordon Freirich also graduated from Arizona State in 2012 with a degree in **Mechanical Engineering**. Mr. Freirich handles the company's engineering needs. Nick Gough has studied transportation design and is currently studying Industrial Design at Arizona State University. Mr. Gough is responsible for the **industrial design needs of the company including aesthetics and ergonomics(2.1;2.3)**.
	Additional search	http://www.changemakers.com/intrapreneurs/entries/vantage-realized; https://asunews.asu.edu/20120921_vantagerealized
	Additions	A team of recent Arizona State University graduates and current students is among **finalists for Entrepreneur Magazine's 2012 College Entrepreneur of the Year Award.** Called Vantage Realized, the eight-member team is developing a customized wheelchair designed to prevent injuries and physical ailments that often afflict long-term manual wheelchair users **(2.3;5)** The start-up venture has already earned the support of ASU Edson Student Entrepreneur Initiative, and last year finished second in the ASU Innovation Challenge in which student entrepreneurial projects compete for support. The co-founders of Vantage Realized are Gordon Freirich, who **earned a degree in mechanical engineering from ASU's Ira A. Fulton School of Engineering**, JJ Tang, a **finance graduate of ASU's** W. P. Carey **School of Business**, and Nick Gough, an **industrial design major in the university's Herberger Institute of Design and the Arts**. Other members are graduates Ami Bui (marketing) Teddy Lewis (visual communication design), Colin Ho (mechanical engineering), Kris Guiang (biomedical engineering) and graduate student Wade Gyllenhaal (mechanical engineering). Vantage Realized is refining a method of propelling wheelchairs with the use of levers that produces less stress on the joints of users, who often develop infirmities such as carpal tunnel syndrome and rotator cuff injuries due to the physical strenuousness of using conventional manual wheelchairs.

		During the past summer the team built a prototype and worked with long-term wheelchair users to test its effectiveness.(4) "We performed research to confirm that a lever system was physically better for the body," says team member Ho. "Right now we are taking the feedback from our tests and developing a production-viable product," Gyllenhaal says. **The next step is to refine the product and develop a manufacturing plan to either sell the parts of the wheelchair separately or to partner with a company to develop wheelchairs with the parts as factory add-ons (4)**. Vantage Realized is one of five teams vying for the Entrepreneur Magazine Award. A winner is to be announced in January and will be featured in an issue of the magazine. "We are confident in our project because it has a social value. It is not purely for profit," Freirich says. "It's always nice to win competitions, but it is not the bigger picture. We are much more concerned about what we actually achieve," he says. The supportive environment of the Edson Initiative operations at SkySong, the ASU Innovation Center in Scottsdale, has helped boost Vantage Realized, Freirich says. "**When you first get into the program the money seems really important, but the real benefits are the resources – the mentorship and the connections you make at SkySong," he says** (4). "It is a very open community. The other start-up companies are happy to share their connections and resources. We all work together," he says. Read more about Vantage Realized, the College Entrepreneur of the Year Award and the Edson Student Entrepreneur Initiative. Vist the Vantage Realized website. Written by Natalie Pierce and Joe Kullman https://asunews.asu.edu/20120921_vantagerealized
	Analysis	1.2: father is wheelchair user, personal component. 2.1: Team of graduates that have an innovative idea 2.3 Collaboration of graduates 4: traditional entrepreneurship. Won a competition, not per se for in-house use, although one team member has a father that is in a wheelchair. "realized the potential impact": indicates TM. 5: social value creation for wheelchair users.
	Useful?	X
72	Name Source Search terms used Website	d.light Acmunfund http://dlightdesign.com/
	Innovation	d.light manufactures and distributes solar lighting and power products targeting the 2.6 billion people globally without access to reliable electricity. Our entire product line is as simple to use as a mobile phone, offers maintenance-free reliability and short payback periods based on our affordable design. d.light's small-scale, distributed renewable energy solutions designed for households and small businesses are transforming the way people all over the world can access and pay for power.
	Entrepreneur	Sam Goldman, Chief Customer Officer & Founder Sam co-founded d.light in 2007 and served as the company's founding CEO. During his tenure as CEO, he raised over $11 million in funding, started the India sales and marketing division, and oversaw multiple launches of products, including the award-winning S250 and S10. Sam has been selected as an Ashoka Fellow and World Economic Forum Young Global Leader; he was also recognized by Forbes as one of the world's top 30 social entrepreneurs. Prior to d.light, he **founded and managed** multiple ventures in Africa, including improved agriculture and construction businesses, a for-profit NGO cultivating the miracle tree Moringa oleifera, and the distribution of low-cost latrines, cook stoves and rain water catchment cisterns. Sam has lived in Cameroon, Mauritania, Pakistan, Peru, India, Rwanda, Canada, Hong Kong, and the United States. **After graduating with degrees in Biology and Environmental Studies from the University of Victoria, Canada, he earned an MBA from Stanford (2.1)**

		Ned Tozun, President & Founder Ned co-founded d.light in 2007 and has served as its President since then. **Ned partnered with Sam to secure private investment for the company**, **built up the manufacturing operations, and oversaw the expansion of distribution into over 40 countries**. Ned has been recognized by Forbes as one of the world's top 30 social entrepreneurs and was selected as an Asia 21 Young Leader by the Asia Society. Prior to d.light, **Ned founded several consumer product start-ups in Silicon Valley**. His most recent position was as CEO and founder of a media technology company, where he **designed and patented** technology used to develop several products launched in the mobile content and specialty gift markets in the United States, Europe, and Japan. Ned gra**duated from Stanford with degrees in Computer Science and Earth Systems, and returned to Stanford to earn his MBA (2.1)**
	Organizational/ founding information	d.light is a for-profit social enterprise whose purpose is to create new freedoms for customers without access to reliable power so they can enjoy a brighter future **(5)**. We design, manufacture and distribute solar light and power products throughout the developing world. We aim to empower the lives of at least 100 million people by 2020. d.light serves over 60 countries, through over 12,000 retail outlets, 10 field offices, and five regional hubs. The company employs over 300 people directly, and indirectly employs hundreds more worldwide. In 2004, during d.light co-founder Sam Goldman's Peace Corps service in Benin, Africa, **his neighbor's son was badly burned by an overturned kerosene lamp (1,2)**. This incident, along with the knowledge that 2.3 billion people in the world still do not have access to reliable electricity**, inspired Sam to participate in a class called Entrepreneurial Design for Extreme Affordability at the Stanford Design School, where he met co-founder Ned Tozun.** That's where they **developed their initial prototype solar lantern and an ambitious plan to bring safe, bright, and renewable lighting to people around the globe (4;5).** . Founded 2006 in Palo Alto, California, by a socially-motivated team of entrepreneurial businesspeople and engineers: Sam Goldman, Ned Tozun, Gabriel Risk, Xianyi Wu, and Erica Estrada. CEO Sam Goldman, President Ned Tozun, and Senior Project Manager Xianyi Wu currently remain with the company [..] Key Events in D.light History January 2006 Founders Sam Goldman, Ned Tozun, Xianyi Wu, and Erica Estrada **form a project team to examine energy needs in developing countries at the Hasso Plattner Institute of Design at Stanford University.** Late 2006 Founder Gabriel Risk joins the team, now known as D.light Design. Team members travel throughout South and Southeast Asia to **conduct field research and test prototypes**. Early 2007 D.light Design **wins several business plan competitions**, including the Draper Fisher Jurvetson Venture Challenge and the Stanford University Social E-Challenge. June 2007 D.light is incorporated and **secures seed funding from prestigious venture capital firms** Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group, Nexus Venture Partners, and reputable social funds Acumen Fund and Gray Matters Capital. Early 2008 D.light relocates operations from the United States to New Delhi, India (Sales and Marketing) and Shenzhen, China (Manufacturing and Production). June 2008 D.light officially releases its first product line, featuring the Nova and the Solata. October 2008

		D.light secures Series A funding from the original investors, with Nexus Venture Partners as the lead investor. The company opens an East Africa sales office in Dar es Salaam, Tanzania. March 2009 D.light releases the Nova Mobile S200, a solar-powered LED light that also provides mobile phone charging. October 2009 D.light releases the Kiran, the most affordable quality solar-powered LED lantern in the world. January 2010 D.light opens an International Sales and Product Design office in Hong Kong. (http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf)
	Additional search	http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf;
	Additions	
	Analysis	1.2 Personal experience, dissatisfaction with current situation 2.1 Educational and working experience related to the field. Serial entrepreneurs. 4: it inspired him to take a class, where after he met the co-founder and developed a prototype. In the history it can be seen that the traditional entrepreneurship model can be applied to this organisation. They were inspired by a personal component, however, in the text it seems that opportunity recognition precedes testing and development of a prototype. The aim was to make a business out of the idea, not to use the product in-house and later on commercialise it, and also, they were not users of the product. 5: award winning social entrepreneurs
	Useful?	X
73	Name Source Search terms used Website	Husk Power Oikos cases http://huskpowersystems.com./innerPage.php?pageT=Our%20Solution&page_id=77
	Innovation	HPS provides end-to-end renewable energy solutions by installing 25-kW to 100-kW 'mini power plants' and then wiring villages and hamlets of up to 4000 inhabitants to deliver electricity on a pay-for-use basi
	Entrepreneur	
	Organizational/ founding information	Pandey and Yadav, childhood friends, had faced the problem of non-availability of electricity as both hailed from rural Bihar**(1.2)**. Even after they moved to different cities– Pandey was in Los Angeles, US, and Yadav was in New Delhi, India – the electricity problem that they faced during their growing up years in Bihar, remained a point of discussion between them **(1.2)**. They wanted to supply electricity to the rural areas at a low price as conventional electricity system was unable to deliver power to everybody especially in remote, and undeveloped areas, and to people in the Bottom of the Pyramid segment who earned less than US$ 2 per day**(4;5;6)**. The duo came to the conclusion that there **was a need for a cheap**, village-based non-conventional system to produce & supply electricity in place of the power grid system which required huge investment and a trained manpower**(4)**. They realized that only a non-conventional system would be able to produce electricity in the least possible cost without much capital investment and without educated and skilled workers. Pandey said, "The conventional technologies and grids had failed to deliver for the pervasive energy starvation in the country and I wanted to find an environmental-friendly non-conventional source and low cost of energy." [..] However, just having the right technology was not enough to ensure successful business model. Neither Pandey nor Yadav had the experience to know how to go further, and to expand and run business, nor had they studied business management. It was at this juncture that Pandey's friend Sinha stepped in to help**(2.1,2.3)**. At that time, Sinha was studying business at Darden Graduate School of Business associated with University of Virginia in the US. Sinha and his friend Ransler put their experience to good use and presented their business plan for the project at various business plan competitions and forums (Refer Exhibit I for various award and recognition to HPS) in 2008. Their idea was highly appreciated and they won

		several of those competitions. To achieve its objectives, HPS carried out a detailed study before setting up the husk power plant**(4)**. It first tried to understand the types of electricity, existing source of energy, and the per kWh (kilowatt hour) cost to the target customers. After understanding the target customers and their energy needs, HPS did a feasibility study of the potential for using a husk power plant in the target area. It tried to understand the target locality's access to biomass and the total energy need of the target locality, the availability of rice mills in nearby areas, the size and operation period of the rice mills, what the different uses of rice husk in the target locality were, and the use of diesel generators, specifically for providing electricity, cost of diesel, , and the cost of electricity provided by diesel generators per kWh (Refer to Exhibit IV for detailed questionnaire used to assess the feasibility of HPS plants
	Additional search	http://huskpowersystems.com./innerPage.php?pageT=Our%20Solution&page_id=77; ://www.theweekendleader.com/Innovation/515/Illuminating-villages.html#sthash.ExmrIxiS.dpuf
	Additions	Growing up in a remote village in West Champaran district of Bihar where dusk meant groping in darkness, Gyanesh Pandey wanted to bring light to the lives of the people. "The people of the village didn't have any choice and there was no rural development," says the 34-year-old US-returned Gyanesh. Though his **education** took him to places far away from the dim rural hinterland, **this Electrical Engineer from IT BHU** (Institute of Technology Banaras Hindu University) **returned after doing his higher studies at the prestigious Rensselaer Polytechnic Institute in New York, and working in Los Angeles in the Semi Conductor Industry(2.1)**. Power hungry: Gyanesh Pandey wants to set up 2014 rice husk power plants in the next three years It was on a visit to his village, he, with his friend Ratnesh Yadav, felt the need to electrify the village, where the power lines of the state run Electricity Board do not reach. "We ruled out solar and wind energy as it would prove very costly," says Gyanesh, who was doing research in organic solar cells in the US. However, they soon hit upon the idea to establish small scale power systems by burning renewable farm waste. The villages had plenty of rice husk - a waste product of rice milling - that could be used as fuel in the micro power plants. The clean technology of biomass gasification was used to generate gas to run generators that supplied electricity. In 2007 the first power plant was set up in a village called Tamkuha in Bihar through a NGO they set up for the purpose, Samta Samriddhi Foundation. A year later they established a separate company to run their power plants, Husk Power Systems (HPS). The company presently has 80 power plants, each generating 35-100 Kilowatts of electricity, lighting 350 villages in the districts of West Champaran, East Champaran, Lakhisarai and Muzaffarpur in Bihar. Powerhouse: Gyanesh Pandey's company has 80 power plants supplying electricity to about 350 villages in Bihar "We have been training the local youths for running and managing the plants thus providing rural employment," says Gyanesh, adding that Bihar has to improve its antiquated police and administrative set up that is least sympathetic to development. Gyanesh has brought electricity at very low cost to villages in a state where majority of the villages are still under darkness. It is a 'pay-for-use' service where each house or business is directly connected to HPS power station. "We charge about Rs 100 per month, which is the basic charge for lighting a house, and as per their requirement the charge increases," says Gyanesh. As per the requirement electricity could be supplied for 6 hours to 14 hours in a day. According to Gyanesh, the break even period for a power plant is roughly about 4-5 years. Their income comes through sale of electricity, rice husk char (RHR) – a by-product of rice husk used in making of incense sticks etc, and door-to-door selling of general consumer goods at village homes. His company has won many awards in a short span of time, the first being the 2008 University of Virginia Business Plan Competition where they came first and the Social Innovation Competition at the University of Texas, Austin. More awards and recognition followed.

		Gyanesh says they would trade for carbon credits from next year. “We are saving 100-150 tonne of carbon dioxide per year per power plant,” he explains. As 1 carbon credit earns 10-12Euros, they would be earning from carbon credits. Each carbon credit represents one tonne of carbon dioxide either removed from the atmosphere or saved from being emitted. By 2014 HPS proposes to set up 2014 power plants and save 200,000 tonnes of carbon dioxide per year. “We are planning to have 500 power plants in Bihar and the rest outside the state,” says Gyanesh - See more at: http://www.theweekendleader.com/Innovation/515/Illuminating-villages.html#sthash.ExmrIxiS.dpuf
	Analysis	1.2: personal need 2.1: education and work experience 2.3: help from friends 4: traditional model, saw need and studied the market accordingly 5: social value creation 6: for BoP
	Useful?	X
74	Name Source Search terms used Website	Ndlovu Oikos Entrepreneurship http://oikos-international.org/publications/ndlovu-the-clock-ticks/
	Innovation	We strive towards sustainable upliftment through community mobilisation. The group initiated the development of the model in 1994 in the Elandsdoorn Township, Limpopo Province and aligned their objectives with the Millennium Development Goals, to assure validity and applicability in the broader context of poverty relief. (**5;6)**
	Entrepreneur	Born in the Netherlands in 1960, Hugo Tempelman earned his medical degree in1990 **(2.1)**. Rather than becoming a specialist, he believed he could put his medical degree to better use in South Africa **(5;6)**. His wife, Liesje, also liked the idea, so they moved to Groblersdal, two hours north-east of Johannesburg, and Hugo signed on as chief medical officer at the Philledelphia hospital near Dennilton. After three years he became Head of the Paramedical Services in the department of Health of the former homeland KwaNdebele.
	Organizational/ founding information	This case discusses the situation at Ndlovu Care Group (NCG) in July 2008. The group, founded by Dutch social entrepreneur Dr Hugo Tempelman, has been running a very successful health care facility – Ndlovu Medical Center (NMC) – in the township of Elandsdoorn in rural South Africa. The case discusses NCG’s plans to expand that success to other locations in the country. Ndlovu Care Group is an innovative, multi award winning community development group that has been operating in rural areas in South Africa since 1994.Ndlovu Care Group is an innovative, multi award winning community development group that has been operating in rural areas in South Africa since 1994. We strive towards sustainable upliftment through community mobilisation. The group initiated the development of the model in 1994 in the Elandsdoorn Township, Limpopo Province and aligned their objectives with the Millennium Development Goals, to assure validity and applicability in the broader context of poverty relief. The second site opened in 2007 in Lillydale, Mpumalanga, proving that replication is possible, economically viable and successful. The third site has just been completed. The foundation of the replication is built on partnerships. Partnerships are based on cooperation between Government, Corporate Social Responsibility Programs, a wide range of international donors, the public sector involvement and the Ndlovu Care Group.
	Additional search	http://modernehelden.wordpress.com/2009/11/01/hugo-tempelman-kwajongen-met-een-missie/; http://www.ndlovucaregroup.co.za/index.html
	Additions	
	Analysis	2.1: education and work experience, expert

		5: social value creation 6 For BoP
	Useful?	X
75	Name Source Search terms used Website	Hippo Water International (HWI) Oikos Social entrepreneur; developing countries http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/so-you-want-to-be-a-social-entrepreneur.html
	Innovation	Wello manufactures and distributes a product that significantly reduces the physical and time burdens associated with traditional water collection. This tool, known as a 'WaterWheel,' makes it possible to collect 20 gallons of water – approximately four times the amount possible using traditional methods – in less time and much more easily**(5)**. The WaterWheel is manufactured from a high quality, durable plastic and has a large screw cap, which allows users to thoroughly clean its interior. WaterWheels are a major improvement on the toxic, re-purposed fuel containers ('jerry cans') that are typically used to collect water. One WaterWheel carries enough water to meet the basic needs of four people per day. Access to sufficient amounts of water enables people to practice better hygiene and stay healthy.
	Entrepreneur	Cynthia Koenig, a young social innovator, decided to create a new way to make this chore less arduous**(4)**. She designed a device to transport water in a more efficient and hygienic way: the Water Wheel, a round 50-liter container that enables people to roll water from water sources rather than carry it on their heads. This allows for three to five times more water to be transported at one time compared to traditional methods. (http://asiasociety.org/texas/events/cynthia-koenig-wello-water)
	Organizational/ founding information	Cynthia founded Wello in January 2008. However, her involvement actually began nine months earlier, when she participated in a University of Michigan course that focused on emerging market economies, and included a trip to South Africa**(2.1)**. In the spring of 2007, Cynthia completed a Master's degree in environmental studies. A post-graduation fellowship gave her the opportunity to spend several months in South Africa, where she lived in a rural community, and learned about the challenges people faced on a daily basis**(1.2)**. For example, due to the devastating impact of HIV/AIDS, it was not uncommon for a family to adopt one or more orphans, or for grandparents to take responsibility for raising their grandchildren. Economic opportunities were few and far between. With an unemployment rate hovering around 80%, many families survived on the pension of a single family member. In many cases, one or both parents would migrate to urban centers for work for months at a time, leaving their children behind in the care of friends or relatives. Rural areas, like the one Cynthia lived in, often lacked basic services, like health care, higher education, electricity and physical infrastructure. "By the time I left South Africa," Cynthia explained, "I was convinced that the concept of rolling water had the potential to make a positive impact on a global scale**(4)**. However, existing efforts to distribute such tools were very localized and donor-dependent. I had a few ideas about what a business model should look like for this type of product, but not much confidence to back up my vision." [..] "But what was your real motivation for getting involved" asked Max. "From what you've told me, it seems as though you didn't have a particular interest in water issues before you launched your organization." "True," said Cynthia. "For the past ten years, I've worked in the field of sustainable development with a focus on environmental sustainability**(2.1)**. But I'm fortunate to have had the opportunity to travel widely, and have spent long periods of time living and working in rural communities where conveniences like water and electricity were not always readily available. As a result, I know what it means to wake before sunrise, walk to the nearest water source (in Mexico, a 25-foot deep cenote; in Guatemala, a murky pool of water with a thick film of algae and family of resident crocodiles), and trudge home trying not to spill the entire contents of a 5-gallon bucket before I arrived. But my experiences of these hardships were short-lived – I was always able to return to my comfortable life where water conveniently flows from the tap and opportunities abound. I can only imagine what its like to collect water every day. I've never had to wonder where my next meal will come from, or been told that my dreams were unattainable simply because of my gender."

		Wello's starting point is the *Business in a Barrel* strategy, which empowers end-users to use the WaterWheel as an income-generating tool. For example, a water entrepreneur might use the WaterWheel to collect large quantities of clean water and sell smaller amounts to her neighbors, making a small profit on each trip. Conservative estimates suggest that a water entrepreneur could easily earn more than $80 a month, which represents a 33% increase over the average income of people living on approximately $2 per day. Wello's goal is for the WaterWheel to pay for itself in the short term, making it accessible to the people who are most in need of it, but have the least ability to pay. In the long term, it can provide them with a sustainable income while improving their health as well as the health of their communities. An added benefit of the WaterWheel is that it has the potential to carry much more than water - it can carry all kinds of goods to and from market. A simple, inexpensive modification to the design could add refrigeration, which would allow farmers to sell milk at better prices, since they wouldn't have to sell at the cheapest price once they got to market for fear of the milk going bad. A WaterWheel would also enable a micro-entrepreneur to purchase goods like kerosene, rice, or gasoline in bulk (at cheaper prices), then easily transport the load back to his or her village where a small profit could be made on each transaction.
	Additional search	http://wellowater.org/; https://www.linkedin.com/in/cynthiakoenig; http://asiasociety.org/texas/events/cynthia-koenig-wello-water
	Additions	
	Analysis	1.2: personal experience, lived in rural areas 2.1: work experience and education related to the field 4: traditional entrepreneurship: recognised an opportunity before she developed the innovation. Due to her experience gained from work and traveling she could see the opportunity, however, the innovation was not aimed to use in-house. 5: social value creation/ social mission 6: for the BoP
	Useful?	X

VIII Case database coder 1 (BK)

1	Name Source Search terms used Website	Inventure Social Enteprise Database Acces to technology http://www.inventure.org/
	Innovation	InVenture is a micro venture capital fund that empowers businesses to lift their communities out of poverty **(5)**. InVenture connects developing businesses with the capital & training they to need to grow risk-free. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing**(1.1)**. InSight provides entrepreneurs a convenient, easy to use tool accessible through any tekst messaging cell phone that provides them financial literacy and accounting assistance. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing -- something more than 2.7 billion individuals lack. Currently, there is no other organization in the market providing financial literacy, accounting and credit scoring through a text-messaging platform. The data captured by our product InSight will help us understand how bottom-of-the-pyramid (BoP) individuals, households, and businesses manage money**(6)**. InVenture then provides the education, financial metrics and partnerships to revolutionize the low-income financial service industry**(5)**.

	Entrepreneur	Before InVenture, Shivani worked in investment banking, health costing and microfinance**(2.1)** focusing on Sub-Saharan Africa, West Africa and India**(5)**. Shivani started InVenture in 2010 with the idea of bringing in real cash flow data to transform the financial ecosystem in emerging markets to be more transparent and fair to all**(5)**. The overall goal was to transform people's perception of risk and value in order to bridge the gap between the informal and formal marketplace and unlock the immense potential of individuals to pursue their dreams, create jobs and alleviate poverty within their surrounding communities**(4)**. She holds an MPH from Columbia and BA from Wesleyan. When she's not InVenturing, she's cooking creative snacks, running outside and kickboxing (from website inventure.org) My background ranges from public health to investment banking to consulting. My work in developing regions, particularly in India, exposed me to the limitations of current microfinance and international development efforts and led me to found InVenture —a micro venture capital fund that empowers entrepreneurs to uplift their communities. I wanted to create a more holistic model that would target the key problems that are keep developing communities from progressing (Changemakers.com)
	Organizational/ founding information	Working for the United Nations Population Fund, Shivani got a chance to go into the field and talk to microfinance borrowers, and really learn about their daily lives. Does your daily life feel better as a result of these programs? What Shivani found was that most of the time the answer was no, their lives weren't getting any better. She started InVenture as an organization that would crowdsource funds to invest in a business but a year ago, we saw that was also lacking. Maybe what India needed wasn't more loans, but rather smarter access to manage that capital. Shivani Siroya is the CEO and Founder of InVenture Fund. In just under one year, Shivani assembled a team, developed a working model, and cultivated partnerships with three NGOs to launch pilot funds in Ghana, India, and Mali—all of which are beginning to have a measurable impact on their communities. Shivani's drive and enthusiasm for this work makes InVenture possible, but it's her cross-sector approach to finance and development that will ultimately make InVenture successful. She has taken her experience in isolated industries and developed an organization that rebuilds—rather than reinvents—the wheel.
	Additional search	http://www.changemakers.com/project/insight-money-management-credit-scoring-offline-world
	Additions	
	Analysis	1.1: pioneering system 2.1: Working experience 4: traditional model 5: SE 6: for the BoP
	Useful?	
2	Name Source Search terms used Website	El Pajaro Community Development Corporation Database SE Access to technolgy www.elpajarocdc.org
	Innovation	An affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital. Creating opportunities to advance economic security for emerging food-based microentrepreneurs is an effective strategy to build self-sufficiency and alleviate poverty**(5)**. Specifically, linking limited-resource, beginner farmers and informal, home-based culinary producers to industry-specific education, access to a shared-use commercial kitchen and equipment, capital, produce distribution networks, and new markets offers affordable, sustainable economic solutions for low-income food producers. By offering comprehensive targeted business support, services and resources, this program creates critical linkages for culinary entrepreneurs to successfully develop sustainable livelihoods, including catering businesses, food trucks, farmers' market stalls and specialty packaged food businesses. This program offers the opportunity for low-income, immigrant micro-entrepreneurs to transition into economic self-sufficiency benefiting themselves, their families and their community**(5)**. EPCDC's Commercial Kitchen Incubator collaboration empowers new and emerging businesses to utilize an affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital.

	Entrepreneur	Fresh out of public policy **graduate school**, EPCDC Executive Director, Carmen Herrera, attended a microenterprise conference ten years ago as the new director of EPCDC**(2.1)**. She visited the Oregon Food Innovation Center and was immediately struck by the many **possibilities** of **connecting low-income food-based entrepreneurs with resources that would allow them to succeed and to increase financial self-sufficiency(4)**. Connecting a deeper value of breaking down barriers with a practical idea of creating a food-based kitchen incubator in California's Central Coast, a region **recognized** for its culturally rich and dynamic farming and less known for its economically vulnerable communities, Carmen has peristed for eight years to create a collaborative and innovative program for low-income, culinary microentreprenurs**(4)**. The Community Kitchen Incubator is about to launch, harnessing the energy of its partners to create real and lasting change for low-income food-based microentrepreneurs in the region
	Organizational/ founding information	In 1979 a group of community members got together to organize the business owners of the Lower Main area in Watsonville in order to lobby for protecting their rights and obtaining equal access to business opportunities from local government**(5)** . Concerned community members decided to form an organization that would organize the Latino, Spanish-speaking business owners to address perceived injustices and make sure their voice was heard in local government. The Commercial Kitchen Incubator Program (CKIP) is a food business incubator in a fully equipped, shared-use commercial kitchen facility. The CKIP was created in response to the growing need among aspiring local entrepreneurs wanting to build upon the strong food and farming traditions in our region**(5)**.
	Additional search	The site lists several succes stories: 1 Linda's restaurant: http://www.microbiz.org/taqueria-lidia/
	Additions	
	Analysis	2.1: work experience or education 4: traditional model 5: SE
	Useful?	
3	Name Source Search terms used Website	FlashCast Database SE Access to technology http://www.flashca.st
	Innovation	*FlashCast operates a network of location-enabled, dynamically refreshing, scrolling tekst displays installed across fleets of public transit vehicles. Through this display network, all businesses will gain access to a communication capability that **only the wealthiest corporates could previously afford (5)**. *FlashCast operates a network of location-aware, dynamically refreshing tekst displays installed in public transit vehicles. We leverage this novel technology to offer businesses of all sizes an affordable, powerful, geotargeted channel to capture new business. We enable NGOs, government agencies, and social enterprises to broadcast vital information to a notoriously difficult to reach demographic. * Furthermore, FlashCast gives NGOs and social enterprises a level of targeting that was simply not possible before. Effective messaging hinges on relevance, and FlashCast makes it possible to target communications down to the level of a single neighborhood, community, or street corner. Traditional media like radio and newspapers, aside from being orders of magnitude more expensive, can't achieve this level of precision.
	Entrepreneur	Jeremy is a graduate of Stanford University with degrees in Mechanical Engineering and Political Science**(2.1)**. Jeremy previously founded Echo Mobile, a cloud platform allowing organizations in Kenya to conduct SMS-based research with customers in rural areas, which has acquired key users such as UNICEF, d.light, the Kenyan Ministry of Education, and The Nature Conservancy, and transacted over 3 million SMS messages since launch. Jeremy is an experienced product designer and entrepreneur with a background in quantitative market research and statistical analysis**(2.1)**.

	Organizational/ founding information	*Caine and I co-founded founded FlashCast just over two years ago. We **saw a** really exciting **opportunity** to build a market communication tool that will allow even **small businesses to communicate with the market**, because otherwise, they will not have the opportunity to reach the market**(4)**. The advertising industry in Kenya is an interesting one as you only see billboard and hear radio campaigns from the big companies. The reason behind that is that mid-market communication is really expensive for small companies in this country. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf * We have an angel investor who has funded our operations to date. We raised a small convertible round to allow us to prove the concept, and get the hardware that we have deployed already out into the streets. We are actually in the middle of a second raise that will allow us scale our operations. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf *Mama Rose, a chapati vendor working near my office told me that when she first opened, 5 months went by with only a few customers. Then, one day, they came. The problem was not the product--her chapatis were the best in Nairobi. Rose's stall was hidden inside an auto shop along a dirt road. It was hidden from view, so only those that had heard about her knew to come inside for lunch.Rose's business is not the only one suffering from the prohibitive costs of communicating with the wider market. The precursor to FlashCast was a solar LED display posted above open markets and showing local prices. When we added mobility to this concept, FlashCast emerged. We did our research. Geotargeted transit messaging has been explored on trains in Asia, and taxis in NYC. Until now, this technology hadn't been applied in emerging markets, many of which are ideal matches for the model: a robust public vehicle network, high mobile phone penetration, and an immense demand for affordable messaging.
	Additional search	http://www.changemakers.com/powerofsmall/entries/flashcast-giving-voice-transit http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast
	Additions	Barrier: Our most significant risk is hardware security. Because contracts are difficult to enforce, the key to establishing security for our installed displays is around smart partnerships *Partnership: Essential to provide complementary assets
	Analysis	2.1: education, work experience 4: traditional model 5: SE
	Useful?	
4	Name Source Search terms used Website	Open Africa Database SE Access to technology www.openafrica.org

	Innovation	Tourism is often the best option for stimulating economic activity in rural areas **and we leverage its potential by putting all the players in homogenous territories into collectives designated as routes, rallying them around a common vision within a network that we market via www.openafrica.org and through which the building of human capital is enabled(4)**. The growing network of 63 routes in six countries already has more than 2000 participants who employ 26 000 people. Few places in Africa are not attractive to travellers, but those that are rurally located have great difficulty connecting to markets and this so much the more so for operators in their individual capacities. What Open Africa does therefore is to assemble them into structures that are branded as destinations with collaborative plans, goals, and strategies within a dynamic monitoring and evaluation system. Each participant remains sovereign within this network yet gains the benefit of being within the embrace of an entity that combines strengths, shares success stories, encourages collaboration, develops an economic feedback chain within the local community, attracts media coverage and is more easily marketable. Proof of the latter, which in the end is the most important test of success, is that growth in referrals across the website is 37% up on last year. The method of developing routes is manually driven and systematised, which makes it easily replicable. The process follows a series of workshops during which a fully inclusive list of all existing and potential stakeholders who can add value is drawn up; all attractions are identified; a route forum is elected; individual data, photographs, geographic coordinates, and narratives collected; route parameters and a name decided upon; goals set; and plans made for a celebratory launch, the purpose of which is to attract media coverage and build team spirit and collaboration. All the information garnered resides on the front and back-ends of the openafrica.org website for marketing and monitoring purposes respectively.
	Entrepreneur	NOEL N. de VILLIERS founded Open Africa. A farmer's son who **started out as a commercial entrepreneur, he founded Avis Rent a Car in Southern Africa(2.1)**. Later entered the corporate world as Managing Director of the Security, Travel, Transport, and Tourism interests of the Rennies Group and thereafter served as Chairman and Managing Director of a similar division in the Freight Services Group**(2.1)**. Founded Prime Leasing in partnership with Nedfin, founded SAVRALA (The Southern Africa Vehicle Rental and Leasing Association); and served as deputy chairman of SATOUR. Member of the IUCN's World Commission on Protected Areas (WCPA), and founder member of the Peace Parks Foundation. Elected an Ashoka Fellow in 2006 and a finalist in the 2009 Social Entrepreneur of the Year Award.**(2.1)**
	Organizational/ founding information	In 1994 when South Africa was emancipated politically **I anticipated** that job creation would be the greatest threat to this succeeding in the long run and so **decided to do something about it(4)**. Unfortunately this prediction has proved true and whereas the difference my intervention has made is relatively small, it is highly significant in terms of reach and potential. It is also enduring as a long-term plan specific to rural areas, which is where the needs are greatest. Governments tend to seek and even promise magic wand solutions to such problems, but there is no escaping the fact that development is a process that needs to start from the bottom up.
	Additional search	http://www.changemakers.com/powerofsmall/entries/open-africa http://www.openafrica.org/page/board-of-directors
	Additions	Barrier: Our biggest hurdle is in rising the finance through which to sustain and grow our project, which until recently has been 100% donor dependent. Partners: many collaborations
	Analysis	2.1: Work experience 4: Traditional model
	Useful?	
5	Name Source Search terms used Website	Solar Sister, Inc. Database SE Access to technology www.solarsiter.org
	Innovation	Solar Sister provides them with a 'business in a bag' - all the inputs they need to start and manage their solar business, including business training, mentoring, access to quality products, access to working capital, and business management tools. By using an innovative mobile phone based supply chain management solution, Solar Sister can help our growing women entrepreneur network manage their businesses through specially designed features to enable a) inventory tracking b) mobile payments c) sales status d) customer service queries e) daily business tips.

	Entrepreneur	Katherine Lucey is the Founder and Chief Executive Officer of Solar Sister. After a 20 year career as an investment banker with expertise in the energy sector**(2.1)** , Katherine retired from banking and turned her attention to finding a sustainable solution to the energy poverty that causes suffering to a quarter of the world's population . Katherine determined that a practical grass-root, locally generated solution was needed. Katherine is an Ashoka Fellow and a Draper Richards Kaplan Foundation Entrepreneur. She currently serves on the board of Solar Light for Africa, a not-for-profit corporation that brings solar energy to rural communities in East Africa. She holds an M.B.A from Georgia State University and a Bachelor's Degree in Journalism from the University of Georgia. She is an alumna of the Global Social Benefit Incubator (GSBI) the signature social enterprise program of the Centre for Science, Technology, and Society of Santa Clara University.**(2.1)**
	Organizational/ founding information	Solar Sister is a social enterprise that provides women with training and support to create solar micro-businesses, providing much needed household income for the women, and much needed light for their community's**(5)6)** .The women form a by-women, to-women distribution network that is strengthened by women's natural circles of family, friends and community. The most important step to ending poverty is to create employment and income opportunities**(5)**. Solar Sister does just that by empowering women with economic opportunity. Using an Avon-style distribution system, Solar Sister creates vital access to clean energy technology by building and extending the supply chain through women's rural networks. Solar Sister provides the women with a 'business in a bag', a start-up kit of inventory, training and marketing support. The women become their own bosses, creating sustainable businesses. The women use their natural networks of family, friends and neighbours to provide the most effective distribution channel to rural and hard-to-reach customers. This direct-sales network brings the solar technology right to the women's doorstep and provides income generation opportunities for the women. Solar Sister provides women with education and training to better equip them to operate and maintain the solar technology and to help them achieve success as independent business women. We believe in the value of long term relationships to create an atmosphere of trust and understanding that enables the sharing of knowledge and technology.
	Additional search	
	Additions	
	Analysis	2.1: Educational and work experience 5: SE 6: for BoP
	Useful?	
6	Name Source Search terms used Website	LoftyInc Allied Partners Limited, Operators of the Wennovation Hub Database SE Access to technology http://www.loftyincltd.biz
	Innovation	A Start-Up business accelerator that draws upon a rich pipeline of entrepreneurial ideas emerging from higher institutions in Nigeria and among the Diaspora, leverages access to a network of contacts, space and broadband into fast-paced prototyping and business development. Finally, the Wennovation Hub mobilizes internal and external network to seed and fund businesses emerging from the platform. Ultimately, the Wennovation model gets entrepreneurs from ideas to funding literally in 6 months. The crucial distinction in the hub's incubation model is that participants come singly with their various ideas for high impact entrepreneurship, and leave in groups…of businesses.
	Entrepreneur	I was putting in an essay for a World Bank Global Essay competition in 2010 January about Youth Solutions to Unemployment, when I stumbled upon an article in Forbes Magazine about Y Combinator. The Y-Combinator model of fast pace, cheap innovation that tolerates failure intrigued me. It dawned on me rather quickly that **if it required $10,000 for Paul Graham to make a difference in California, it probably takes a tenth of that to do the same in Lagos, Nigeria. (2.2)** This was the beginning of an adventure for **me and my partner, Dr. Wole Odetayo(2.3)**. I took the localized version of this model, clearly aware that there was no Silicon Valley in Lagos, but determined to create a Silicon Lagoon to the World Bank conference where I was selected as a Finalist in the Essay Competition. Ultimately, even though I did not win, we won a partner in Africa Leadership Forum that provided us a space to start from and today that space is known as the Wennovation Hub. The idea of the Hub of course is much bigger!

	Organizational/ founding information	The Wennovation Hub is a start-up business accelerator located in Ikeja, Lagos with a focus on incubating high impact start-up growth businesses, and development of projects in West Africa. Since 2011, it has incubated half a dozen tech start-ups and rose over half-a-million dollars for them from local and international investors. It is operated by LoftyInc Allied Partners Limited. The Massachusetts Institute of Technology organizes an annual program (Accelerated Information Technology Initiative) where students are posted to developing countries to train their peers at local universities in a specific ICT Domain. Wennovation Hub entered a partnership with this program (MIT-AITI team focused on Nigeria) since 2011 , to identify the top 2-3 teams and incubate their biz plans upon completion of an accelerated technology training (focused on mobile applications development)
	Additional search	
	Additions	
	Analysis	2.2: lower costs 2.3: partnership
	Useful?	
7	Name Source Search terms used Website	Agência Desenvolvimento Econômico Local (Adel) Database SE 1) Access to technology www.adel.org.br
	Innovation	To provide knowledge, Adel is building the Youth Entrepreneurship Training Center, where it will do training workshops, offer practical learning areas and laboratories. Youth will learn about efficient farming techniques, managerial tools and business and marketing planning and management. They`ll have full support to identify opportunities to build their innovative business models and plans. To provide credit, Adel launched the Vereda Fund, with three credit lines to young entrepreneurs. Adel is also designing a crowdfunding model to connect you, in partnership with successful models and organizations already working in Brazil. To provide collaborative networks and technologies, Adel is implementing Community Communications and Information Centers in **communities that don't have access to Internet or even telephone(5)**. Adel is also building a social network for young entrepreneurs, where they`ll connect themselves, exchange solutions, access e-learning and tutoring models.
	Entrepreneur	While in university that group of young entrepreneurs, themselves, learned about cooperation, entrepreneurship and local development tools, They had, in common, the will and the vision to return to their communities and to aid their families and neighbours , that was struggling with the farming challenges in the semiarid ,to enhance their small rural enterprises, to overcome endemic poverty, low income from agriculture (low productivity and profitability)and the migration of youth to larger cities. The son of two life-long farmers, Wagner was born in Monte Alverne; a small rural community of 40 families located the semi-arid region of Ceará. During his childhood and adolescence, his only future prospect was to preserve and carry on the work of his parents, cultivating the land with his siblings. Yet his parents always valued education, and Wagner came to realize that another path was possible. In 2002 Wagner completed high school and aspired to attend university, but due to economic troubles, he had to postpone his dream. During the interim, he found support from the Group-Based Educational Program (PRECE), an educational and social movement led by Ashoka Fellow Manoel Andrade that supports young peoples' attempts to obtain higher education. More valuable than the resources, though, the program showed Wagner the power of cooperatives and of young people like himself coalescing into networks to promote development in their rural communities. Wagner remained involved with PRECE even **after starting with the Faculty of the Department of Economics at Federal University of Ceará (2.1)**. Eventually he was tasked with the administrative functions for the organization. During his work with PRECE, Wagner decided to devote his life to improving the social and economic conditions of rural communities. He was particularly motivated by a contradiction he observed at the university; **how students embraced modern concepts of agricultural development in school, but at the same time, toiled with the traditional challenges of living in rural communities(4)**. At only 25, Wagner brought together other young colleagues to found ADEL as a way to reconcile this inconsistence. In just a few years, Wagner's organization has been recognized for its innovation and results in agriculture. In 2010 ADEL won second place for the Rosani Cunha Award for Social Innovation awarded by the Ministry of Social Development, and Wagner was honored as the Future Social

		Entrepreneur of the Year by the newspaper Folha de São Paulo in partnership with the Schwab Foundation. In February 2011, he also received the Ozires Silva Award for Social Entrepreneurship from the prestigious Getúlio Vargas Foundation, which recognizes innovative initiatives addressing sustainable social and environmental issues. Such awards further legitimize Wagner's work in bringing together farmers and students to spread advanced agricultural techniques, form new alliances, and cultivate a new generation of rural entrepreneurs.
	Organizational/ founding information	Adel is a local development agency created, founded and managed by youth from local rural communities that had the opportunity to graduate in university and then returned to their communities to invest their knowledge, skills and talents to promote local sustainable development. It is a social technology to empower and promote capacity building of young entrepreneurs**(5)**. Adel is the outcome of the mobilization of a group of young students from rural semiarid communities in northern Ceara, which had the rare opportunity to access public university and that, after graduation, returned to their communities to invest their knowledge and skills to promote local sustainable development through capacity building and full ongoing support to family farmers and local youth.
	Additional search	http://www.changemakers.com/powerofsmall/entries/adel-local-economic-development-agency/ http://www.adel.org.br/ https://www.ashoka.org/fellow/wagner-gomes
	Additions	This program would not be possible without the partners that are engaged and dedicated to make it happen. Adel`s foundation is based on the full partnership with community-based organizations, such as farmer`s associations, cooperatives **(2.3)**
	Analysis	2.1: education 2.3: assistance from organizations 4: traditional model 5: SE
	Useful?	
8	Name Source Search terms used Website	The Microfranchise Accelerator (The MFA) (The Clothing Bank (TCB) in partnership Database SE 1) access to technology http://theclothingbank.org.za ; http://www.tbp.co.za/Philippi/index.htm
	Innovation	The Micro Franchise Accelerator (MFA) addresses these challenges with a new complementary angle to our current entrepreneurial programs by providing a long-term scalable and viable solution for 'necessity' entrepreneurs. The MFA catalyzes and grows a portfolio of franchise opportunities to empower low-income people in order to build commercially viable micro franchise business solutions, drive growth in the small, medium and micro enterprise sector (SMME) and generate socio economic development at scale, while creating a growth opportunity for the franchisor**(5)**.
	Entrepreneur	Tracey from TCB and Egbert from TBP have been working with entrepreneurs within their organizations and kept trying to find solutions to the high business failure rates and the lack of entrepreneurial flair of more than 80% of them . They were invited to a micro franchise conference and they **realized that franchise, at the micro level, could be a perfect solution for their necessity entrepreneurs(4)**. They both have been working on this new project for 2 years now and already see the success from the interest generated amongst their large pools of beneficiaries.
	Organizational/ founding information	We not only act as a bridge between franchisors and franchisees but also support our franchisees for 2 years to make sure they get the support ecosystem they need to reach sustainability. The MFA team runs focus groups at TCB and TBPP to understand what the potential franchisees want to do, post entrepreneurial programs. An interesting result is that 40% of the women at TCB seem to aspire to run kindergartens in their community. Talking to them though, even the most motivated ones struggle to implement their idea: where to get the certification to get started, where to get the start up materials or where to find a good organisation to support them, etc. This is what we are all about: to help necessity entrepreneurs empower themselves and access a viable and a good self-employment opportunity**(5)**. Overall, the MFA supports franchisors in building adapted business models for the Base of the Pyramid**(6)**, access a screened pipeline of franchisees and manage the network for them, allowing feedback and best practices to be identified and implemented. The MFA works closely with franchisees as well: we provide them with a portfolio of proven franchise business models, we train and mentor them for 2 years, create a strong support ecosystem around them by sourcing strategic partners and adding services that they often do not have access to at the micro level: access to premises, finance, technology (mobile bookkeeping, mobile banking, etc.) or others. An integral part of our project is the

		creation, for example, and use of simple electronic tools to support the entrepreneur & franchisor, such as mobile accounting & stock management software.
	Additional search	https://www.facebook.com/pages/The-Microfranchise-Accelerator-MFA/116893768465576 http://asenetwork.org/2012/10/03/micro-franchising/ http://www.theclothingbank.org.za/
	Additions	Main barrier for large companies or investors to enter the micro-franchise market is that the small scale of operations means that a high number of profitable franchisees are needed to reach break-even.**(3)**
	Analysis	3: uncertainty by small market 4: traditional model 5: SE 6: for BoP
	Useful?	
9	Name Source Search terms used Website	Dossier Digital Database SE Access to technology www.dossierdigital.ws
	Innovation	The MeuSoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model, whereby the royalties resulting from the sale of the apps are shared among the participants of social projects**(5)**. Once produced, for a specific client, each app goes through an approval and generalization process, in order to serve similar demands and gain scale in target audience. The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale. MySoft intends its production and distribution of computer applications (apps) for use by service providers in classes C and D, promoting the digital inclusion of small businesses from the base of the social pyramid**(6)**. The creators of the applications are youth from the same social reality, organized in professional cooperative networks, for income generation via the production of software. The MySoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model, whereby the royalties resulting from the sale of the apps are shared among the participants of social projects**(5)**. Once produced, for a specific client, each app goes through an approval and generalization process, in order to serve similar demands and gain scale in target audience. The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale.
	Entrepreneur	Sebastião Cartaxo is the author of the Dossier Digital's platform. He built the core modules and the critical functions of the tool. As an innovator he has the careful of do concept proofs for everything he proposes. Due this, he goes deep in technical issues, so that he is able to demonstrate each part of his proposal. He is experienced and updated, knowing mainframe environment and new technological platforms. He is certified as a Microsoft Solution Developer and has skill in the follow fields: SOA (Service Oriented Architecture), C# .Net, XML Web Services, Windows Azure, BPM, B2B and EAI**(2.1)**.
	Organizational/ founding information	In 2008, a private client, from the area of OSH Management (Safety, Medicine and Occupational Health) hired us to develop a platform that would increase its productivity with the development of variants of the app. We delivered a solution but **noticed that it could evolve into a platform that benefitted more people due to the facility in modeling apps(4)**. **We then proposed a partnership** with the client to develop the necessary resources to make the platform even more accessible, facilitating its use by people without computer training**(2.3)**. The client, who had great sensitivity and social responsibility, came to support the business, participating as a capital partner. After the initial phase of developing the technology, we received incentive funds and the project began to take the shape it has today. At the root, there was our aspiration to do something for the public least contemplated by information technology, and get away from conventional solution.

	Additional search	http://www.meusoft.com.br/Default.aspx; http://www.meusoft.com.br/MeuSoft.aspx; http://www.changemakers.com/users/sebasti%C3%A3o-cartaxo
	Additions	Barriers: Attracting financing to leverage the business is prohibitive due to high interest rates, especially given the lack of real guarantees demanded by the banks, including government banks. Partners: The Digital Dossier is a technology laboratory that depends 100% on partnerships to guarantee the dissemination success of this project**(3)**.
	Analysis	2.1: education 2.3: partnership 3: attracting finance is hard 4: traditional model 5: SE 6: for BoP
	Useful?	
10	Name Source Search terms used Website	Global Press Institute Database SE Access to technology http://www.globalpressinstitute.org
	Innovation	Using digital technology, GPI educates, employs, and empowers women in the developing world through the practice of professional journalism GPI offers women a unique training-to-employment opportunity that builds the skills necessary for success in professional journalism – including reporting, digital literacy, ethics, and advanced writing – and then provides them with long-term employment as journalists**(5)**. GPI reporters are paid a living wage to cover every aspect of life, politics, society, and culture in their communities. . GPI operates news desks in 25 countries throughout Africa, Asia, Europe, and the Americas, and has trained and employed more than 130 women. Their stories – generally 1-2 each month per reporter – are published on GPI's newswire and are syndicated to more than 50 news outlets around the world, ranging from small, local language outlets to major news agencies such as the BBC, Reuters, and UPI.
	Entrepreneur	Cristi Hegranes is the Founder and Executive Director of Global Press Institute (GPI) and the Publisher and Executive Editor of Global Press Journal. A 2013 Ashoka Fellow, Cristi is an experienced social entrepreneur and renowned international journalism trainer**(2.1)**. After serving as a foreign correspondent in Nepal, Cristi founded GPI in 2006 to demonstrate a new way forward for the field of international journalism. Cognizant of the gender disparity in media and the one-dimensional portrait of developing communities often painted by Western news sources, Cristi created GPI to empower local women throughout the developing world – women with social, historical, and political context – by providing them professional training and a global platform to share their stories**(1.2)**. GPI reporters have been widely recognized for their journalistic prowess and unique perspectives, and have received several major awards, including the Thomson Reuters Foundation Kurt Schork Award, the Elizabeth Neuffer Fellowship, and the Ulrich Wickert Award. Previously, Cristi had a successful career as a journalist for Village Voice Media in New York. She has a Master's degree in Journalism from New York University and a Bachelor's degree from Loyola Marymount University in Los Angeles. Cristi also served as a fellow-in-residence at the Poynter Institute in St. Petersburg, Florida, and has taught courses in entrepreneurship and journalism at San Francisco State University and California State University, East Bay**(2.1)**. Recognized for developing a high-quality, sustainable model of international journalism that is rooted in the perspective of local communities, Cristi has received a wide range of prestigious social entrepreneurship and journalism accolades. She is the recipient of the Grinnell College Young Innovator for Social Justice Prize, the Jefferson Award for Public Service, the Society of Professional Journalists Journalism Innovation Prize, a New Media Web Award, a Clarion Award for Investigative Journalism, and a Lifestyle Journalism Prize.
	Organizational/ founding information	Cristi Hegranes founded GPI after serving for 11 months as a foreign correspondent in Nepal, where she began to recognize many entrenched, problematic aspects of her profession.**(4)** Most correspondents were parachuted into a country, didn't speak the language, and didn't understand the culture. They lacked access to real people and often wrote through a lens of bias and stereotype. The reality of developing nations such as Nepal

		was eclipsed by stories on war, disaster and disease. While reporting from a village in Eastern Nepal, Cristi met Pratima, the community matriarch. Pratima was passionate, literate and an incredible storyteller, but she lacked two critical tools that Cristi had access to: journalism training and a credible global platform. It was then that Cristi decided to found GPI, to empower women like Pratima – local women, with social, historical, political context – by providing training and a professional platform to share their stories.
	Additional search	http://usa.ashoka.org/fellow/cristi-hegranes
	Additions	Barriers: Geopolitics and security issues are the biggest potential threats to GPI's work. **(3)**
	Analysis	1.2: Dissatisfaction 2.1: education and working experience 3: barriers from geopolitics and security 4: traditional model 5: SE
	Useful?	
1 1	Name Source Search terms used Website	Vivus Database SE Access to technology http://www.vivuus.com
	Innovation	We do two things: (i) At the retail level, we have developed a mobile-based "crowd-purchasing" system for women vendors enabling a near "zero-rot" trade. (ii) At the farm level, a lead farmer is designated to aggregate the food produce from other fellow farmers backed with attractive prices. We empower them with carts/cargo bikes to convey their produce to the farmer's yard as a collection point**(5)**
	Entrepreneur	Richard was born in Ivory Coast, he came from a middle class family which migrated from Ivory Coast to Ghana and this was quite difficult for them. The political problems for him were traumatic. He left home to the University and went through a year of hardship this opened him to social entrepreneurship. Richard joined AIESFEC, an organization that empowers young people through international internship and training. While in the University Richard was the secretary general of the students' union club. He initiated two ventures after he left the University, he started an organization in India called my world my choice, a premier program for youth leadership in sustainability, and it has been replicated in Brazil, Pakistan and Canada. He co-founded the AIESEC Alumni Sustainability Network, a virtually run association which brings together 500 sustainability professionals-having been former members of AIESEC and behind the largest competition in the world rewarding student-led sustainability projects inviting entries from 1100 Universities.**(2.1)** Richard was **frustrated with the high prices of fruits and vegetables in Ghana, he realised that most African countries there's focus on cash crops and neglect for staple foods, this has left the market to be informal and inefficient (1.2)**. Mobility by small holder farmers to take their goods to the markets was extremely intense; as a result he started VIVUUS to solve the first mile mobility problem for the small holder farmers by starting VIVUUS**(4)**. (https://www.ashoka.org/fellow/richard-seshie)
	Organizational/ founding information	On a long-term trip in India, I (Richard Seshie) became a vegetarian (I am now a so-called flexitarian) and on returning back to West Africa in 2010, I became frustrated with the high prices and steep increases of consumer goods in general. An analysis led me to recognize that addressing inadequate transport and other inefficiencies could bring about a transformational impact. This transportation issue manifests itself in other ways in rural communities, such as accessing and transporting water and firewood and simple movements from the village to a nearby peri-urban center. Richard realized that the transportation problem represented an untapped opportunity to simultaneously provide much needed services to the community, improve returns to farmers and to address issues of youth idleness and unemployment in rural areas (https://www.ashoka.org/fellow/richard-seshie). VIVUS is a logistics, distribution and marketing company focused on developing appropriate, low-cost transport solutions and in improving supply chains of products enhancing the life of the base-of-the-pyramid markets in Ghana.**(6)** Vivuus is a social enterprise that combines in a unique manner "mobile + mobility" solutions to help informal city vendors of food staples and smallholder farmers escape poverty**(5)**. We are changing for good the face of Agricultural trade in Africa starting with Cote d'Ivoire and Ghana.

		Vivuus Renewables combines adapted rural transportation like cargo bikes, CARTS, and mobile technology to transform the supply chain of crops and make agro-residues available for energy, replacing problems with progress.
	Additional search	https://www.linkedin.com/in/sustain; https://www.ashoka.org/fellow/richard-seshie; http://sir.tv/profile/richard-seshie; http://www.changemakers.com/users/richard-seshie
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE 6: for the BoP
	Useful?	
1 2	Name Source Search terms used Website	Global Grassroots Database SE Access to technology http://www.globalgrassroots.org
	Innovation	Global Grassroots' eAcademy for Conscious Change is an interactive, web-based, social venture incubator for emerging change agents
	Entrepreneur	Gretchen Steidle Wallace's inspiration for her work with women in developing countries first stirred in her as a child when her military family was transferred to the Philippines, where she discovered the difficulties of poverty. She graduated in 1996 with BA in foreign affairs from the University of Virginia, where she attended as a Jefferson Scholar**(2.1)**. From 1996-1999 she worked in international project finance for PMD International, Inc. a boutique investment banking firm specializing in infrastructure development in poor countries She returned for her MBA (2001) at the Tuck School at Dartmouth College, where she helped to found what is now Tuck's Center for Business and Society . After Tuck, she joined Ashoka: Innovators for the Public, an international non-profit organization advancing the profession of social entrepreneurship She was responsible for leading the launch of an incubator for social entrepreneurs and was invited to direct Ashoka's sister organization, Youth Venture.**(2.1)**
	Organizational/ founding information	In 2004 Gretchen Wallace went to South Africa to meet with social entrepreneurs working on HIV/AIDS to learn why social innovation was not spreading quickly;. She met a 25 year old change agent, named Zolecka Ntuli, who had no formal education or job, but was working fearlessly and creatively to address child rape in her township. Gretchen realized that one of the most effective levers of social change is a woman with the capability, resources and inner commitment to initiate positive change for herself and others. She founded Global Grassroots that same year to provide training and seed funding for women change agents in post-conflict countries.**(4)** From the company's website (http://www.globalgrassroots.org/history.html) Towards the end of her trip, Gretchen met a young woman named Zolecka Ntuli in the Crossroads township outside of Cape Town. They sat together in the broiling temperatures of her one-room corrugated metal shack. Zolecka told of how she was shocked and fed up when a 12-year old neighborhood girl was raped by a group of young boys who thought it was their right to have sex with her because she was their girlfriend. Despite the fact that she was unemployed and had no funds, Zolecka responded by starting a grassroots support group to combat sexual violence. She found some loose change to buy some bread, and invited 15 women to come together to start a dialogue about the issue of child rape. It was about six months later when Gretchen first met her, and by that time Zolecka had 60 community members - including 15 men - meeting three days a week to talk about the issue. She raised her own money through income generating projects, like beadwork and HIV ribbons, so she could provide some food, often the only meal her members might eat that day. She put herself through training programs so that she could better educate others. She knew that men in her community thought that women carried HIV and avoided women care givers when they fell ill. Thus, Zolecka started educating and training men as care givers. Soon she saw the advantage of training men to become educators too. Each step of the way, she evolved her approach to improve her solution. Gretchen knew then, that she wanted to dedicate her work towards helping emerging change makers within these marginalized populations of

		women advance their own ideas for social change. Shortly after her journey to South Africa, she founded Global Grassroots, to provide training, funding and advisory support for grassroots change agents, like Zolecka Ntuli, working to advance social justice for the world's most vulnerable women and girls.**(5)**
	Additional search	
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE
	Useful?	
13	Name Source Search terms used Website	Iridescent Database SE Access to technology http://www.iridescentlearning.org
	Innovation	Technovation Challenge provides a safe environment for girls and mentors to step out of their comfort zone and take computational, entrepreneurial, and leadership risks**(5)**. Over the past three years over 800 high-school girls have programmed 125 mobile phone apps and learned how to launch their startups. 94% of these girls now believe that a career in technology is a viable option for them. Technovation uses project-based learning to encourage a whole suite of transferable skills in our students that go far beyond a traditional computer science curriculum. The curriculum has the direct, hands-on application of creating a personally relevant mobile app instead of taking a programming test in a classroom. The interdisciplinary focus on computer science and business teaches girls how to work as part of a team to create something original and relevant. Our model includes high doses of mentoring by women in the high-tech or computer science worlds.
	Entrepreneur	Dr. Anu Tewary: I started Level Up Analytics with Lucian Lita and Jonathan Goldman**(2.3)**. Level Up Analytics was acquired by Intuit in October, 2013. Before starting our company, I was a Data Scientist in the Decision Sciences Team at LinkedIn. **(2.1)** Prior to that, I did product management and analytics at AdMob, which was acquired by Google. I joined AdMob at an exciting time and enjoyed the experience of working towards helping the company grow. Before joining Admob, I was a Program Manager at Microsoft with MSTV. I worked with a very talented cross-functional team to develop exciting new features for Microsoft Mediaroom. Prior to joining Microsoft, I was a PhD student in Applied Physics at Stanford. As a graduate student, I gained a lot of experience in tackling challenging problems. I designed and built an experimental apparatus from scratch and developed mathematical models to simulate the data I collected. I also developed the software for doing instrument control and data acquisition. The PhD experience helped me to develop a broad set of skills. I have a strong interest in the merger of entrepreneurship and technology . I have started a non-profit program called the Technovation Challenge to share this interest with girls in high school. The program teaches girls how to program mobile apps and trains them in entrepreneurship. Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was so inspired by the empowering experience and she imagined what her life would have been like if she had been to a StartUp weekend as a teenager**(2.1)**
	Organizational/ founding information	"I want every girl and every woman to have that confidence that they can lead, that they can create something out of nothing. I think that is so empowering. " - Dr. Anu Tewary Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was so inspired by the empowering experience and she imagined what her life would have been like if she had been to a StartUp weekend as a teenager. She **decided to take the leap and create her own startup-** Technovation Challenge- and bring the startup weekend experience to high school girls and female mentors around

		the world**(4)** . Dr. Tewary asked Iridescent, a non-profit that provides STEM (science, technology, engineering, and math) education to underserved and underrepresented youth and their families, to run the Technovation Challenge.
	Additional search	https://www.linkedin.com/in/anutewary; http://iridescentlearning.org/team/; http://www.technovationchallenge.org/about-technovation/
	Additions	
	Analysis	2.1: education and working experience 2.3: partnership 4: traditional model 5: SE
	Useful?	
14	Name Source Search terms used Website	Cell-ED Database SE Access to technology http://www.celled.org
	Innovation	Cell-ED utilizes the ubiquitous nature of mobile phones to distribute basic literacy skills to adults, particularly women, who never had the opportunity to learn how to read.**(5)** Cell-ED utilizes the ubiquitous nature of mobile phones to distribute basic literacy skills to adults, particularly women, who never had the opportunity to learn how to read. We have created a mobile phone platform, using audio and SMS, to bring basic literacy to learners anytime, anywhere and in any language. We chose to use feature phone's SMS and audio technology because the majority of adults who cannot read do not have SMART phones or Internet technology due to cost, lack of access, and/or fear. Cell-ED provides an easy to use alternative for adults who can't get to a classroom or a computer. Adults learn literacy through a simple feature phone by listening, looking at a SMS lesson and texting themselves. Education is literally in the palm of their hand.
	Entrepreneur	Through their careers in education, science, and global media and a commitment to helping humanity Kevin and Susan, our founders, wanted to increase access to education and reduce gender inequality2.1;. It was during a philanthropic mission to Sub-Saharan Africa and India, where the founders **realized the far reach of cell phones and the vast problem of adult illiteracy. Cell-ED arose from their insight that a mobile phone was an ideal tool to reach this underserved (and often forgotten) population.(4)** From the slums of Mumbai or rural villages of Malawi, they saw inadequate education (schools, materials, and teachers) but the presence of feature phones. They set out to use this 'old school' technology to bring the elements of reading to everyone. The impact of literacy on other global problems is clear: a literate parent has improved maternal health care, reduced risk for HIV/AIDs, better wage earning and thus reduced poverty, and is more likely to send their own children to school. Hi everyone! I started Cell-Ed with co-Founders, Susan Smalley and Kevin Wall a little under 2 years ago**(2.3)**. Before Cell-Ed I graduated from the University of Vermont with a degree in Psychology and Community and International Development**(2.1)**. After attending University I spent about a year traveling the world and volunteering. I couldn't believe that everywhere I went people had access to cell phones but not a proper education. After coming home and meeting with the co-Founders we all realized that an adult literacy distribution platform could make a huge impact. I have been working on Cell-Ed ever since! I must also mention our team members Pilar Gomez and Karla Perez. Without them, the distribution and creation of Cell-Ed would not have been possible!
	Organizational/ founding information	Cell-ED is a not-for-profit social enterprise that aims to bring basic adult education and literacy to the forgotten billion anytime, anywhere, and on any mobile phone**(5)(6)**. Cell-ED's mission is to provide basic literacy and education in one's primary language through life-skills courses (e.g. health, financial and vocational literacies). This is achieved through three distinct, but interrelated approaches: 1) Combining Voice tutorials and SMS in an integrated mobile education service that fosters two-way interactivity and instant feedback; 2) Creating a new type of course that is better suited to a mobile platform and easier for inexperienced learners to assimilate knowledge; and 3) Creating courses that fit the lives of forgotten adults and their needs. Importantly, Cell-ED's platform allows partner organizations to offer customized content and provide responsive learning.

		Cell-ED offers a wide range of courses such as basic literacy, English and Second Language learning, Citizenship, health and financial literacy and other micro-courses. Cell-ED also customizes courses for partners and populations.
	Additional search	http://www.changemakers.com/users/danielle-miller; https://www.newschallenge.org/challenge/2014/feedback-review/reaching-and-learning-from-the-forgotten-billion
	Additions	
	Analysis	2.1: education 2.3: partnership 4: traditional model 5: SE 6: for the BoP
	Useful?	
15	Name Source Search terms used Website	sparkgeo.com Database SE Access to technology' http://www.landsongs.com
	Innovation	Landsongs is a web application to help communities capture their stories. Users are able to document stories using maps, media and text, protect those stories, and share them with their community members. We are an early stage web app. We have a great product and have active clients. We know there is an excellent market for our offering in Canada. We *think* there is a great market across Africa, South America, the South Pacific and in Australia, but we have no data to support this. To scale effectively we will have to capture a percentage of these markets too. Having support in that piece of the opportunity analysis would be tremendous The Tsay Keh Dene first asked for an application like landsongs to be built. They asked this so they could fully understand the history of a specific place in response to industrial interest. This application has allowed them to compare modern environmental monitoring data with their own histories to better understand how the land is reacting to various activities. This application is now housing many of the Tsay Keh's stories and their database grows as the elders remember more. One story will lead to another and soon the map fills up with tales of history, facts about hunting areas and journeys people have taken across the landscape. The act of recording the stories means that community members can return to the application and learn more about their own culture.**(5)**
	Entrepreneur	Will: I help organisations better understand, use, and share location based data using maps and the internet. CONSUMER WEB: I build web mapping and GIS applications using technologies, which are focused on users and their experiences. I tell stories using maps using next generation technologies like GOOGLE MAPS, POSTGIS, NODE.JS and HTML5. ENTERPRISE WEB: I have helped deliver tens of thousands of data points in a useful manner to mobile sales workforces. I understand how to join data to people using mobile devices, and sculpting experiences using friendly and cutting-edge technologies like GOOGLE MAPS, NODE.JS and SALESFORCE . VIRTUAL GIS: I have built a business which supports a new model of GIS delivery. By leveraging a variety of communication technologies its possible to have a GIS resource experienced in an array of geospatial technologies (ESRI, Quantum, PostGIS) available to chat through a project without having to have them in the next cubicle.**(2.1)**
	Organizational/ founding information	Landsongs was born out of a need to help indigenous communities retain their unique histories and stories in the face of industrial pressure**(4)**. Stories are a single but absolutely critical dataset which are key elements to the discussion of resource development and sustained practices in your community's territory . I have built a version of this system for a local first nation. Other Nations have looked at the technology and realized that this might also fill a hugely important hole in their data collection. The aha, was realizing that I could provide a system via the web which is socially important, useful and

		affordable to First Nations.
	Additional search	http://www.sparkgeo.com/story; https://www.linkedin.com/in/willcadell
	Additions	
	Analysis	2.1: workexperience 4: traditional model 5: SE
	Useful?	
16	Name Source Search terms used Website	B2R Technologies Pvt. Ltd (to Create Livelihood for Rural Youth) Database SE Access to technology www.b2r.in
	Innovation	The need is to create long-term business support outsourcing opportunities, on the edifice of sustainable rural livelihood. The Solution has been to create clusters of rural BPO centers - several key elements have been put together in line with customer requirements, learning & development needs and the social context
	Entrepreneur	Dhiraj Dolwani - CEO & Co-Founder An Industrial Engineer and a Software engineer by qualification, Dhiraj has donned several different hats over the last 16 years as a business leader, a process consultant and an entrepreneur. His last assignment was as the COO of a captive BPO for an American outsourcing company. He has also been a significant member of the delivery team at NIIT SmartServe and prior to that at Satyam. In June 2009, he embarked on his dream to build B2R Venki Iyer - Mentor & Co-founder**(2.1)** It is difficult to slot Venki into a typical profile business leader, corporate honcho, entrepreneur - as he has worn many hats in the past 27 years. After graduating from IIM, Ahmedabad, Venki joined a fledging organisation which had been formed in 1981. After 23 years, when Venki quit NIIT, he had helped it grow into the largest IT training company in Asia. He had also held key leadership positions including NIIT Global Head of HR and also started NIITs foray into BPO. **(2.1)**
	Organizational/ founding information	Both the co- founders, Venki and Dhiraj set out on this venture with a belief that social goals and business objectives can be strategically hard-wired together; that livelihood creation and integrated rural development and business value creation can go hand-in-hand. Having managed BPO's in their former professional engagements they understood the challenges and having travelled extensively in rural India they saw the potential that educated youth could offer, given the opportunity.**(4)** While adding value to oneself was possible for both, working to create jobs seemed more relevant and personally satisfying than continuing to move up the corporate ladder. The business idea was conceived with a simple thought, that of trying to deliver business value together with social value – of not looking at CSR as an afterthought – but welding it tightly with business strategy to create something which was of business value to corporate as well as of social value to rural India.
	Additional search	http://www.b2r.in/MissionAndVision.html; http://in.linkedin.com/pub/dhiraj-dolwani/1/9a6/197
	Additions	
	Analysis	2.1: education and working experience 4: traditional model
	Useful?	
17	Name Source Search terms used Website	HEALTHPOINT SERVICES INDIA PVT LTD Database SE Access to technology http://www.ehealthpoint.com
	Innovation	E HealthPoint has combined various existing and emerging technologies (like Broadband and Telemedicine , Electronic Health Records, Point of Care&Mobile Diagnostics, Reverse Osmosis based water purification) to deliver this unique business model primarily for underserved rural

		communities.**(5)**
	Entrepreneur	Dr Al has been a serial entrepreneur (5 prior startups in areas like public understanding of science, publishing, and rural internet access), one of the founders of the Base of the Pyramid concept alongwith Dr. CK Prahalad, author of the landmark analysis, The Next 4 Billion. Has spent past 10 years with scalable business models for low-income communities. Has been a Consultant and Advisor to several corporate and Public sector organizations**(2.1)**. Dr. Hammond has published extensively in thought-leader publications and technical journals. Globally acclaimed speaker on Market-based Solutions for Developmental issues. Visiting faculty at various leading business schools; BS Engineering, Stanford; PhD Applied Math, Harvard. He is currently the director of the Health for All programs and a member of the Leadership Group at Ashoka.**(2.1)** Amit Jain, Director & President Amit believes that he got an early opportunity to invest more than 17 enlightening & enriching years in incubating and leading Social Marketing businesses serving the BOP communities in Health-care and Water & Sanitation , with leading organizations in the Corporate, Consultancy , Not-For-Profit and Financial Services sectors across India and Internationally , with specific domain experience in Social Marketing Behavior Change Communication, Innovative Public Private Partnership Models , Community-based Rural Networks and social business start-ups. Amit established a Health Products Social Marketing network across 50,000 villages at HLL Lifecare Limited and anchored Naandi Foundation's Water business from inception to 500 units serving 3 million people in 2.5 years while working as President & COO. Prior to that, he worked with the Aditya Birla Group, AFC and UTI.**(2.1)** Amit's work in the Water & Health sectors has become case studies at the Harvard Business School & at the Michigan University . He is a Mentor at the popular GSBI Program at the Santa Clara University; a winner of the Changemakers & Robert F Johnson Foundation Award 2012; has been recently featured as "Young Turks" by CNBC TV18, is winner of the Global Changemakers with Ashoka for Water Program (2008); Amit has been recognized by Action for India (AFI) as amongst the Top Young Social Entrepreneurs in India in 2012 & 2013. Amit is also a Charter Member of TiE (The Indus Entrepreneur). Amit has led E HealthPoint to be recognized as : Amongst 50 Most Innovative Companies by MIT's Technology Review , Winner of the Global Tech Nokia Health Award 2011 and also winner of the NASSCOM GENPACT Award 2012 ; Amit has acquired Masters in Resources Management, Advance General Management Program from IIMC, GSBI Program from Santa Clara University, California ; Amit continues to be a passionate social entrepreneur bringing innovative solutions for alleviating disenfranchisement for masses , is a nature-buff and loves reading and travelling across the Global Village. He is committed full-time to building E HealthPoint as a globally acclaimed , high social impact model **(2.1)**
	Organizational/ founding information	The Co-founders Amit Jain and Al Hammond met each other at the Santa Clara Social Benefit Incubator in year 2008. At that conference, Amit and Al began sharing ideas and immediately noticed synergies between their ideas about delivering healthcare and associated health services to rural communities in India which are at the base-of-the-pyramid through a well designed social enterprise**(6)**. This was a combination of ideas on telemedicine-pharmaceuticals-diagnostics which needed demand-generation and the delivery of clean water, an obvious component of healthcare that would bring customers to the clinics and generate both demand and revenue**(4)**. Amit and Al's resources, skills, and capabilities were also complementary, as together they brought perspective on models for business at the base-of-the-pyramid and knowledge about willingness-to-pay and the much needed social marketing expertise, operational know-how, and experience with implementation. Both the co-founders recall, "We were sitting across the table from each other and we both thought, why don't we do this together?" Essentially on the spot, Amit and Al forged the partnership that became Healthpoint Services. Since beginning of the pioneering E HealthPoint model in the later part of 2009 , there have been several innovations added which have been resultant of constant stakeholder engagement and a culture of innovation and need-based product and service delivery instituted by the co-founders.
	Additional search	http://ehealthpoint.com/?page_id=1124
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE 6: for the BoP
	Useful?	

18	Name Source Search terms used Website	Miraclefeet Database SE Story founder http://www.miraclefeet.org
	Innovation	
	Entrepreneur	Chesca Colloredo-Mansfeld
	Organizational/ founding information	Miraclefeet was created to increase access to clubfoot treatment in developing countries. miraclefeet has several founders. We were all inspired by the fact that we could completely turn lives around for $250/child by providing early, effective treatment to children born with clubfoot**(4)(5)**. Having seen what SmileTrain and others have done for cleft palate, we believed we could do something similar for children born with clubfoot (albeit with a different model due to differences in the way the two conditions are treated).**(4)** The initial impetus came from three parents who had successfully treated clubfoot children. **These parents were horrified to learn that the treatment that allowed their children to live normal lives was largely unavailable to the majority of children born with clubfoot around the world**. They persuaded their children's orthopedic surgeons to create an organization to increase access to the Ponseti Method.**(1.2)** My connection to clubfoot came from time spent working at the University of Iowa, where I learned about the Ponseti Method and the fact that it was a cheap and effective solution to a problem I had seen first-hand in many developing countries. We all joined forces to start miraclefeet to prevent the debilitating disability caused by untreated clubfoot and give clubfoot children the chance to live healthy productive lives.**(5)**
	Additional search	http://www.changemakers.com/serve2gether/entries/miraclefeet-clubfoot-project; http://www.miraclefeet.org/about/team.php
	Additions	
	Analysis	1.2: personal component, dissatisfaction 4: traditional model 5: SE
	Useful?	
19	Name Source Search terms used Website	Cool2Care Database SE Founder story www.cool2care.co.uk
	Innovation	Today there are countless families with disabled children that are in desperate need of support. At the same time, there is a myriad of young people seeking experience and employment during a tough economic climate. Cool2Care trains a new generation of open-minded young people as 'personal assistants' and carefully matches them to care for disabled youth**(4)(5)**. During 2010-14 we aim to support 5,000 young disabled people & their families by connecting them with young PA's. To do so we will recruit and train 10,000 potential PA's. We take a blended learning approach to training so interested people can access quality training via face to face and online instruction via our innovative and interactive webinars, improving access to training for both rural and urban areas. This will lead to 5,000 young people participating in society & enjoying friendship; 4,000 families to experience lower physical/mental stress or improved health; 500 parents being able to return to work or gain new employment; 250 families to avoid breakdown; 5,000 new jobs created for PA's. Operating in 20 different areas around the UK, Cool2Care is both a recruitment and care organisation with a difference. It recruits, trains and then screens people who want to work with disabled children, matching them with a family that has a disabled child. The family then becomes their employer, sorting out a suitable working arrangement and rate of pay.**(5)**
	Entrepreneur	Founded in 2007 by Phil Conway, **a devoted father whose eldest son is severely disabled**, Cool2Care has grown rapidly, training close to 1,000 carers or 'Personal Assistants'.**(1.2)** "Having a child who is severely disabled can be very stressful in many ways" explains Conway. "We spent a long time trying to come to terms with our son's condition and make sense of everything. After a few years I became **involved with the charity Contact a Family**, which provides support and information to families with disabled children.**(1.2)** "I soon became aware of the issues that other families face, who are in a similar situation. It was clear there were definite gaps in the service provision on offer." **Conway was convinced that no**

		organisation was delivering the service his family needed. "**It was at that point I decided the answer was to set up Cool2Care**," says Conway.**(4!!)** The organisation is a CIC limited by shares. "The CIC structure suits us as it combines the flexibility of running a business with an underlying social ethos," says Conway. "It also allows us to attract investment, which is integral for growing the business." Recent investment from Big Issue Invest, CAN and Venturesome has meant Cool2Care has been able to diversify, dramatically increasing the number of people being trained as careers, as well as investing in the development of new products and services. "Our primary achievement is to be able to deliver the service to support families and disabled young people. More than 500 disabled children will be receiving care this year as a direct result of our work, providing real support for both the child and their family," says Conway**(5)**. (https://www.gov.uk/government/case-studies/cool2care)
	Organizational/ founding information	The story of Cool2Care starts with a boy named Shaun, born in Japan in the spring of 1998. Within a few months, it became clear that he had physical & learning disabilities, with his sight, coordination, balance, muscle strength & learning all affected. His mum and dad worked for several years to get a diagnosis and learned the hard way that this would affect the whole family for the rest of their lives. Stress took its toll, and Shaun's parents - Phil & Keiko - realised they needed help if they were to be able to keep their family going. **They searched for 2 years to find someone to help look after Shaun and their second son Adam. Finally they found someone they liked and trusted - and she is still helping the family to this day. Following this long struggle Phil became determined to help other families get the support they needed**.**(4)** He decided to take an assignment away from his job with IBM, and founded Cool2Care in late 2007('. Phil believes that we can change lives by listening to families. He listened to his family and many others and was inspired to find a solution. He worked for IBM for 20 years in various international roles and spent four years based in Tokyo. In addition he is a trustee of the UK based charity 'Contact a Family', that provides support & information to families with disabled children. He has a BA in Mathematics from Oxford University and an Executive MBA from London Business School. He has also recently become and Fellow of Ashoka and it was through this connection that we became aware of this competition.**(2.1)**
	Additional search	https://www.gov.uk/government/case-studies/cool2care
	Additions	
	Analysis	1.2: personal need, unmet needs, dissatisfaction 2.1: education and working experience 4: user-entrepreneurship model 5: SE
	Useful?	
20	Name Source Search terms used Website	EcoEveryday (http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) eco everyday founder; eco everyday recycled products online http://www.ecoeveryday.eu/
	Innovation	Make gifts from recycles materials
	Entrepreneur	Mr Rajnikant Patel and Vijay Amin Cannot find Background information
	Organizational/ founding information	Eco Everyday was founded as a social enterprise on the ethos that products do not need to harm the environment, By working in harmony in nature; we can still create the quality required from our consumers, and still contribute to reducing the negative impact on the environment**(5)**. Ethical and environmental concerns form the heart and soul of our operations.
	Additional search	Tried to find background information and a founding story.
	Additions	The business is established in 2009, cannot find a link that might answer whether the founder was a user of any sort.
	Analysis	5: SE
	Useful?	
21	Name Source Search terms used	Toggle (uk) http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf Scott Evans & Gemma Garner; Toggle Founder

	Website	http://www.toggle.uk.com/
	Innovation	
	Entrepreneur	Hello, my name is Scott Evans. I'm a digital designer/developer with interests in interaction, usability and interface design**(2.1)**. I believe in an open Internet, open source and better — not more. I write about these things occasionally in my journal and you can browse some of my recent work and personal projects below (scott.ee). Gemma Garner: If we're honest, personal biogs generally sound the same don't they? There's a whole corner of the internet full of creative, passionate individuals so I'll get straight to the point; I design websites, create illustrations and make things.I AM CURRENTLY: Part-time Senior Designer at Preface Studios and available for freelance projects. **(2.1)**
	Organizational/ founding information	It all started when I bought my first laptop. A white, glossy, 13″ Macbook. I loved it. I wanted it to stay looking as good as new so I decided I should get a case for it. I didn't want something 'executive' or 'waterproof' (who takes their laptop scuba diving anyway?). I also didn't want to settle for the best of a bad bunch on the shelf in front of me. I was looking for something I actually liked, something a bit more 'me'. But I couldn't find it so I thought, 'sod it; I'll make one myself '**(1.2)**.Buying gadgets is a bit odd really. Take laptops… you spend a lot of money on your new laptop and the problem is, it's yours, but it doesn't really feel like *yours*. It looks the same as everyone else's. A plastic and metal shiny thing. So what do you do? You go out and buy a swanky case. Proud of your new gadget/case combo you decide to show them off in public. But wait! You spot someone else with the exact same case. It's then that you realise your gadget *still isn't yours*. And that's why we make our cases.**(1.2)(4)** We like to think of them as clothes for gadgets. Made by people, for machines, not the other way around. A way of injecting your personality into your electronic companion. All of our cases are handmade in small and limited edition runs in Surrey, England. We love to use upcycled materials, not just because they make more unusual cases, but because they are better for the environment too**(5)**. Since we started, we've upcycled shirts, skirts, coats, helicopter seats and trousers into eco friendly cases. If you'd like to see us create cases for your most loved digital companion, don't be shy, get in touch. Scott Evans and Gemma Garner are not your average UCA alumni. In 2007 they both graduated from UCA Farnham with first class honours degrees in Graphic Communications**(2.1)**. The same year they founded Toggle.uk.com, an award winning web design agency. In the four years since, Toggle has worked with numerous high profile clients such as; Sky Movies, the NHS and Worldview Impact. Having taken the online design world by storm, they now work out of a UCA business incubator at Farnham Maltings. The UCA Business & Community School caught up with the exciting design duo at their temporary home… Tell us about your current base, how did the move back to Farnham come about? Scott: We spoke to my old tutor at UCA, Phil Ely, he told us that this incubation space was available. We came in, tidied the place up and have been set up here for a couple months now. Basically this is an incubation hub for start ups out of university; we are a little bit long down the line but we appreciate having the extra space. Gemma: It's nice to be around other creative people from different disciplines and being here means we can take on more work experience students from the Uni. You seem very content as a small two person team, how do you feel about taking on interns or work experience students? Scott: We actually take on a lot of work experience students from UCA, probably about 5 or 6 this year. That link was set up by keeping in contact with Gemma's old course leader and also through our involvement in the occasional lecture day. Gemma: This year has been our busiest year for work experience, but I think that's because we've been more involved in the teaching side of things. It's something we really enjoy doing. Going back to your time at UCA; you graduated with first class honours and then founded *Toggle* the very same year, was the idea for the site

		developed whilst you were at Uni? Scott: No, the business didn't exist at the end of Uni, it was an idea that we weren't acting on because we'd actually both accepted jobs. Gemma: It was something we were planning to do one day, but not at that time. Scott: That was the path we were going down until we went to SKY for a month and met Mike Taylor. Gemma: Mike was involved in *Creative Challenge student competition* which we won through the Uni, so we then ended up working under him at SKY. Scott: It was quite a chain of events; we mentioned in passing to Mike that one day we planned to start our own company, then about three days later he came in and suggested we start a company together. So he really gave us the encouragement and the nudge we needed to make it happen. Gemma: When we finished the month at Sky we still went on to the jobs we had accepted, but within six months we had both left and were fully focused on Toggle. Do you think the training you received at UCA has transferred well into a working environment? Scott: I think the best thing university gave us was confidence and opportunities. Gemma: Business skills are a really hard thing to teach, you almost can't prepare, you just learn as you do. Scott: We took part in the Creative Innovation Award as an extracurricular activity, as far as skills for starting up a business go, that was very useful. Obviously with vocational skills, like graphic design, our course taught us perfectly. So having had the experience of working under somebody else and now being your own boss, how do the two compare? Gemma: They both have their benefits; working for yourself is quite stressful, you've always got to be thinking about the whole business, but at the same time you have a lot of freedom. Whereas if you work for someone else the stress goes away because they take care of all the little things, but then you have less freedom. I think its nice working for yourself because you are building something for yourself, which is satisfying.* Scott: They say design isn't a 9 to 5 anyway because you're always thinking about solutions to your problems, for us it's a 24/7 job because we never stop thinking about it. Where does the future lie for you, expanding the existing site further or developing new ideas? Scott: It probably lies in our own projects, at least I'd like to think that will be the case. Gemma: We feel that the client work isn't really sustainable; you're always on this treadmill chasing after clients, but when you stop, the projects stop and the money stops coming in. We hope to develop our projects to give ourselves a different kind of income. Scott: The client work helps at the moment, by providing the money which allows us to work on our side projects. Hopefully we will find a point in the future where they become self sustainable. Finally, with UCA growing as a hub for innovation and creativity, what would your advice be to future graduates and budding entrepreneurs? Scott: You will never be ready in your own mind to start your own business… Gemma: …We weren't ready to start ours, but we just did it. Even if you're scared you've just got to go for it. Scott: I think in the modern world more people should be working for themselves. It makes a lot of sense for people to be working freelance or setting up their own companies. Gemma: Take every opportunity that comes. I don't really believe in luck, the more you do, the more you get involved with things, the greater chance you'll have. (http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/)
	Additional search	http://www.creativechallenge.info/case-studies/students/gemma-garner-scott-evans/; http://scott.ee/; http://gemmagarner.com/;http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/
	Additions	
	Analysis	1.2: personal need, dissatisfaction, enjoyment process 2.1: education 4: traditional model 5: SE

	Useful?	
22	Name Source Search terms used Website	Happykitchen http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) happy kitchen uk social enterprise http://www.happykitchen.org.uk/ (can't open)
	Innovation	In Liquidation
	Entrepreneur	
	Organizational/ founding information	Two friends that were allergic that started a company based to meet those needs**(1.2)(4)**
	Additional search	
	Additions	
	Analysis	1.2: personal need, unmet needs 4: traditional model
	Useful?	In Liquidation
23	Name Source Search terms used Website	on Road media http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) On road media UK; founders http://www.onroadmedia.org.uk/
	Innovation	We devise and run large or small-scale projects for clients and we also deliver training or consultations for existing programmes**(4)**
	Entrepreneur	Nathalie McDermott: Nathalie set up On Road Media in 2005. With a background in radio production at the BBC(**2.1**), she joined Media for Development in 2003 to set up the Prison Radio Outreach Project (PROP) and train the prisoner production team at HMP Wandsworth in London before becoming a fellow at The School for Social Entrepreneurs to set up On Road. She reckons she has trained over a thousand people (journalists, community groups, charities) in places like London, Dublin, Khartoum and Kathmandu.**(2.1)** But, by far, her favourite part of working with On Road is getting to know the groups she works with and co-designing useful projects that move things forward for the better. She read literature at Trinity College Dublin and has an MA in International Journalism from City University London**(2.1)**. She grew up in Dublin and Brussels and has lived in London for over 10 years.
	Organizational/ founding information	On Road is a not-for-profit organisation that works with excluded and misrepresented communities to look for solutions to social problems using the web, technology and the media.**(5)** We take the best of what the media, digital and innovation sectors are doing and we bring that knowledge to a marginalised community, work out the most relevant and useful uses of those technologies and support the group or community to solve problems using those tools. The On Road team brings people together, runs events, delivers training and works with clients and communities to design projects that bring about real social change. This social enterprise has worked on several groundbreaking projects like Trans Media Action, supported by Channel 4 and BBC, which explored ways to improve the portrayal of transgender people in the media.
	Additional search	http://www.onroadmedia.org.uk/about/; http://www.musictank.co.uk/resources/speaker-biographies/nathalie-mcdermott-founder-director-on-road-media
	Additions	
	Analysis	2.1: education and working ecperience 4: traditional model 5: SE
	Useful?	

24	Name Source Search terms used Website	Maka Pads Raja t4t ltd founding story http://t4tafrica.co/products
	Innovation	Menstruation for many girls means no more education. MakaPads provide effective, low-cost protection to every girl and woman. MakaPads are made from papyrus and paper waste. The fibers are beaten, dried and softened using no electricity. They are assembled with a moisture barrier and mesh covering. MakaPads can be purchased with or without an adhesive that slips into knickers with special elastics to hold the pad in place.**(5)**
	Entrepreneur	Dr. Musaazi is a holder of PhD in Electrical Engineering from Imperial College, University of London. He is senior lecturer at Makerere University as well as an Innovator of the only sanitary pads made in Africa trademarked "MakaPads". Dr. Musaazi is a practicing engineer and international consultant in Appropriate Technology. He is an Innovator and producer of 7 technologies. Formerly, he was Chairman & member of Boards of Governor of top schools in Uganda. He is a board Member of Humanitarian Refugee Project, University of Oxford, UK. Dr. Muzaazi is Chairman, Board of Directors of the African Centre for Treatment & Rehabilitation of Torture Victims as well as board Member of the Engineers Registration Board, Uganda and that of Uganda National Bureau of Standards. Responsibility: Founder and Team Leader of technology for tomorrow **(2.1)**
	Organizational/ founding information	Dr. Moses Kizza Musaazi is a senior lecturer in the Department of Electrical and Computer Engineering at the College of Engineering, Design, Art and Technology (CEDAT). After dedicating 15 years to Research and Development in Appropriate Technologies (AT), Dr. Musaazi found it logical to form T4T as the implementing company
	Additional search	http://www.unbs.go.ug/index.php/dr-musaazi; http://t4tafrica.co/makapads
	Additions	
	Analysis	2.1: education and working experience 5: SE
	Useful?	
25	Name Source Search terms used Website	EcoFemme Raja http://ecofemme.org/
	Innovation	Eco Femme is a social enterprise with a global mission and reach, working in the area of menstrual hygiene management. It began in 2010 under the umbrella of Auroville Village Action Group (AVAG), an NGO working for grassroots community development in rural Tamil Nadu, South India. In addition to promoting eco-positive menstrual practices, our project supports education for girls and livelihood for women, with a particular focus on rural India where many women are marginalized and do not have access to education or products that enable them to manage their menstruation in a healthy and dignified way. Eco Femme has designed a premium range of cloth washable pads that are available internationally including in urban India. Profits from sales help sustain our educational outreach work in rural communities and enable us to provide cloth pads at cost price to economically disadvantaged women **(5)** A short history of menstrual products: The concept of using washable cloth for menstruation is nothing new. Women all over the world – in India, Egypt and the United States, for example – have been using cloth to catch menstrual flow for hundreds of years. Disposable pads were invented by French nurses during World War I, upon realizing that the cellulose bandages they were using on wounded soldiers absorbed blood really well. Based on this discovery, Kimberly-Clark used the bandages left over from the war to develop the first successful commercial disposable pad. The pad was released in 1921 under the name Kotex, and that's how the sanitary products industry began. What about in India? In India, women have traditionally used scrap cloth from old saris or towels, folded and held in place by underwear or a string

		"belt." However, during the last 15 years, India has seen a rapid penetration of disposable menstrual products. Sanitary napkins are the most commonly used alternative to cloth. Indian women for the most part are not comfortable using internal products such as tampons. Today, it is estimated that 12% of the 355 million women of menstruating age in India can afford disposable sanitary napkins. India is poised to become the largest market for sanitary napkins globally. The ground is being prepared by multinational companies for a massive penetration of these products in the coming years. Modern washable cloth pads Eco Femme is introducing a third option into the Indian marketplace for health and environmentally conscious women – the cloth washable pad!**(4)(5)** Washable cloth pads are a designed innovation of the sustainable practice of using folded cloth. Cloth pads look and function a lot like disposable pads in so much as they: are shaped for women's bodies have wings to keep them securely in place use absorbent material for catching flow offer leakproof protection However unlike disposable sanitary napkins, they can be washed and re-used for years and they are made of natural material – cotton – that is biodegradable and healthy for women's bodies. With proper care – washing, sun drying and clean storage – cloth washable pads can last for about 75 washes and are a natural and hygienic menstrual solution that does not generate waste!**(5)** In recent years, more and more women across the world are switching away from disposable pads to washable cloth pads. For them, cloth has many compelling advantages over disposable pads – financial savings, waste reduction, comfort, improved genital health, support of local livelihood and the intangible, yet powerful impact of using a product that communicates a message of holistic female beauty and dignity. [..]Our concern at Eco Femme is not so much about women using recycled cloth. We are more concerned that they are *armed with the information they need to make their own choices.* As rural women are recently being bombarded for the first time with multi-million dollar advertisements and government programs promoting disposable sanitary products, we believe it is important that they are able to decide which menstrual products or methods really are best for themselves and their environment. [..]We started the Eco Femme project because we saw the need for a comprehensive approach to MHM in India. Initially motivated by the interest of AVAG's women's self-help groups (SHGs), we began a concentrated exploration on the topic of menstruation in 2009. Through focus group discussions and group activities, participants were able to speak openly for the first time about their menstrual experiences. Through extensive fieldwork, we have learned that menstruation is a subject that involves complex linkages between social, cultural, economic, environmental, health and gender issues. The Eco Femme approach emphasizes education and empowerment of women to make their own decisions toward positive management of menstruation. Learn more about our approach on our How? Page.
	Entrepreneur	The Eco Femmes We are a team of 11 ladies based in Auroville, South India, including 7 women's self-help group (SHG) members from Auroville Village Action Group (AVAG). Inspired by the idea of eco sisterhood, we are connecting women globally through common experience of menstruation. Eco Femme is located inAuroville, a city-in-the-making that aspires toward international human unity. We started the Eco Femme project in early 2009, though Kathy has been producing cloth pads on a small scale in Auroville since 2000 and AVAG has been doing grassroots community development and facilitating SHG's in the area since 1983. The tailors – the women who make the pads – are women's SHG members from various groups who have been identified as disadvantaged and at the same time, skilled at their work. The tailors are inspiring, hard-working entrepreneurs. You can see their photos around our website and facebook page. Their profiles are coming soon… The tailors receive fair pay for their work on a per-piece basis, allowing them the time and flexibility to care

		for their families.**(5)** Kathy Walkling: I became an avid cloth pad user 12 years ago when I moved to India to live in Auroville. After trying to dig holes in baked earth to bury menstrual products each month, I figured that there must be an easier way.**(1.2) Upon learning of cloth menstrual pads, I began experimenting with designs and started producing them for other women in Autryville and as friends from abroad visited and came to know about Eco Femme, some wanted to sell the products in their own countries. Without really trying, I found myself having a small business.(4)** My real passion is women's empowerment and integral rural development. Since teaming up with AVAG 7 years ago**(2.3)**, I became increasingly interested in how local women manage their menstruation. This fascination has led us to research, and then design the Eco Femme project as an integral approach to menstruation. I am thrilled by the possibility to work with other women as passionate as I am to co-create a project that can have a genuinely transforming impact on the lives of women and well as to offer a product that is not adding more unnecessary waste to our choking earth. Jessamine Miedema (co-founder): My mother laughed happily when I told her we started Eco Femme; she had stitched washable pads from old towels with women of our neighbourhood in Sumba, Indonesia. These women also had few options to deal with their menstruation. For her as well as for me, the best part is the connection and bonding with other women across cultural boundaries through such a simple and practical solution to a shared problem. What also feeds me is the second connection: women (consumers) supporting women (producers in their livelihood and participants in menstrual education seminars). I hope that we can grow these relationships to be real and meaningful. We also want to give other women the chance to grow as entrepreneurs. I have been involved before with large-scale livelihood projects and never really understood what it takes to be an entrepreneur. Setting up Eco Femme has made me realise that a little better! My daily Big Bo(o)ne is our great team, woof woof!
	Organizational/ founding information	"When I moved to India to live in Auroville 15 years ago, one of the first things that I found myself having to contend with was how to dispose off my sanitary waste. In the west, there is at least the appearance that these products go "away" when tossed into a bin, but in India it was obvious this was an illusion. I felt like a fugitive lurking around in the dark, looking for a place where I could dig a hole – usually in baked earth- to bury used pads. Throwing them in a bin for others to handle or burning them with their plastic liners was even more unthinkable! How DO local women here manage? I wondered."**(1.2)** "While visiting family in Australia, I came across a washable (i.e. re-usable) cloth sanitary napkin. It was made of colourful soft flannel cotton for absorbency and was worn like a disposable pad with wings that fasten under panties. I bought my first washable pad, and from the first day of use, became a convert. It was actually comfortable to wear, and, in an odd way, felt quite wholesome— in handling these pads, I felt a little more connected to my body and this earthy cycle. But what really clinched it was that I could actually make a difference through this small personal choice to re-use and not add more waste to an already choking planet." (http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/) When Walkling came to Auroville (a sustainable community in Pondicherry) in 1997, the sanitary waste issue overwhelmed her, since she was more accustomed to the ways of the West, where the problem was at least out of sight and out of mind. The disposal of sanitary pads in India is a huge issue and they are either burnt, causing pollution or buried, where they don't tend to decompose because of the plastic. She thought back about the reusable cloth pad as a way to tackle the situation. Walkling and her team interviewed 300 women about menstrual practices, issues and difficulties. In India menstrual hygiene is a huge cultural issue and taboo and is often not discussed. She began to understand the local practices of using cloth (43 per cent) or disposable sanitary napkins (41 per cent), and no tampons (15 per cent used both cloth and pads). The old cloth that they were using was not very absorbent. After having used for 7 years, she started playing around with designs and in 2009, she started low-key production of reusable sanitary pads using brushed flannel cotton and thus was born Eco Femme. Walkling began selling them in the local store. Soon women

		called and said that they wanted to sell it.**(6)** "I researched materials for absorbency, got the logo, picked up material from Chennai. The pad had to have wings, be soft, come in different sizes and most of all be absorbent," says Walking about her journey. Eco Femme products are leak-proof and come in 4 variants: wings, day, night and panty-liner. It can used for 5 years (pack of four), if cared for properly and lasts 75 washes each. ... read more on social.yourstory.com Walkling says that her motivation to start Eco Femme was to empower women and to combat the rising waste in the environment. She wants to dispel the myths that are being communicated to women about their bodies: that their periods are something disgusting and they should be ashamed of their bodies. "The products are just tip of iceberg, the development of women and giving them dignity is the real quantum leap," concludes Walkling. ... read more on social.yourstory.com
	Additional search	http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/; http://social.yourstory.com/2013/11/eco-femme-empower-women-resuable-sanitary-pad/
	Additions	
	Analysis	1.2: personal need, personal experience, dissatisfaction, 2.3: partnership 4: user entrepreneurship model 5: SE 6: For the BoP
	Useful?	
26	Name Source Search terms used Website	RubyCup Raja Colplast (development process) www.ruby-cup.com/en/
	Innovation	Ruby Cup is a healthy, high-quality and sustainable menstrual hygiene product made out of 100% top medical grade silicone and is reusable for up to 10 years. Swim, dance, walk, sleep, jump - and even look good naked! Welcome to the modern world, where your period comes with no strings or wings attached. Ruby Cup was designed in Denmark by three young women in collaboration with experts from world leading healthcare company, Coloplast. This menstrual cup has an easy-to-grab stem and a large capacity, which means that you can go up to 12 hours without emptying it.
	Entrepreneur	Julie Weigaard Kjaer: Julie has a broad professional background with several years of experience in business administration, supplier management, financial planning and social entrepreneurship in both public and private companies. As a person who enjoys experiencing the world, she has lived and worked in Europe, South America and Africa.**(2.1)** Julie holds a Bachelor's Degree in Business, Languages, and Culture and is a master student in Supply Chain Management with minor studies in Sustainable Business at the Copenhagen Business School. She has studied accounting, political theory and human resources at La UADE in Argentina and has as part of her studies worked for the Trade Commission of Denmark in Barcelona, where she held workshops for Danish companies on market possibilities in Spain, coordinated trade shows and controlled budgets. Julie loves perfection, spreadsheets and yoga. When her bodyparts are not getting twisty in some weird position, she enjoys dinners with friends and greets everyone and everything with a smile. With a background as a professional dancer, just wait until she hits the dancefloor! **(2.1)** Maxie Matthiessen: Maxie has always enjoyed working in the areas of international development, CSR and humanitarian assistance. She has 6 years of international work experience in public, private and non-governmental organizations. She has acted as researcher drafting studies for the UN General Assembly, worked as corporate analyst, consulted on micro-finance topics in Nicaragua and organized high-level roundtable discussions at the EU Parliament.

		Maxie holds a Master degree in International Business and Politics and a Bachelor degree in Business, Languages, and Culture from the Copenhagen Business School. Between, she studied at the Universidad Autónoma (Madrid) and University of California (Berkeley). She sits on the board of Young Women Social Entrepreneurs in Nairobi (YWSE), was selected Attaché at COP15 in Copenhagen, Youth leader at the YENI seminar in Germany, and guest speaker on minority issues in the Danish Parliament. Maxie's favorite superwoman activities consist of running marathons, reading all kinds of newspapers and getting to know everyone around. You can always find Maxie by her loud, happy and extremely contagious laughter. **(2.1)** Veronica D'Souza: Veronica has a broad professional background in both for-profits and non-profits as a sales representative, project manager, journalist, creative campaign developer, and strategic advisor. Her special focus is sustainable business, human rights, health, leadership, and managing strategic partnerships. She is the co-author of the publication "A Roadmap to Sustainable Leadership" (Monday Morning, 2010). She studied M.Sci. in International Business and Politics with a minor in Sustainable Business at Copenhagen Business School and Columbia Business School. She is a selected United World College student (IT), Humanity In Action Senior Fellow (NYC), and has been invited to speak at several international events such as UN future Earth Conference (Japan), and SoCap 2012 (US). Veronica loves to travel the world, dream big and create stuff. She spends her afterhours recording rock and soul tunes, cooking stews on bonfires in her beloved African pot and reading about Tim Burton.**2.1**
	Organizational/ founding information	Our history It all started in Denmark on one fine summer day in 2005. The three of us met in class at Copenhagen Business School and became close friends through a combination of great teamwork and a shared desire to change the world for the better. We believed that this change could only be brought about by challenging existing methods of development and business. We decided that we wanted to start a company which would focus on solving a societal issue from a business perspective**(5)**. A company that could prove that the future of business lies in being responsible, both in daily operations and in driving social innovation while making a profit. In our eyes, this approach ensures financial sustainability, the freedom to grow and expand to new markets, and the ability to create new, innovative products and services. We therefore adhere to the famous philosophy of "doing well by doing good". We were introduced to menstrual cups by Maxie's sister, who spoke almost religiously of their benefits. We tried them ourselves and were impressed – no leaks, no chemicals, no tampons or pads wasted every month, and so much money saved!**(1.2)** We started wondering... if a menstrual cup is a superior solution for us, why can't it be for women and girls in the developing world, too?**(4)(5)** Ruby Cup is reusable for up to 10 years so it is truly a long-term solution. We loved the idea so much that by June 2011, we were on our way to Kenya and producing Ruby Cups. That first month we spoke to women's groups, girls, NGOs, government agencies and even taxi drivers about the issue and were appalled to learn what proportion of a family's income could go into buying sanitary products - if they could afford to buy any at all. We were equally shocked by the alternatives women and girls are forced to find: sheets, rags, mud, bark or pieces of mattress. The feedback on our simple idea was extremely positive – with many asking "Where can I get one?!" Encouraged, we continued our research and found that education is crucial when it comes to the adoption of sanitary products. Women we spoke to asked all sorts of questions about menstruation, the answers to which were not available in school or at home. We were asked questions such as "Why do I bleed every month?" and "Where does the blood come from?". From these conversations we learnt that talking about menstrual hygiene requires a broad approach including education about reproductive health. With this is mind, we developed educational materials, including drawings of the female reproductive organs and explanations for where babies comes from and why women bleed every month. Over the summer back in Denmark we threw ourselves into fundraising and product development. By September 2011, we were ready to kiss our families and friends goodbye and relocate to Kenya! We set up a company in Nairobi and did a lot of inclusive product development. Julie and Veronica live in Kenya today selling and distributing Ruby Cup to women and girls around Nairobi while continuing to grow our online market. Maxie supports this from the Ruby Cup office in Berlin. We are extremely grateful for our travels thus far and for all the people who have come onboard and helped us! However, there are women and girls all over the world who are in need of a Ruby Cup. Can you briefly describe what has happened since you started?

		"We started a bit more than a year ago with researching the problem, different solutions and with designing our product. We are business students and not engineers, so we called the Danish company Coloplast, a world leader in intimate healthcare products and asked them whether they would help us with their know how and expertise. They bid us welcome, and today we have a very strong partnership were Coloplast is our technical advisor on the whole production and quality control side. Without them, we would not have gotten this far this early. In addition, we were awarded Develop Prize in the Danish Foreign Ministry 2011, and the first seed capital came from SIDA, the Swedish development organization's Innovations Against Poverty Grant. This allowed us to move to Kenya and getting started." What are you working on now? We are building partnership with many international organizations and NGOs. We have developed our product and tested it amongst our customers and in March. Also, we won the Grand Prize of the Global Social Entrepreneurship competition from the Forster School of Business in Seattle. Today, we are awaiting our first commercial shipment of 10.000 products within the next weeks, and are ready to start selling our products through a direct sales distribution channel. People contact us from many different places in the world, where menstruations is also a problem, and we are currently working on developing different kinds of partnerships in several countries, as Ruby Cup can be a solution for women all over the world." (http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/)
	Additional search	http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/
	Additions	
	Analysis	1.2: personal need/ dissatisfaction 2.1: education and working experience 4: traditional model 5: SE
	Useful?	
27	Name Source Search terms used Website	Liter of light PC3 example http://aliteroflight.org/
	Innovation	The Solar Bottle Bulb used by 1 Liter of Light is based on the concept of Appropriate Technologies – innovations that use readily available materials and simple carpentry skills to create inventions that are easily replicable in the developing world. Instead of relying on prescriptions for sustainability from industrialized countries, these technologies enable locals to address critical issues in their communities and encourage sustainability from the ground up.
	Entrepreneur	Illac Diaz is a social entrepreneur working in the ASEAN region empowering communities through the use of sustainable construction and appropriate technologies. Through the MyShelter Foundation, several pioneering programs in the country in rammed earth, bamboo, and PET plastic bottle construction .**(5)** Illac, whose name is an Aztec term meaning "God of Light," is in a unique position to inspire others with ideas, vision and passion to create enterprises that uplift sectors of society that would otherwise be forgotten. He is pioneering a whole new field of entrepreneurship, one that seeks to bring the strengths, efficiencies and solutions of business to bear on problems of society. Illac Diaz comes from a good clan. Nephew to former Ms. Universe, Gloria Diaz, Illac Diaz was nurtured by his Italian-born mother. He completed his Bachelor's degree in Management Economics from the Ateneo de Manila University(**2.1)**. It seemed as though everything was going well for this young Diaz. He was a model, actor and party-goer. After that, he turned his attention to become the advertising executive for Smart Communications. To further hone his skills and his craft, he completed his Masters Degree in Entrepreneurship at the Asian Institute of Management (AIM). Yet, he continued to pursue further development so he went to the Massachusetts Institute of Technology (MIT) in Boston to study Urban Planning Course II – Urban Studies and Planning. And more recently, he took Masters of Political Administration in Harvard University.**(2.1)**

		In 2008, Illac Diaz was named a "Young Global Leader of 2008" by the World Economic Forum in Geneva, Switzerland. What has this young person did that warranted such recognition from the prestigious WEF? Providing good shelter for transient Seafarers Illac Diaz founded the Pier One Seafarer's Dormitory, a lodging place for Filipino seafarers located in a 2,500-square meter lot at Corte Real and Solana Streets in Intramuros, Manila. With this project, Illac essentially provided good lodging for Filipino seafarers and overseas contract workers.**(5)** Previously, these same contract workers would just check in to cheap inns or motels in the Ermita and Malate areas in Manila, but these inns are still more expensive than Pier One Seafarer's Dormitory. The idea for Pier One came to Mr. Diaz when he was still obtaining his Master in Entrepreneurship degree**(2.1)**. He took a walk in the T.M. Kalaw area in Manila and saw hundreds, or probably thousands of seafarers trooping to the offices of recruitment agencies. And yet, these same people could not have access to low budget lodging areas while waiting for their papers to be processed. This is why, Diaz set up a 40-bed dormitory in the Intramuros area where seafarers and prospective overseas contract workers could stay while looking for a job**(4)**. According to an article from the Philippine Star, Pier One is now a 1,500-bed business with branches in Recto, Ermita and Intramuros. It is sustainable and its profits are being reinvested back to the business. Over 80,000 seafarers have been served by the project! CentroMigrante From his award-winning Pier One Seafarer's Dormitory, Illac Diaz went on to develop the CentroMigrante Project. This project offers a build-for-stay system—the tenants will be able to stay in the compound in exchange for their labor in constructing parts of the project. Those who do not have money can still sign up for temporary jobs and the option to stay while building the project. The shelters developed under this project will then offer seminars on personal finance, remittance management for overseas Filipino workers, as well as on career development and small business management. Along the way, CentroMigrante will also coordinate with more than 400 agencies that will help its constituents find jobs. The eventual goal is to reduce the waiting time of overseas Filipino workers from seven months to only three months.**(5)** MyShelter Foundation Illac Diaz does not seem to run out of ideas. When he noticed the lack of classrooms in the provinces, he thought of a way to solve it, together with the problem in housing in Negros Occidental**(4)(5)**. When he noticed the strong adobe bridges, which withstood the test of time since the time of Spanish occupation in the Philippines, he went to the CalEarth Institute in California to study under Nader Khalili, the world-famous Iranian architect. Through his studies, he gained expertise in the Earthbag Construction System and applied it to the Philippine setting. By enlisting the help of volunteer laborer and indigenous materials, the cost of building houses and classrooms went down. He has since shared his expertise in addressing the lack of classrooms in the Day-Asan National High School in Surigao province. Illac Diaz continues to look for ways to help other under-privileged Filipinos. And why not? From being an actor, model and advertising executive, Illac Diaz has shown that it is possible to continue earning and growing a business while addressing the social needs of people who do not have the resources to uplift themselves. Diaz belongs to the new breed of businessmen who are willing to help others while they themselves boost the business' bottom line
	Organizational/ founding information	Demitrios "Demi" Bukas was an unemployed carpenter living in a small house in Laguna, Philippines. While searching for a useful way to occupy his time, he learned that if he took a two-liter plastic soda bottle, filled it with water and a little bit of bleach, and nailed it to a corrugated tin roof, he could provide a 35 square meter home with the same amount of light as provided by a 55-watt light bulb**(2.1)**. What's more, he could do it by reusing or recycling materials that people normally throw away.**(6)** What started out as one man's work became the mission of an entire nation through 1 Liter of Light, a program created to encourage and support social entrepreneurship and provide sustainable energy to the urban poor. In a country such as the Philippines, which has one of the highest

		electricity-use rates in the world, this simple solution is making a difference in the lives of tens of thousands of people who can now focus on using their limited resources to pay for other vital expenses, such as food or education. The project not only benefits those who now have light. It also provides employment opportunities to local carpenters, trash collectors, and even city penitentiary residents who embrace the work and have come to see it as fulfilling their responsibility to help others in need.**(5)** Harvard Kennedy School alum Illac Diaz, the founder of MyShelter Foundation and the 1 Liter of Light project, quickly realized just how powerful the Solar Bottle Bulb could be when other countries from around the world began to request instructions on how to build and install these Solar Bottle Bulbs in their own communities. The project now has partners in Peru, Colombia, Indonesia, India, and Switzerland, and is initiating projects in places such as Spain and Kenya. By embracing social media and the philosophy of open-source technology, in the past year 1 Liter of Light has grown from lighting up 10,000 homes in the Philippines to providing solar power to communities around the world. (http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/)It started out as a small project headed by My Shelter Foundation Executive Director Illac Diaz in a small pilot community at San Pedro Laguna (Phillipines), where Mang Demi Solar "Solar Demi" lives. Isang Litrong Liwanag has grown into a viral campaign, spreading across the Philippines and the world, lighting up thousands of homes with a simple formula: used plastic soda bottles, water, bleach (http://lighting.com/a-liter-of-light/) The use of plastic bottles in this way to provide indoor lighting from daylight was developed by Alfredo Moser of Brazil in 2002**.** Using the technology as a social enterprise was first launched in the Philippines by Illac Diaz under the MyShelter Foundation in April 2011. In order to help the idea to grow sustainably, the Foundation implemented a "local entrepreneur" business model whereby bottle bulbs are assembled and installed by local people, who can earn a small income for their work. Within months, one carpenter and one set of tools in one community in San Pedro, Laguna, expanded the organization to 15,000 solar bottle bulb installations in 20 cities and provinces around the Philippines, and began to inspire local initiatives around the world**.[5]** MyShelter Foundation also established a training center that conducts workshops with youth, business companies, and other groups who are interested in volunteering their time to build lights in their communities. (http://en.wikipedia.org/wiki/Liter_of_Light; (3]BBC News article about Alfredo Moser and his invention 4] a b "A Liter of Light Goes a Long Way (by Ami Valdemoro) | Harvard Students Talk Rio+20". Riomatters.wordpress.com. 2012-06-06. Retrieved 2013-08-13. 5] Jump up to: a b c "A Litre of Light". Unfccc.int. Retrieved 2012-10-04.))
	Additional search	http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/; https://www.facebook.com/aliteroflight/info; http://www.spot.ph/videos/49574/mang-demis-solar-powered-light-bottles-brings-light-to-laguna-is-featured-on-bbc-; http://en.wikipilipinas.org/index.php?title=Illac_Diaz; http://aliteroflight.org/about-illac-diaz/; http://lighting.com/a-liter-of-light/; http://en.wikipedia.org/wiki/Liter_of_Light
	Additions	
	Analysis	2.1:education and working experience 4: traditional model 5: SE 6: from the BoP
	Useful?	
28	Name Source Search terms used Website	Grameen Internet search http://www.grameen-info.org/
	Innovation	Microcredit
	Entrepreneur	Muhammad Yunus was born in 28th June, 1940 in the village of Bathua, in Hathazari, Chittagong, the business centre of what was then Eastern Bengal. He was the third of 14 children of whom five died in infancy. His father was a successful goldsmith who always encouraged his sons to seek

		higher education. But his biggest influence was his mother, Sufia Khatun, who always helped any poor that knocked on their door. This inspired him to commit himself to eradication of poverty. His early childhood years were spent in the village. In 1947, his family moved to the city of Chittagong, where his father had the jewelery business. In 1974, Professor Muhammad Yunus, a Bangladeshi economist from Chittagong University, led his students on a field trip to a poor village. They interviewed a woman who made bamboo stools, and learnt that she had to borrow the equivalent of 15p to buy raw bamboo for each stool made. After repaying the middleman, sometimes at rates as high as 10% a week, she was left with a penny profit margin. Had she been able to borrow at more advantageous rates, she would have been able to amass an economic cushion and raise herself above subsistence level. Realizing that there must be something terribly wrong with the economics he was teaching, Yunus took matters into his own hands, and from his own pocket lent the equivalent of? 17 to 42 basket-weavers.**(1.2)(4)** He found that it was possible with this tiny amount not only to help them survive, but also to create the spark of personal initiative and enterprise necessary to pull themselves out of poverty**(5)** Against the advice of banks and government, Yunus carried on giving out 'micro-loans', and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust and solidarity. In Bangladesh today, Grameen has 2,564 branches, with 19,800 staff serving 8.29 million borrowers in 81,367 villages. On any working day Grameen collects an average of $1.5 million in weekly installments. Of the borrowers, 97% are women and over 97% of the loans are paid back, a recovery rate higher than any other banking system. Grameen methods are applied in projects in 58 countries, including the US, Canada, France, The Netherlands and Norway.
	Organizational/ founding information	The origin of Grameen Bank can be traced back to 1976 when Professor Muhammad Yunus, Head of the Rural Economics Program at the University of Chittagong, launched an action research project to examine the possibility of designing a credit delivery system to provide banking services targeted at the rural poor. The Grameen Bank Project (Grameen means "rural" or "village" in Bangla language) came into operation with the following objectives: extend banking facilities to poor men and women; eliminate the exploitation of the poor by money lenders; create opportunities for self-employment for the vast multitude of unemployed people in rural Bangladesh; bring the disadvantaged, mostly the women from the poorest households, within the fold of an organizational format which they can understand and manage by themselves; and Reverse the age-old vicious circle of "low income, low saving & low investment", into virtuous circle of "low income, injection of credit, investment, more income, more savings, more investment, more income". **(5)** The action research demonstrated its strength in Jobra (a village adjacent to Chittagong University) and some of the neighboring villages during 1976-1979. With the sponsorship of the central bank of the country and support of the nationalized commercial banks, the project was extended to Tangail district (a district north of Dhaka, the capital city of Bangladesh) in 1979. With the success in Tangail, the project was extended to several other districts in the country. In October 1983, the Grameen Bank Project was transformed into an independent bank by government legislation. Today Grameen Bank is owned by the rural poor whom it serves. Borrowers of the Bank own 90% of its shares, while the remaining 10% is owned by the government.
	Additional search	http://www.grameen-info.org/index.php?option=com_content&task=view&id=329&Itemid=363
	Additions	
	Analysis	1.2: dissatisfaction 4: traditional model 5: SE
	Useful?	
29	Name Source	Jaipurfoot Internet search

	Search terms used Website	prothesen in ontwikkelingslanden; Prosthetics in Developing countries http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf http://jaipurfoot.org/who_we_are/our_history.html
	Innovation	Prostheses; Since inception, BMVSS has rehabilitated more than 1.3 million amputees and polio patients by fitting / providing artificial limbs (Jaipur Foot variations), calipers, and other aids and appliances, mostly in India and also in 26 countries across the world
	Entrepreneur	Padma Bhushan Devendra Raj Mehta Founder and Chief Patron, retired Indian Administrative Service officer and former chairman of the Securities and Exchange Board of India (the equivalent of the Securities and Exchange Commission of America); earlier he has held the position of deputy governor of the Reserve Bank of India Mehta was born at Jodhpur in Rajasthan. He is a graduate of Arts and Law from Rajasthan University. He also studied at Royal Institute of Public Administration, London, UK and the MIT Sloan School of Management.**(2.1)** D.R. Mehta has been active in social field throughout his life. He set up Bhagwan Mahaveer Viklang Sahayata Samiti(BMVSS)in Jaipur in 1975 and is now its full-time honorary volunteer. Under his leadership, BMVSS emerged as the largest organization for the handicapped in the world, providing artificial limbs / calipers and other aids and appliances for free. More than 1 million people have been its beneficiaries so far.**(3)** Mehta's focus on combining social service with science led to an MOU between Stanford University and BMVSS, resulting in the development of a new Knee Joint called the Jaipur Knee. It was hailed by the Time Magazine as one of the 50 Best Inventions of the World for the year 2009. Mehta is also a well-known animal activist. He has started and has been associated with some animal homes, and has also published literature on animal welfare. (http://en.wikipedia.org/wiki/D._R._Mehta)
	Organizational/ founding information	The Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) was set up in 1975 in Jaipur to commemorate the 2500th year of nirvana of Bhagwan Mahaveer, the great Lord of Jainism who preached equality of all beings and compassion to all. He was a contemporary of Lord Buddha. BMVSS is a secular, non-religious, non-governmental, non-political, non-sectarian, non-regional and non-profit organisation set up to help the physically challenged, particularly the financially weak and underprivileged.**(5)(6)** The society was born out of a traumatic incident in the life of DR Mehta, the Founder and Chief Patron of BMVSS. He met with a life-threatening road accident that crushed one of his legs. Doctors felt that it might have to be amputated. Both his life and limb were saved.**(1.2)** This made Mr Mehta realise the problems that disabled have to face, particularly the underprivileged, to get artificial limbs**(4)** . The idea of creating BMVSS, the Jaipur Foot organisation, was thus born on the hospital bed which Mr Mehta occupied for five months. He finally set up BMVSS to provide artificial limbs, in 1975, with a focus on the poor.**(5)(6)** From its birth in Jaipur, BMVSS has grown to become a pan-India and international organisation. It has 22 branches across India. The organisation has two associate centres in Pakistan and three in Philippines, and a joint venture in Colombia. It has conducted more than 50 fitment camps in 26 countries and helped set up independent prosthetic fitment centres in Asia, Africa and Latin America. BMVSS has been given Special Consultative Status with the Economic and Social Council of the United Nations Organisation for its services. Apart from providing the widest possible range of services for the disabled, BMVSS is also focused on research and development, and tries to fuse service with science. BMVSS has forged agreements with Stanford University, USA; Massachusetts Institute of Technology (MIT), USA; the Indian Space Research Organisation; and Indian Institute of Technology (IIT), Jodhpur, for research and development, Professors of other IITs, namely Chennai, Delhi and Mumbai, too are helping BMVSS. Further, Malaviya National Institute of Technology, Jaipur; National Institute of Technology, Delhi; and companies such as Jain Irrigation, Pinnacle Industries, Polymedicure and Universal Medicap have agreements with BMVSS for research. Other corporates also support BMVSS. Dow Chemical International Pvt Ltd (Dow India), a leading company in polymers, is helping BMVSS in improving the components of its aids and appliances. Dow India, MIT and the American Society of Mechanical Engineers are working together with BMVSS to further enhance the functionality and longevity of the polyurethane (PU) foot, which is likely to rehabilitate hundreds of thousands of amputees the world over, along with the inventions of physics, chemistry, space, etc. Dow India is providing funds for this project.

		The idea of setting up the society arose out of a trauma. Shri D. R. Mehta, Founder & Chief Patron of BMVSS met with a serious life-threatening road accident. With his own self-realization and also promptings from the treating orthopedic surgeons, Dr Ganga Ram Purohit and Dr M.M. Bapna, both of Mahatma Gandhi Hospital, Jodhpur, the idea of setting up BMVSS was born. Dr. Bapna and Dr. Purohit would later constantly remind Mr. Mehta of the plight of poor patients who had lost their limbs. They asked - where would a poor person losing limb by accident or disease, go to get an artificial limb? Thus in recognition of the need of an institutionalized arrangement for helping such people, BMVSS was set up. Later other Samaritans joined the project [..] Jaipur Foot is technically distinct from other foot / limb technologies. Jaipur Foot was developed at the S.M.S. Medical College Hospital, Jaipur in 1968 by a group of eminent orthopedic surgeons and highly innovative craftsmen. The subsequent developments in the technology were under aegis of BMVSS.
	Additional search	http://en.wikipedia.org/wiki/D. R. Mehta ;'http://jaipurfoot.org/images/BROCHURE.pdf
	Additions	
	Analysis	1.2: personal need, unmet needs 2.1: education and working experience 3: proved 4: traditional model 5: SE 6: for the BoP
	Useful?	
30	Name Source Search terms used Website	aids digital Database Healthcare innovations
	Innovation	AIDS Digital is an online portal of HIV and AIDS information that is easily accessible by anyone, anywhere and at any time by the people in need. There were 1324 HIV and AIDS programs in the Digital AIDS and consists of HIV testing services, antiretroviral therapy, PLWHA support groups, Sterile Syringe, Methadone, Prevention of parent to child, referral hospitals AIDS and Sexually Transmitted Infections are available in 33 Provinces and 501 districts / cities. Aids Digital present to provide basic HIV and AIDS information, AIDS and STI service point, Institutions engaged in AIDS prevention programs in order to facilitate the people of Indonesia to find out as well as get access associated with HIV and AIDS and STI needed him.**(5)** HIV and AIDS information portal was created by AIDS Coalition Indonesian Ministry of Health in collaboration with partners, HIVOS, UNAIDS and 7Langit The using of mobile and web-based applications to increase access to HIV/AIDS and Sexual & Reproductive Health information and services are still very new in developing countries as Indonesia. The utilization of this Health innovation is directed at key population at risks to HIV, young people and general population are still very new in developing countries including Indonesia. The applications can also ensure client's privacy, easier access by anyone, anytime and anywhere. The web-based application can be easily accessed by target population living in more urban sites – this is important in HIV as most of key population at risks living in the urban sites; while the mobile application can be accessed by residence in rural sites and/ in areas where internet access is not advance With the current situation, that community affected by HIV transmission is still quite discreet community, the applications can reduce the tension of being identified when accessing the information. Stigma and discrimination and social taboo surrounding HIV and SRH issues become additional barriers. Various approaches to increase knowledge of key population at risks to HIV infections have been implemented, from outreach, peer education and IEC material distribution. However, these approaches rely heavily on face-to-face meeting for provision of the information
	Entrepreneur	Aditya Wardhana

	Organizational/ founding information	I recently use Agoda.com website to booked my hotel when i need to travel. Someday I though that why we not use this kind of application to nearing access to AIDS and Sexual Reproductive Health services for community as well broader society.**(1.2)(4)** Then everything gone fast and we establishedwww.aidsdigital.net Indonesian AIDS Coalition (IAC). IAC is an AIDS-affected community-based NGO that works to promote good governance in the AIDS response in Indonesia.
	Additional search	http://www.aidsdigital.net/: niet leesbaar http://www.changemakers.com/healthbiz/entries/aids-digital-%E2%8E%A2-mhealth-hivaids; http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html; https://www.linkedin.com/pub/aditya-wardhana/23/936/65b
	Additions	The Indonesia AIDS Coalition (IAC), an NGO with members from AIDS-affected communities, will launch a mobile application on HIV/AIDS information and services. "AIDS Digital" is the first mobile system with an application on HIV/AIDS in the Asia and Pacific region. "This application was developed by AIDS-affected communities so that it is highly effective and manages to respond to challenges in the field that are well understood by the communities," said Aditya Wardhana, an IAC activist, in a statement made available to *The Jakarta Post* on Monday.**(2.3)** Health Minister Nafsiah Mboi is set to officially launch "AIDS Digital" in an event at the Health Ministry in Jakarta, on Oct.31. "The Health Ministry as a lead sector to improve the health of all Indonesian people warmly welcomes the initiative and fully supports it as part of efforts to bring access of information on HIV/AIDS and other sexually-transmitted diseases to all of society," Aditya said. Users can access the application via two methods. First, through the website aidsdigital.net and second, via a mobile application that can be downloaded in the Apple Store, Blackberry Application Store and on Google Play. The mobile application can be used on the likes of iPhone, Blackberry and Android hand phones. Aditya said it was hoped that "AIDS Digital" could give people more accurate information on HIV/AIDS, increase the percentage of visits to health care facilities, improve the adherence of HIV-infected people in taking medication, and strengthen services to other HIV-affected communities. AIDS Digital has been launched to support the government's Zero New HIV Infections, Zero Discrimination and Zero AIDS-related Deaths program. (http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html) Contributors Digital data contributors AIDS: Ministry of Health The National AIDS Commission Key Populations Network (GWL-Ina, OPTIONS, IPPI, PKNI) NGO http://www.aidsdigital.net/tentang-aids-digital/kontributor/
	Analysis	1.2: dissatisfaction , unmet needs 2.3: help from communities 4: traditional model 5: SE
	Useful?	
3 1	Name Source Search terms used	Mejorate.cl (Medic Trace) Database healthcare innovation

	Website	http://www.mejorate.cl/team
	Innovation	Online Medical center. We connect patients and doctors worldwide, improving the search for health and providing a new way to pay to doctors by accumulating Health Points from local markets or credit/debit card systems
	Entrepreneur	Sergio Calleja CEO & Co-founder Studied Dentistry and a Master in Public Health at the Universidad Mayor. He has worked in the Military Hospital of Santiago, H. Alejandro del Rio, Clinica Indisa. As an intern in maxillo-facial surgery pro bono in public health centers also helped as an assistant professor. Internship abroad at Boston Medical Center and the University of Michigan Hospital in U.S. Now he is the General Manager at Mejorate.cl**(2.1)** Marzon Castilho CTO & Co-founder Expert web developer with over 15 years experience, he has had great success with several jobs, working in big companies like Xerox and small businesses as Senior Project Manager at Squadra. During this time he learned to build software in complex scenarios, which has allowed him to develop his own methodology for dealing with situations of extreme urgency and constant change of requirements. Marzon is the second initial founder and manager of the technological area at Mejorate.cl. **(2.1)**
	Organizational/ founding information	Driving my car, I was thinking how to involve more actors to daily health, And I remembered the group we created to help scare resources people at university... They didn't have money but, they had the opportunity to buy clothing or goods at local markets. So, I thought how awesome will be to make all what you can buy a currency for health. This way motivate companies to do good for health, **(4)**
	Additional search	http://www.changemakers.com/node/156170/images; https://www.linkedin.com/in/drcalleja; http://www.drcalleja.com/
	Additions	
	Analysis	2.1: education and working experience 4: traditional model
	Useful?	
32	Name Source Search terms used Website	ANAIRYS Database Healthcare ANAIRYS Health Mutual Solidarity fund.
	Innovation	Prepaid Health Care; ANAYRIS is a startup still in the idea fase, ANAYRIS is actually a health Mutual Solidarity Fund - to be more specific; a prepaid micro health insurance system via mobile phones. The idea is to insure the uninsured people, most of the times those are also the unemployed ones. A person will only need to have a mobile phone and the person can be automatically a member of the fund. In Africa (Sub-Sahara Afric) there are many mutual health associations, many work together with health care services. Eeach member has to contribute by paying a low fee, but some people don't even have that. By using ANAIRYS, the members will not have to think about where to get the money to participate, once they have a mobile phone and they buy refill cards then they are automatically members.**(5)** The health fund will cover for the treatment of the ones who participate and put money into the health fund. How? The person has to give his mobile number to the health fund and accepts that each time he buys a prepaid refill card to refill the minutes on his mobile phone 5% will be automatically saved into the health fund. For every 5% , 1% will be the cost the subscriber is paying to be insured.
	Entrepreneur	Family member died because it was not insured **(1.2)(4)**
	Organizational/ founding information	When a member of my family died because she was treated very late and the reason she went into the hospital so late was because she was not insured. She died and this when I started to think about ideas on how poor people in Africa can have health insurance even without a job and a bank account.
	Additional search	http://www.changemakers.com/users/maria-pedro; http://www.changemakers.com/healthbiz/entries/anairys
	Additions	

	Analysis	1.2: personal need, dissatisfaction 4: traditional model 5: SE
	Useful?	
3 3	Name Source Search terms used Website	AniMedes Database HI http://www.animedical.at/
	Innovation	AniMedical and teamworx media management created "AniMedes", a digital app-based plattform on mobile devices that can fully replace current paper-based solutions for patient education prior to surgery. Using modern media technologies and beautiful 3D-animated movies, AniMedes represents a secure, innovative and effective way to explain complex treatments to sick and frightened people. The AniMedes-App for mobile devices replaces outdated paper based informed consent methods by using short 3D-Animation movies. Our movies explain interventional procedures in a schematic and easily understandable way, but they are medically correct and detailed. The movies and the corresponding app are available in different languages, thus giving doctors the security that their patients really understand the procedure, even if they speak another language.**(5)**
	Entrepreneur	Johannes Allesch, CEO Animedical: We are at the cusp of a new era of 3D-technologies that pour into everyday medical life to enhance and enrich them with new and powerful ideas. I am firmly convinced that the time has come to put those ideas into practise and to have the courage to create those new, comprehensive, multimedial standards for the future of medicine. (http://www.animedical.at/ueber-uns/?lang=en)
	Organizational/ founding information	In 2006, Johannes Allesch and his girlfriend came back from an informed consent explanation for a complicated, major surgery. Although the doctor took his time and explained the surgery in great detail, the given explanation was just not informative enough. Right after this incident, Johannes decided to dedicate his education as a 3D-artist to medical explanation procedures. AniMedical was born. **(1.2)(4)** AniMedical and teamworx media management run the AniMedes project together, each providing their unique networks and skills of marketing, media, animation and software development. Our combination of designers, programmers, marketing specialists, and a large advisory group of doctors form a highly flexible network of skillful employees and external specialists. This allows us to develop the app fast and highly adapted to respective workloads. We keep close contact with universities to recruit well trained specialists early on. All media is created with doctors and major hospital care providers. AniMedes is getting certified, tested and cleared for hospital use, so doctors can rely on security and legal validation of any information that the app delivers to their patients.**(3)** The AniMedes App is currently being tested at various hospitals throughout Austria in clinical practice. Using scientific methods, the impact of the application on the entire preoperative education process can be tested. The AniMedes app is by default in the languages German, English, Serbian and Turkish available, other languages are of course available on request. All program functions can be displayed in the built-in languages. For the informed consent discussion, the app provides a button to switch between the languages to be able to switch back and forth quickly. So doctors can work in the education conversation in their own language, but also their patients to share information in their language. The collected intelligence is saved as read-only document in both languages How did you come up with this idea? Is there a particular situation or a fact that has brought you to this? Through my studies of the 3-D animation in the degree program MultiMediaArt in Salzburg and the ever-present interest in medicine already resulted in 2007, the first points of contact of the two fields.**(2.1)** This ultimately led to an internship, a thesis and its foundation in the field of medical animation (http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html) Contemporary patient education

		Through the combination of conventional education talks and the support of new information media now created a solution for contemporary, modern and flexible patient education. AniMedes is, the application to which the young entrepreneur John Allesch can be proud of ". It is about the visualization of medical processes and the creation of new communication channels with simultaneous increase in efficiency and resource optimization" To realize this vision, he founded AniMedical, one on medical Topics specialized animation and multimedia production studio."Our 3D animated films, new channels of communication between doctors and patients. Before any surgery is for the physicians a duty to inform, to inform the patient about the procedure and all possible risks and side effects. So far this enlightenment happens with sheets of paper, the very long, complicated texts include primarily for legal risk education and constitute a more secure measure against patient lawsuits. The choice of media education, however, is not mandatory in Austria, so it's high time for a modernization of this decades-old standards, "Allesch summarizes. (http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73)
	Additional search	http://www.animedes.at/?page_id=262; https://www.linkedin.com/pub/johannes-allesch/4/376/848; http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html; http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73
	Additions	
	Analysis	1.2: personal need, unmet needs, dissatisfaction 2.1: working experience 3: tested 4: traditional model 5: SE
	Useful?	
3 4	Name Source Search terms used Website	Ath Checkpoint (Positive Voice) Database HI http://athcheckpoint.gr/english/?page_id=125_/; http://positivevoice.gr/
	Innovation	
	Entrepreneur	Nikos Dedes is Founder and Chair of 'Positive Voice', the Greek Association of People Living with HIV and Founder and Vice-Chair of 'Prometheus', the Hellenic Liver Patient Association. He is a past Chair of the European AIDS Treatment Group (EATG). …Other website…He is a former president of the European AIDS Treatment Group (EATG) and former coordinator of the Patient and Consumer Commission of the European Medicines Agency.**(2.1)**
	Organizational/ founding information	The Ath Checkpoint is an HIV prevention center in Athens, addressed to the sexually active population and especially to men who have sex with men (MSM). It is designed to offer counseling and information about safer sex, rapid testing for HIV and linkage to health care services in case of a positive result.**(5)** The Ath Checkpoint is accommodated in a building in the center of Athens, at 4 Pittaki Street in Monastiraki, easily accessible by Metro. We are open Monday to Saturday, from 12 to 8 pm. You can schedule an appointment by phone or by visiting our premises. Positive Voice is the association of PLHIV in Greece. It was founded in 2009 to halt the HIV epidemic and limit the socioeconomic effects to PLHIV.
	Additional search	http://www.healthinaction.gr/highlevelconference/wp-content/uploads/2013/12/Nikos-Dedes-bio-Nov13.pdf http://www.changemakers.com/healthbiz/entries/ath-checkpoint
	Additions	
	Analysis	2.1: working experience 5:SE
	Useful?	
3	Name	MyDiagnostick Medical BV

5	Source Search terms used Website	Database HI www.mydiagnostick.com
	Innovation	To enable easy and fast diagnosis of AF, we created a new tool, the "MyDiagnostick", which reveals presence or absence of AF within one minute. The MyDiagnostick is a new device especially designed for detection of AF. It is a short stick which 2 metallic ends, which records, stores, and automatically interprets an ECG once the stick is hold with both hands for one minute. It discriminates AF from other cardiac rhythms with 100% sensitivity (no AF is missed) and 96% specificity.**(5)**
	Entrepreneur	Robert Tieleman
	Organizational/ founding information	During the New York CV Symposium in December 2012, Dr Valentin Fuster gave an inspiring lecture on leadership. He urged us to use our talents to improve prognosis of patients with cardiovascular diseases. There I realized that our invention, the MyDiagnostick, could improve the life's of thousands of patients in the developing world by diagnosing atrial fibrillation and prevention of stroke.**(1.2)**
	Additional search	http://www.changemakers.com/healthbiz/entries/atrial-fibrillation-screening-developing-countries ; http://issuu.com/huisartsenservice/docs/huisartsenservice_2013-3/1?e=6849360/5491506; http://inurserpractitioner.idoctor.nl/index.php/innovatie/218-actieve-af-screening-in-de-hap-met-nieuw-hulpmiddel; http://europace.oxfordjournals.org/content/early/2014/05/12/europace.euu057.full.pdf?keytype=ref&ijkey=Yf2hPobIooaAOFI
	Additions	1.2: inspired 5: SE
	Analysis	
	Useful?	
36	Name Source Search terms used Website	Boehringer Ingelheim Pty Limited (Basic medical and helthcare facilities for all) Database HI http://www.boehringer-ingelheim.com.au/; http://www.boehringer-ingelheim.com/
	Innovation	For over 125 years Boehringer Ingelheim has been committed to the research and development of innovative medicines that improve the health and quality of life for millions of people and animals. My proposal is to develop a series of regional medical facilities (General Practitioner Clinic – GP Clinic) that provide basic medical and healthcare facilities accessible to communities living in remote parts of the country**(5)**. In some countries due to various economic reasons, individuals have to travel long distances in treacherous conditions (footpaths, difficult terrain, bicycle, boat etc.) to get to a descent medical facility. The GP clinic will be the starting point of a much larger community welfare project consisting of schools, library, retail shops, banks etc. Over time these clinics can be expanded in to hospitals that can provide even greater medical and healthcare facilities. The long term aim is to make remote areas mini town centres that are self sufficient in providing basic human needs. Apart from improving the health and wellbeing of communities, this project will also help facilitate regional infrastructure development, which will lead to easing congestion in urban cities and provide a better quality of life. These facilities will allow families to provide a better future for their children and thereby help effect change for the betterment of mankind. This model can be used in any third world**(5)(6)**
	Entrepreneur	Nishan Weerasekera Brand Manager at Boehringer Ingelheim Pty Limited A marketing professional with work experience in reputed multinational organizations, where I held both strategic and functional management positions. I hold a master's degree from Oxford Brooks University in UK and also hold a Diploma in Marketing from the Chartered Institute of Marketing – UK. **(2.1)** Specialties:Brand/Product management, Marketing Management, New Product Development, Project Management.

	Organizational/ founding information	I have seen many people living in remote parts of the country suffering (in some cases death) due to the lack of or non availability of basic healthcare facilities within close proximity. These people have to travel many a miles to receive treatment and often are faced with harsh conditions to receive medical attention/treatment.**(4)** 1957: Boehringer Ingelheim products appear on Australian shelves Boehringer Ingelheim products first appeared on the Australian market in early 1957 when a relationship was formed with Fauldings, who acted as an agent selling several of our products which are still available in the Australian marketplace today. Our staff, supporting our community Our company ambition is to be an ethical and socially responsible company with a mission of enabling individuals to realise their potential in health, life and work through the delivery of innovative quality medicines.**(5)** Creating Meaningful Partnerships Boehringer Ingelheim recognises that it has many common interests with organisations which represent or support the needs of patients and caregivers. We form these meaningful partnerships to help improve the health and quality of life of consumers and raise awareness of health issues and conditions.
	Additional search	https://www.linkedin.com/pub/nishan-weerasekera/15/674/a96
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE 6: for the BoP
	Useful?	
37	Name Source Search terms used Website	Leitat, Technological Center, (Biosensor for vaccine monitoring (BEAM)) Database HI Biosensor for vaccine monitoring (BEAM)
	Innovation	The project is devoted to detect the immune response to vaccination based on the global and local vaccination programmes ongoing and to be established as well as its impact on the public health and on the public concerns on the safety. The innovation is based on current scientific knowledge as starting point to extend the state of the art in order to obtain a disruptive technology able to cover a current need in developed countries (HPV vaccination, cancer vaccines or influenza) but also opening opportunities for developing countries vaccination programs such as malaria, measles, etc... and/or quick actions to response a vaccine preventable diseases breakouts.**(5)** The BEAM platform consists of two parts: plastic-based disposable biosensor and a portable reader. The main features are 1) to provide real-time individualized profile of the immune response to a vaccine or an infection, 2) affordability 3) feasible for industrial scale-up. It's a label-free biosensor, combining printed electrodes and a microfluidic platform, able to quantify (≤ng/mL) in real time the immune response to vaccines or infection in a single device from a blood drop. Currently, a prototype (biosensor and a reader) is being validated with human healthy samples in order to assess its specificity and sensitivity. Describe how your innovation model is distinct from any other organization in your field? There's no equivalent device available in the market or under research so far. .**(1.1)** Several stakeholders will benefit from the BEAM project: Patients, it will perceive an increased protection from novel vaccines as well as better perception of individualized follow-up with special focus on children.

		Healthcare systems, the expenditure incurred due to massive vaccination programs could be rationally reduced and the surveillance of the public health will be improves to finally reach an evidence based rational use of economic health resources. Healthcare professional, BEAM l will contribute to the patient follow up and the decision making on vaccine preventable diseases Health industry viewpoint, BEAM will facilitate the assessment of marketed vaccines and those which under research.
	Entrepreneur	Marc Masa: Project Manager, Leitat Biomed Division
	Organizational/ founding information	To be honest, the idea came after being vaccinated against Hepatitis B and I didn't reach the needed titer for protection so revaccination was required. This was the starting point to extend this experience at all levels: children, novel vaccines, professionals and health system.**(1.2)(4)** Based on current state of the art to bring new and simple device that could contribute to change the world health. Simple things can have huge impact. To assess the immune level against disease clearly impact on people future health so does in health systems. Low cost and high flexibility are the drivers of this concept. LEITAT is a Technological Center, member of TECNIO and recognized by the Ministry of Economy and Competitiveness, that aims to collaborate with companies and institutions by adding technological value both to products and processes, and focuses its activity on research, development and industrial innovation (R+D+2i).**(2.1)** As Technological Partner, the Center is clearly committed to adaptation to transform the technological challenges into economic and social value. Since its foundation in 1906, LEITAT has prioritized its vocation of proximity by strengthening the principles of professionalism and respect to people and environment at the same time.
	Additional search	http://www.changemakers.com/es/healthbiz/entries/vaccine-monitoring; http://www.nanother.eu/consortium/leitat.html ; https://www.linkedin.com/profile/view?id=34032616&authType=NAME_SEARCH&authToken=Ihi7&locale=en_US&srchid=903182761403783922464&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403783922464%2CVSRPtargetId%3A34032616%2CVSRPcmpt%3Aprimary; http://www.imaginenano.com/2011/GENERAL/AbstractBooklet/NanoBio_FULLPosters.pdf
	Additions	
	Analysis	1.1: ahead of trend 1.2: personal need, dissatisfaction 2.1: experts 4: traditional model 5: SE
	Useful?	
38	Name Source Search terms used Website	Bublibot Database HI
	Innovation	We provide children with asthma an efficient tool for managing their disease and being adequately protected from dangerous asthma attacks. We are fixing non-adherence with a toy-like intelligent spacer, a device used to increase the ease of administering medication from an inhaler, an incentives scheme and a collaboration platform to facilitate family - doctor communication**(5)**. Bublibot is a low-cost, drug independent intelligent device, that allows the creation of dynamic communities while providing flexibility to distributors. Being a spirometer also empowers families take more control of their child's asthma, and continue their life feeling more safe and asthma attack pressure free. Our first prototype, chameleon, has won the first prize at MIT Health and Wellness Innovation 2012.**(3)** In order to get expertise and insights, our founding team is participating at the MIT MIT Health and Wellness Innovation 2013
	Entrepreneur	Co-founder: Nikos Papachristou. My name is Nikos Papachristou. Currently I am practising digital health entrepreneurship and research. After working for 4 year and three months at Papageorgiou Hospital, I have moved in Netherlands. Besides getting scientific education about Health Technology Assessment, I am also pursuing to establish Breathe Easy, a Greek ehealth startup about childhood asthma, to the US. Regarding my

		studies, I have been trained in Medical Laboratory Technology (BSc), Life Science Informatics (MSc) and Education & Pedagogy (Diploma). I have attended several professional seminars regarding Project Management, Healthcare Business Administration, web design & developement. Right now I am attending a Health Technology Assessment Research Master Program at Radboud University.In the past I have worked for pocket money in building educational multimedia content and doing informatics seminars for small kids. I started my official professional career as a Medical Laboratory Technologist in Papageorgiou Hospital. **(2.1)** Founder Bublibot: Pantelis Angelidis Extensive experience in eHealth, particularly on: ICT solutions for chronic disease management eID mHealth WSN for Healthcare (including PAN & BAN) Standardisation & Interoperability Specialties: Multimillion multinational project management, Teaching, Coaching. Ass. Prof Un of Western Macedonia 2008 – Present (6 years) Teaches eHealth, Biomedical engineering and telecom applications in medicine; Founder VIDAVO, June 2002 – Present (12 years 1 month),Health Informatics Innovation Enterprise**(2.1)** VIDAVO at a glance VIDAVO develops innovative mobile applications, assisting citizens on-the-move and medical professionals to better manage health and wellness. VIDAVO innovates, bringing healthcare via your mobile device! The company addresses health & social care providers, policy makers, insurance companies, ICT companies wishing to differentiate and specialize, patients, telecom operators and any health related stakeholder group.
	Organizational/ founding information	Pantelis Angelidis has already a patent in his name regarding a spirometer .Having one child with asthma motivated to search more effective solutions regarding childhood asthma adherence**(1.2)(4)** .Taking into account several design and drug administration limitations chameleon, our mockup, came into life. Our new design has a folded version and much more personalised design parameters for the children to use
	Additional search	https://angel.co/nikos-papachristou/activity http://www.changemakers.com/users/nikos-papachristou (about him, educational information--> not founding inspiration) http://www.changemakers.com/healthbiz/entries/breathe-easy; https://www.linkedin.com/in/pangelidis; http://chameleon-project.tumblr.com/; https://www.linkedin.com/in/nikospapachristou
	Additions	The Chameleon TEAM (previous prototype of Bublibot) Pantelis Angelidis: VIDAVO SA Michael Brown: Imperial College London Michael Chiu: Respirgames, Inc. Yechiel Engelhard: MIT/Sloan Sara Hamilton: Imperial College London Lauren Lyons: Harvard University Tim Patch: Industrial Designer David Rose: MIT Media Lab Anshuman Sharma: Best Buy, Inc. John (Ioannis) Smanis: University of Western Macedonia
	Analysis	1.2: personal need, personal experience, unmet needs 2.1: education and working experience 3: won price 4: traditional model 5: SE
	Useful?	
3	Name	NGO Santé Diabète

9	Source Search terms used Website	Database HI Change organization of health system in Africa to improve the fight against diabetes http://www.santediabete.org/fr/
	Innovation	For this challenge to improve the quality of life of people with diabetes by improving the quality of care provided to them, the NGO "Santé Diabète" focuses its work on a comprehensive approach including all the axes necessary for the establishment of prevention and care of quality for diabetes.**(5)** This innovative approach is realized in practice by the development of 5 components: 1. Investing in primary prevention to reduce the human and economic burden of the disease progression. 2. Investing in the decentralization of care to ensure geographic accessibility to a care of quality. 3. Investing in secondary and tertiary prevention "therapeutic education" to reduce the burden of complications due to diabetes. 4. Investing in the reduction of care costs for geographic accessibility to a care of quality. 5. Investing in an integrated approach including active involvement of patients and their families through their associations by promo There are no other experiences on global structuring health systems in Africa for the treatment of diabetes The success of this approach is evident from the presentations in the largest international conferences related to access to care (Geneva Health Forum, global health forum ... etc) but also by the choice of WHO to present this approach for the adoption of the Brazzaville Declaration on Africa in preparation of the high-level summit on NCD at the United Nations (September 2011)
	Entrepreneur	Stéphane Besançon: I'm a biologist and nutritionist with specialised degrees in nutritional physiopathology and international development. I founded the international NGO Santé Diabète and became the Programme Director in 2003 and the CEO in 2009. With the NGO Santé Diabète (SD), I had set up numerous pilot schemes for the prevention and management of diabetes in Africa. This work on health systems, chronic diseases, nutrition and diabetes in Africa has featured in many publications. Together with Dr. Kaushik Ramaiya (vice president of the IDF) we had recently published a book entitled "Diabetes Africa" - devoted to the problematic of diabetes in Africa. I have also lent expertise to a large number of reports for governments and international organisations. **(2.1)**
	Organizational/ founding information	We have gradually developed this approach by offering to various financial partners this approach as an axis of their strategy to support health systems.**(4)** This approach was supported and then integrated by the European Commission, the French Development Agency, the Swiss Cooperation, the French Ministry of Foreign Affairs and different universities (Geneva, sidney, grenoble etc ...) Santé Diabète was founded in 2001 by a group of specialists in diabetes, health and development in order to improve the prevention and management of diabetes in Africa . Stéphane Besançon, current Managing Director of the NGO, was one of the founding members of the organization then known as Santé Diabète Mali - the name of the country where the first steps were taken.
	Additional search	http://www.changemakers.com/innovations4health/entries/acces-care-diabetic-patients-mali+ https://www.linkedin.com/pub/st%C3%A9phane-besan%C3%A7on/46/88a/b52
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE
	Useful?	
40	Name Source Search terms used Website	CHEN - Patient Fertility Association Database HI http://www.amotatchen.org
	Innovation	Pro-fertility cooking workshop; The idea was never done not is Israel nor in the world.**(1.1)** The thing is that shame and fear is not unique but the

		way to overcome it is. Cooking is also a way of speak in Hebrew to say you are fertile. "There is something in the oven" - meaning are you pregnant. So the connection was really immediate. We in CHEN - patient fertility association, took it one step further to create a cooking workshop for couples. The couples that arrived mixed and the target accomplished almost immediately.
	Entrepreneur	Ofra Balaban I am Ofra Balaban the chair person of CHEN Patient fertility association. I have MA in Pubic Policy fro Tel-Aviv university and I am a volunteer. I establish the association of CHEN after personal experience so I am familiar with the difficulties of a coupled under fertility treatments and the huge desire for a child. Over the years CHEN - Patient Fertility Association become a major association in Israel with many activities and many volunteers**(2.1)**
	Organizational/ founding information	What was the defining moment that led you to this innovation? The feeling that food is a need like fertility. I was troubled by the fact the infertile couples do not want to meet other people and I though what will be the way to make it come through. I brought it to the CHEN's board and we decided to do it. **(4)** "CHEN" was established in order to assist people with fertility problems in Israel I with the help of my husband founded CHEN in 1998, after our two children were born. Both our children were born after long treatments and from egg donations.**(1.2)** According to medical statistics there are about 160,000 couples (about 10 percent) with fertility problems. "CHEN" was name after my father, who passed away just three weeks before my eldest son was born. The association has 300 couples' members. Our main activity areas are: 1.Personal help - We have an "open line" to help people by listening to their problems and provide them with encouragement, information, advice and moral support, by talking with people that understand their situation from first hand. 2.Health Service Providers & Government - We help our members cope with the Health Service Providers, that sometimes are trying not to supply all the treatments and medications that are covered by the National Health Bill. We are campaigning so the government will update the National Health Bill so it will include new medications & treatments. 3.Legislative - We are working to submit new laws and regulations regarding Infertility. On our agenda today is to change the regulations regarding egg donation. On 19 July, 2000, the first vote took place and was excepted by the Knesset. In Israel only a woman that is in the IVF process can give an egg donation. Because of that, there are today 2,000 women waiting for an egg donation and the waiting time is between 6-12 months. The law we submitting will allow that every woman that wants to donate eggs can do so. To achieve this purpose we are lobbying the Israeli parliament members for their support and we are doing a lot of PR work in the media. 4. Support groups - We organize, with the help of the Infertility wards, support groups and lectures all over Israel. 5. Legal help & advice - We provide free legal advice by our volunteer lawyers.
	Additional search	https://www.linkedin.com/pub/chen-fertility-ass-ofra-balaban/23/77b/661
	Additions	
	Analysis	1.1: ahead of trend 1.2: personal need, dissatisfaction

		4: traditional model 5: SE
	Useful?	-
41	Name Source Search terms used Website	curing causes; Judy Lapointe Database HI http://www.changemakers.com/healthbiz/entries/curing-causes
	Innovation	The model for a new health care system is holodynamics - although it needs one flaw fixed. it has cured all mental health issues as well cancer, aids and addictions based on curing causes to cure dis-ease. the diagnosed patient is never the patient but the community the patient lives in - forces community change for a better society**(5)** This method deals with issues instead of pills that ignore causes. Looks at our reasoning that causes all our actions and re-actions. How we perceive reality is causing social problems. We can all admit we live in systems and all systems are dysfunctional. Insanity is doing the same thing over and over expecting a different outcome. What's different is actually recognizing flaws and introduce solutions. to see something wrong is to know what is right - so we do have all answers if we can make a complaint. We will never introduce social change if we don't fix all flaws in the systems we live in. Working within flawed systems to cause change is doing the same thing we've done since time began - it doesn't work.
	Entrepreneur	Judy Lapointe
	Organizational/ founding information	When I noticed I was being labelled mentally ill because I was experiencing abuse - I noticed the abuser was considered mentally healthy while victims are mentally ill**(1.2)**
	Additional search	http://www.changemakers.com/healthbiz/entries/curing-causes; http://worldpeaceby2012.pledgepage.org/; http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Additions	"Alberta is experiencing large clusters of cancer. Over 8000 people will be diagnosed with cancer in the year 2013. Something is causing this outbreak in cancer within Alberta's society. The Cancer Society states At least half of all cancers can be prevented through healthy living and policies that protect the health of Canadians. Science has proven facts can be found when something is repeatable. If it's a scientific fact at least half of all cancers can be prevented, 100% of all cancers can be prevented. To say something is preventable implies there is a cause. Holodynamics is a proven science that has cured all cancers by curing the causes that create it." http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Analysis	1.2: personal need 5: SE
	Useful?	
42	Name Source Search terms used Website	Dintshang? (What's Happening?) Positive Innovation for the Next Generation Database HI http://www.pingsite.org/index.php
	Innovation	Dintshang, Setswana for "What's Happening?", is a project presented by PING, a youth-led NGO in Botswana. Dintshang's web and mobile phone platforms allow youth to have insightful discussions on issues like gender, love and drug abuse, all centered around the latest celebrity gossip. The site connects youth to health and support services, enabling them to address these issues in their own lives. Dintshang is truly an innovative concept, combining a social networking site with a portal to connect youth to health services.**(1.1)** Through Dintshang, which translates to "What's Happening" in slang Setswana, youth can find local and international celebrity and entertainment news, but see it presented in a meaningful way, addressing topics like alcohol and drug abuse, sexual health, cultural issues and gender identity through posted stories. The Dintshang platform will include a website and mobile phone applications, where youth can speak freely on stigmatized topics that they face daily but have little opportunity to discuss. Open-ended questions, posted with each news story, will give youth the chance to interact, while survey questions will offer a snapshot of how participants feel about a topic, giving everyone a way to share their voice. The site will be moderated

		and users may opt to be anonymous. To further encourage participation, users will earn points every time they logon, comment and participate, earning them access to song downloads and ringtones.
	Entrepreneur	Britta Mason: Britta has worked at PING since July 2012 as a Health Programs Officer. Britta has her MPH in global health communication from the George Washington University. She was born and raised in Southern California. She loves traveling and doing arts and crafts projects in her spare time.**(2.1)** Katy Digovich, a founder and the Director of Operations for PING : The seeds of PING were planted in the summer of 2007; I had just finished my junior year at Princeton and had traveled to Southern Africa for the first time in my life to gather data for my senior thesis on people living with HIV and ARVs (antiretrovirals – drugs used to treat HIV) in Botswana. I picked Botswana initially specifically because it was an excellent place for me to gather data, it currently has the second highest HIV prevalence in the world, but once I got there I fell in love with Bots, it is a laid back place, with friendly people that have a strong sense of family and community. Botswana is seen as one of the success stories of Africa, a country with natural resources (diamonds) that escaped the resource curse experienced by many African countries and that has had a stable democratic government since its founding. On my first trip I couldn't help but notice how many people had cell phones, I will always remember watching a woman walk by yelling at someone on the phone that she pressed against her ear with one hand as she angrily waved another unused phone in her free hand. Seeing all these phones everywhere combined with working in clinic talking to patients gave me an idea for a project that would send HIV positive patients pill reminders, doctor appointment reminders and lab test results via SMS, which could allow them to ask questions to get information and also provide them with messages offering emotional support and encouragement**(4)**. I discussed the idea with some friends in Botswana, including a very handsome Motswana software engineer that I had met named Lesedi Bewlay. Lesedi told me that a system that could be designed with all the functionality I wanted very easily and we joked about doing the project together. A few weeks after our discussion I got back on a plane for New Jersey to return to school for my senior year. During my last year at school I attended a information session about a grant opportunity that would cover one year's worth of living expenses to implement a project of your choosing (in the areas of public health, education and the environment). At the end of the meeting people were asked to give suggestions on projects they might be thinking of applying for. Not planning to apply I casually raised my hand and mentioned my old idea from Botswana. I was surprised to see the young man leading the session look impressed, he said my idea sounded great and encouraged me to submit an application. A few months later I had won a really amazing fellowship, called the Compton Mentor Fellowship, offered by the Compton Foundation. This fellowship would cover my expenses for traveling to Botswana and implementing the idea: the cell-phone based support, reminder and information system for HIV positive patients with Lesedi (who would build the system) and Dr. Harriet Okatch (a local professor at the University of Botswana, who would mentor me and help oversee the project). My initial plan after graduating was to do this cell-phone project for a year and then apply to medical school. But of course things never go according to plan… When I got back on the ground in Botswana I realized that this project would be impossible to pull off with only three people so I ended up recruiting some wonderful individuals to be the core of the "project team" that Lesedi and I would lead. These people included Yasemin Kimyacioglu, Prentiss Darden, William Scheffers and Rajit Sigh. We also recruited "project advisors", individuals with experience and connections in the areas that we wanted to work to give us advice on our project and help us when we got stuck. We eventually got the full support of the Ministry of Health as well as brought on the biggest telecom in Botswana (Mascom) as a partner for the project. The only thing missing was more funding, my Compton money was not nearly enough to cover expenses for the whole team needed to create the project, but eventually the project was promised additional funding from a donor that would allow us to buy equipment, rent offices and pay staff. Months came and went and although we had the buy in of all the crucial stakeholders and the technology developed and ready to deploy, the funding did not come. During that time we hustled. We worked out of a house that most of us lived in and went to cafes to work during the day so we could use the internet. Almost everyone had a part or full-time job to help pay for rent, food and electricity. We would meet during people's lunch breaks and late at night. It was a scary time but an awesome one because you knew that everyone was there for the simple reason that they believed in what we were doing. There was no salary or benefits keeping them there, no strict boss to make them show up on time, people were just driven by the raw desire to build something that would make a positive difference and open to exploring the best ways of achieving that goal.

		During the "hustle time" we made two key decisions that would impact the future of PING. The first was that we officially formed an organization, a non-profit which we called the "Botswana Association for Positive Living- BAPL" (a name that the officer at the registration of companies picked out for us). The initial purpose of forming the organization was just to have a legal entity to enter into contracts with with other partners and stakeholders in the project but in reality forming BAPL allowed us to take on additional mobile health projects with ease and to be recognized as a legitimate entity. The second was that since our project was delayed we would often volunteer with other organizations in the area that worked with orphans and vulnerable children. Working with this group of youth face to face allowed us to see first hand their creativity, problem solving ability and determination to over come obstacles and got us wondering how many more opportunities they would have if they were equipped with a strong set of IT skills. Out of this experience the PING highschool and college mentorship programs were born. The entity that is in existence today feels so far away from the BAPL and the sole original project from a few years ago. Besides the initial name change to the more fitting PING this organization has an office with twelve staff, three interns, seven mobile health projects, three youth programs, an impressive list of partners and donors and a defined vision. But if PING ever encounters hard times in the future we will always have our roots to look back to. We know we can get through tough times because we have been there before, we know how to hustle and how to improvise and most importantly, we are still made up of individuals that are driven by that raw desire to build something that will make a positive difference and are open to exploring the best ways of doing just that.
	Organizational/ founding information	PING was founded in 2009 by a young American doing HIV/AIDS research and a Motswana with technical expertise, hoping to leverage a high mobile phone density to address Botswana's health problems. PING partnered with the Ministry of Health and began youth mentorship activities. Dintshang embodies both activities: using technology and social media to empower youth and connect them to support. The creation of PING was not inspired by one moment of obligation or one idea but instead by an ongoing first-hand learning process as we attempted to implement innovative technology projects in Botswana and make them sustainable. PING's former name was the Botswana Association for Positive Living (BAPL), which was founded in January 2009 in Gaborone, Botswana. To view the story of the founding of PING please click here to read a blog post by the Director of Operations on the origins of the organization .
	Additional search	http://www.changemakers.com/healthbiz/entries/x; http://www.pingsite.org/2011/04/the-origins-of-ping/
	Additions	
	Analysis	1.1: ahead of trend 2.1: education and working experience 4: traditional model
	Useful?	
43	Name Source Search terms used Website	e-Insuranceconnection.com Database SE e-Insuranceconnection.com
	Innovation	e-Insurance connection.com is a web and mobile application that serves the millions of Americans without health insurances. It brings together hospitals, patients and insurance companies. By analysing patient-reported and passively collected data, it analyses and provides users an interactive map that enables them better visualize how their health data are influenced by OBAMACARE and provides them the way to compare procedures based on price and quality ratings in different hospitals and the health insurance companies with the best health insurance plan (premium, treatment, prices, etc.) that match their cases; enabling users to make a better choice of health insurance plan and to subscribe directly an insurance through their mobile phones, tablets and laptops.**(5)**
	Entrepreneur	Narcisse Mbunzama: I'm the founder of Mobile Agribusiness. I've received several awards, including Sukuma Afrika and the UN Milennium Development Campaign Award 2010, and have been an invited guest speaker at international conferences. I'm also the founder of INFOGROUP INTERNATIONAL (a global NGO that supports sustainable development). Prior to starting the organization, I

		served as the Central Africa coordinator for African Environment Outlook for Youth at the United Nations Environment Programme. I hold a BS in computer science. Narcisse Mbunzama is a social entrepreneur and innovator from the Democratic Republic of the Congo. He has worked on several startups over the past 5 years including the MyDoctor Project, a software for health care providers that connects patients and doctors. His current venture is Mobile Agribusiness, a mobile and web-based app that enables farmers to obtain agriculture and available market information. **(2.1)** Narcisse has been selected as one of 46 finalists for the 2012 Unreasonable Institute, an accelerator that provides entrepreneurs tackling global challenges with world-class mentorship, access to capital, and a global network of support to scale their ventures to a million people. But in order to attend the Institute, Narcisse must be one of the first 25 to raise $10,000! If you'd like to help, you can read more
	Organizational/ founding information	I founded e-insuranceconnection. com during Hackovate Health Challenge 2013 when traveling in South Africa E--insuranceconnection.com is developed by TechNova Group a serial award winning team of IT and social entrepreneurs with many years experiences in health sector and innovation. We will continue to innovative by bring new features to our application, so that we can keep winning the market and be the best solution in the market among our potential competitors. We plan to launch our company in July 2013 in San Francisco, CA with the funds we have and start marketing campaign in the same time. Once we have 2000+ users sign in the app, we will raise additional $300.000 for marketing; hire additional developers and customers acquisition costs. Once we have 50.000+ users, we will scale to all states in the USA to make impact.
	Additional search	http://www.changemakers.com/healthbiz/entries/e-insuranceconnectioncom; http://hackovate.com/blog/64-h-r-block-and-think-big-partners-hackovate-health-global-innovation-competition-fosters-growth-in-healthcare-tech-landscape.html; http://mogribu.com/team.html (cannot read it); http://unreasonableinstitute.org/profile/nmbunzama/; http://revolution.is/narcisse-mbunzama/; http://blog.ecaring.com/ecaring-selected-as-an-alternate-for-the-hackovate-health-innovation-competition/
	Additions	
	Analysis	2.1: educatioan and working experience 5: SE
	Useful?	
4 4	Name Source Search terms used Website	e-patient (e-hastam) database HI https://www.e-hastam.com/
	Innovation	Creating an effective patient-doctor communication environment is the key idea by which e-hastam transforms the preventative health systems. E-hastam brings together three critical elements of 21st Century's communication style to produce three crucial outcomes that are transformative for health-systems. The innovation that e-hastam promises extends on the power of information and communication technologies (ICT). Specifically, in e-hastam: •e-appointments enable patients and doctors to schedule and manage appointments •e-monitoring enables tracking patients with chronic conditions over time and provide routine preventative health services (e.g. diabetics and vaccines) •e-mailing allows patients to receive care outside of the doctor's office and doctors can reach patients easily at any time (e.g. during epidemic outbreaks) These ICT features accomplish the following outcomes: •Time-Conscious: Our motto is to provide quality care with the necessary time each patient needs. With e-hastam patients do not need to wait for prolonged hours and doctors can tailor their time based on the needs of the individual patients.

		•Economically Smart: Ineffective patient-doctor communications is a substantial burden on the health budget. E-hastam eliminates costs related to patients taking sick days and saves costs related to chronic conditions (e.g. type 2 diabetes, hypertension.) •One-Stop-Shop: Patients and doctors access all services from one place. E-hastam provides an easy and free access to preventative health-services and creates a positive patient-doctor relationship.**(5)**
	Entrepreneur	Zelal Akbayin. bout zelal akbayin: e-hastam | e-patient | istanbul IST Turkey ZELAL AKBAYİN, M.D. FAMILY MEDICINE SPECIALIST Work Experience 2010-Now working as a Family Medicine Specialist, Hurriyet Family Medicine Clinic , Istanbul Primary Care 2009-2010 Family Medicine Specialist, Bagcilar Education and Research Hospital , İstanbul Coordinator of Family Medicine Assistants in Bagcilar Education and Research Hospital 2006-2009 Family Medicine Assistant ,Bakirkoy Dr.Sadi Konuk Education and Research Hospital rotations in Internal Medicine, Pediatrics, Obstetrics and Gynecology, General Surgery and Psychiatry 2005-2006 General Practioner, Association of Tuberculosis, Diyarbakir, Treatment and prevention Educations Family Medicine Specialist, 2010, Bakirkoy Dr.Sadi Konuk Education and Research Hospital, istanbul Doctor of Medicine, 2004, Ege University Faculty of Medicine, İzmir Voice Therapy Certificate, European Academy of Voice (PEVOC), 2011, European Voice Congress, Malaga, France Vocal Training, 2007-2011, Evrensel Sanatlar, Istanbul Scholarships, Awards and Other Achievements 2009-2012 Representative European Young Family Medicine Doctors in Turkey, Vasco da Gama Movement, Council Member 2009 Rotterdam, Worked in Holland Exchange Program for Family Medicine Doctors 2008 Aarhus, Worked in Denmark , Hippokrates program 2008 Logronio, Worked in Spainish Exchange Program for Family Medicine Doctors Publications * Can H., Altuntas M., Akbayin Z. Impressions of the exchange program. Symrna medical journal. 2012; 1: 69. * Akbayin Z., Erdem O., Can H., Altuntas M., Kulbay H. Vasco da Gama movement of young family physicians.Konuralp Journal of Family Practice. 2012;4:1. *Akdeniz M, Yaman H, Senol. Y, Akbayin Z, Cihan FG, Celik SB. Family Practice in Turkey: views of family practice residents. Postgraduate Medicine. 2011;123:144-9. * Akbayın Z.Vasco da Gama Movement Exchange and Hippokrates programs: European experiences. Turkey Journal of Family Practice. 2009; 13(2): 109. Presentations in Congress Akbayın, Z., Rigon, S"Hippokrates Programme". Working World Organization of Family Doctors (WONCA) presented the European WONCA Congress, Vienn ,2012. Akbayın, Z., Krzyston, J. "Quality of Life and Improvement of Care" Thematic Panel Session Chairman. World Organization of Family Doctors (WONCA) European Congress, Warshaw 2011. Akbayın, Z. "Young Doctor's Movement in Primary Care". The

		study was presented at 6. Family Medicine Congress , Istanbul, 2011 Akbayın, Z., Erdem, O., Kulbay,H.,Can,H., Altuntas, M. "VdGM Exchange and Research " The study was presented at the Guz Okulu Congress , Antalya , 2011. Akbayın, Z., Del Olmo Fernandes, S., Kallestrup, P. "Hippocrates Programme". World Organization of Family Doctors (WONCA) European Congress, Istanbul, 2008. Our Affiliates Since 2009 - VdGM European Young Physicians Since 2008 - The World Association of Family Medicine. Since 2007- Association of Family Medicine , Turkey (TAHUD). Date of birth 14.03.1979 **(2.1)**
	Organizational/ founding information	E-patient site where the advancement of technology today, physicians and patients for a healthy and happy life together in a web environment is a platform. Online communication, online tracking blood pressure, diabetes and obesity follow follow yapılabilmektedir.güncel health information and various applications on this platform you can find all this information and our aim is to ensure the utilization of services. Our people and our main theme is life. So everyone you care about and want to add value to the lives of everyone. doctors, patients can access their messages through. Of patients with blood pressure and glucose measurements are an easy way to keep track of. Chronic diseases nowadays is intense contact with patients on a regular basis and can provide appointment. Because follow-up of patients with the best and fastest way they can. Patient join us as our members, the appointment may take time from their doctors that you want, so get rid of waiting in line for hours at the institution. I want to ask the important questions you can ask via message. E-patient privilege to benefit from the various opportunities we offer as you have. Since 2009 I'm a Family Doctor, have 4000 patients in total, and see 80 daily. Some patients visit the clinic regularly while others seldom request health-services. Long waiting hours inconveniences patients and lead to tensions. Monitoring chronic conditions is also problematic. Experiencing these, I developed e-hastam, which provides an easy and free access to preventative health-services.
	Additional search	http://www.changemakers.com/users/cihan-cetin; http://www.changemakers.com/healthbiz/entries/e-patient; https://www.linkedin.com/profile/view?id=23166388&authType=NAME_SEARCH&authToken=CTvb&locale=en_US&srchid=90318276140380225 0976&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403802250976%2CVSRPtargetId%3A231663 88%2CVSRPcmpt%3Aprimary; http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html; https://www.linkedin.com/in/cihancetin
	Additions	Our country by the year 2010 "Health Transformation" project has been implemented, thus the importance of preventive health services are emphasized more. Population decreases with increasing number of outpatient visits per capita are reduced inspection time.These problems of preventive health services disruption, chronic patients adequate follow-up are not made, the elderly and individuals with disabilities to health care access in the troubles, health spending increases everyday and secondary care hospitals the number of applicants increased their has been caused. Preventive health problems being experienced in the field " e-patient "has led to the implementation of the project. Project Cihan Cetin and Exp. Dr.. Zelal akbak carry out the project together with Internet technologies in the sustainable objectives is to provide preventive health services. On the platform of healthy subjects and patients not only physically going to the hospital with the online method is access to preventive health care. (http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html)
	Analysis	2.1: education / working experience 5: SE
	Useful?	

45	Name Source Search terms used Website	Ella's Monitor, Seymour Innovative Engineering (Seymour Innovative Engineering) Database SI Ellasmonitor.com/ http://seymourinnovative.com/
	Innovation	This technology brings hospital grade monitoring into the home in both a non-invasive and easy-to-use package. With Ella's Monitor parents will finally have a real way to keep their children safe.Ella's Monitor consists of two critical components: a washable onesie with embedded sensors and a biomedical "brain." This brain monitors each sensor and alerts the parent if anything abnormal occurs. All of these sensors are contained within a onesie, eliminating the need for sticky electrodes or dangerous wires. The onesie functions just like a normal onesie – it can be thrown up on, washed, or trampled on, and it snaps on no differently than any other. As result, Ella's Monitor requires no advanced training; just put on the onesie, clip on the monitor, and your child is safe.**(5)** Currently parents have only two real choices for monitoring their infants at home with reasonable accuracy. The first involves complicated hospital machines that are bulky, difficult to use, and require sticky electrodes - although they are highly accurate. The second is simply a stethoscope, with the obvious limitation of requiring the user to be awake and trained. Despite this fact, almost all parents express concern over SIDS, particularly first time parents. Given that there are over four million new parents each year in the United States alone, and that over thirty percent of them are first time parents, there are a huge number of potential customers with an innate fear of SIDS and no solution.**(3)** Furthermore there are over 500,000 high risk infants born each year. These are infants with a known higher risk of SIDS, yet their parents have no real option to keep their babies safe. The idea behind Ella's Monitor is to bring effective hospital monitoring directly to parents, rather than delivering a clinical monitoring solution to doctors and hospitals. This requires making the monitor itself extremely user friendly and removing all medical attachments, such as sticky electrodes. We have accomplished this by embedding the monitoring system within a traditional Onesie. This onesie can wirelessly read out multiple vitals from a baby and ensure that they are breathing properly. Parents can then view this information and enjoy the peace of mind and security provided by such detailed vital sign information.
	Entrepreneur	Mr. Peter Seymour founded Seymour Innovative and serves as its President. Mr. Seymour served as a Technology Support and Prototyping Lab Supervisor at MAC6. I am dedicated leader who believes in the power of brilliant engineering. My experience in product development, specifically mechanical and electronic system design, has taught me the importance of team-based solutions. I am a firm believer in creative problem solving based on first principles and I enjoy building custom software and hardware. I have prided myself on engineering systems with a blend of innovation, passion, and practical execution – critical in my mind to any quality system. **(2.1)** * Cofounder: Micheal Sykes
	Organizational/ founding information	Since Ella's death I have sought for a way to give more meaning to her brief life than just the pain and sadness.**(1.2)** More than anything I wish that no one else would have bury a child. I wish that Ella was the last baby girl stolen from her parents. I still do not understand how we have not stopped this silent killer. If we can stop SIDS in the hospital why can we not stop it at home? As a young engineer I have dedicated my life to answering this question, and I hope, in some small way, to honor Ella's life through my work.**(4)** As a small university based start-up we are in an environment that forces constant innovation. We also belong to two different incubators (one embedded in the university system) that provide us with both substantial guidance and a clear directive to innovate.
	Additional search	http://www.changemakers.com/healthbiz/entries/ellas-monitor; https://www.facebook.com/EllasMonitor; http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Additions	ASU student invents device to combat SIDS

		Posted: Nov 15, 2011 5:12 AM Updated: Nov 13, 2012 5:29 AM By Karla Navarrete - email TEMPE, AZ (CBS - An ASU student took the tragedy of losing his baby girl to sudden infant death syndrome and channeled his grief into helping save other lives. Peter Seymour, 21, has invented a sensor device that he hopes will be in the general market for every parent to use. A month after coming home from the hospital, Eleanore died while in her sleep from sudden infant death syndrome. "In this day and age when I have so much access to so much incredible technology, I really find it kind of inexcusable that we do not have a sensor that can prevent this from happening," Seymour said. That's why he decided to create a tiny sensor that a baby can wear that detects all vital signs. The sensor will link to a cell phone or computer as an app and alert parents when the baby is not OK. Seymour has received grants through ASU to work on his invention. He and his colleagues are currently working on making the device smaller to about the size of a postage stamp. He hopes to have 250 sensors ready for testing by January. "And while it's a sad thing for me, it's something that I am trying to make a good," Seymour said. "It's something that has a positive impact not only in my life but on the world." Seymour said his next step is presenting the final product at ASU in December. The device is supposed to cost anywhere from $25 to $50 and he hopes it can be found at any grocery and pharmacy store by next year. http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Analysis	1.2: personal lost, unmet needs, dissatisfaction 2.1: education and working experience 3: big market 4: traditional model 5: SE
	Useful?	
46	Name Source Search terms used Website	Face It TOGETHER Database HI http://wefaceittogether.org/
	Innovation	The problem is that our nation does not understand and treat addiction like any other chronic disease. We are trying to solve this problem, which is at the root of our nation's most destructive health, social, and safety problems and a tremendous economic drain on the private and public sectors. Our solution is focused on systemic and sustainable change that disrupts the status quo by attacking the underlying shortcomings of the public and social service sector approaches to addiction. Our solution is scaled community-by-community via a network of affiliates. We operate this first affiliate as a beta site or incubator for testing and validating the model. Among its many innovations, the affiliate deployed strategies that place the affiliate in the roles of catalyst, coordinator, and clearinghouse in creating community-wide recovery system change; established an Employer Initiative with 23 local major organizations, reaching one-third of the community's workforce; designed, developed, and implemented an award-winning Awareness Program in partnership with the community's major behavioral health provider to reduce barriers to seeking help; developed and are rolling out a Comprehensive Recovery Capital Evaluation Model© to measure effectiveness and outcomes; and demonstrated recurring funding support from employers, providers, and the United Way. A primary means of scaling our model is through partnerships with integrated health providers. Another means of scaling is a community-by-community approach, and we have been in exploratory talks with leaders in 10 more cities**(5)**
	Entrepreneur	Co-founder Kevin Kirby, in addiction recovery, saw too many futures lost to addiction due to shame, fear stigma, and a nation of dysfunctional

		treatment systems. He convened a seven-month "recovery town hall" process to overhaul the community's approach to addiction. The success of "Face It TOGETHER Sioux Falls" spurred creation of a national organization**(4)(1.2)** KEVIN KIRBY (from http://faceittogether.blendinteractive.com/why-face-it-together/our-team) Chief Executive Officer and Co-Founder Kevin is a 12-year addiction survivor. A successful business executive, his experience with the disease led him to dedicate the rest of his life to this cause **(1.2)**. He leads Face It TOGETHER by championing innovation and relentlessly pursuing world-class results. Kevin Kirby is in long-term remission from the disease of addiction and a long-time recovery advocate. In 2003, Kirby founded Transitional Living Corporation (TLC), a non-profit organization in Sioux Falls, S.D., dedicated to advocating for and implementing the community's 12-step program of recovery. In 2008, he co-founded Face It TOGETHER® Sioux Falls, a groundbreaking organization charged with fundamentally transforming the community's treatment and recovery system from an acute care to chronic disease approach. In 2010, Kirby and his co-founder, Charlie Day, launched a nationally focused non-profit organization, Face It TOGETHER® to scale the successful model created in Sioux Falls. The organization is dedicated to empowering communities with innovative, sustainable and proven tools to attract millions of Americans to recovery from addiction. In 2013, Kirby was elected as a Fellow by Ashoka, the leading international network of social entrepreneurs. Kirby is the only Fellow working to solve our nation's biggest health challenge. Kirby is an experienced board-level strategist in a wide array of settings with special interest and skill in strategic planning. He has extensive hands-on experience in finance, investments and senior management in both for-profit (private and public) and non-profit sectors, including public/private collaborative ventures. He is also a philanthropist and seasoned fundraiser. Kirby previously served as a director for Faces and Voices of Recovery, one of the nation's leading advocates for recovery. CHARLIE DAY Chief Operating Officer and Co-Founder Charles T. Day is a lawyer and CPA by training and national health care finance expert. Among other activities, he has enjoyed a successful career as a tax partner in one of the original Big 8 accounting firms; as senior finance executive in one of the nation's most prominent regional integrated health systems; and as a start-up entrepreneur with a variety of companies across the country.
	Organizational/ founding information	We are a group of social entrepreneurs dedicated to fundamentally transforming the way our nation treats and understands addiction. Face It TOGETHER® was born out of an initiative that began in 2008 in the community of Sioux Falls, South Dakota. That effort brought together all stakeholders, including the private, public and social service sectors, to develop shared solutions to the problem of addiction in the community. We reject the idea that America's most intractable health crisis can't be solved. We're seasoned outsiders using the tools of business and the private sector to change virtually everything we think and do about the disease of alcohol and drug addiction. We come from varied backgrounds, with expertise in finance, business, law, strategy, leadership and entrepreneurship. Our work is driven by rigor, creativity and a passion for overcoming the failures of the past. In pursuing our mission, we remain focused on creating lasting value for our partners. Our commitment is to world-class quality in everything we do. Those suffering from addiction deserve no less. There simply is no other team of social entrepreneurs articulating the big problems and meaningful and sustainable solutions relating to addiction. Kevin initially began his commitment to the field of recovery by becoming a service provider. In remission himself, he decided to bring a proven

		transitional living facility model from Minneapolis/St Paul to his community. He founded the Transitional Living Corporation LLC in 2003 and built it up from the ground. The organization quickly became a self-sustaining citizen organization with a strong track record. While there were none when Kevin started, there are now five transitional homes in South Dakota as a result. From the beginning Kevin wanted to do more than "just" provide transitional living and peer-to-peer support to people in recovery – he wanted the organization to be the leading advocate for recovery. This decision set Kevin's career path. He spent six months intensively researching addiction to understand the treatment, recovery and addiction industries. He came out of that process with a large dose of disbelief about the size of the problem and the blatant inadequacies of existing solutions. It was clear to him that the Transitional Living Corporation, a service provider, would not be able to create the sort of movement he now understood to be needed. He transitioned the leadership of this organization into very capable hands and set out to build what would eventually become Face It TOGETHER Sioux Falls. To be successful Kevin intuited that he would need the community to co-create the vision with him. The level of stigma surrounding addiction was too high for him not to engage community leaders from the beginning. Kevin and his co-founder Charlie Day decided to embark on a long town hall process. They galvanized everyone from the mayor to service providers, the health care industry, schools, universities and law enforcement to help them understand the problem, get them to buy-in to a solution and contribute to a movement of recovery care. This process not only paved the way for success and unlikely alliances, it led to the conclusion that aggressively targeting employers as part of the solution could drastically broaden the reach and sustainability of recovery efforts. Influenced by his business background, Kevin found it critical to find partners who would have a financial stake in the solution. Given that employers have a critical vested interest in ensuring their workforce is healthy and productive, he targeted them first. Employers bear a significant portion of the costs that accompany their employee's addiction problems in the form of turnover, absenteeism, low productivity and hidden healthcare costs. A study commissioned by Face It TOGETHER found that every dollar spent on addiction treatment and recovery in South Dakota delivers over $8 in benefits, the majority going to employers. Kevin is therefore targeting CEOs and their Human Resources departments to address addiction within their employee wellness programs. By doing so, he creates a channel for companies to be part of creating a recovery-oriented community. He's also creating a predictable revenue stream for his work. Through the employer initiative CEOs publicly declare to their employees that they understand that addiction is a chronic disease, and that there will not be negative consequences for admitting to needing help. They also bring in to the workplace a person in remission from Face It TOGETHER's speaker's bureau whose role it is to share their story of addiction and recovery: the good, the bad and the ugly. The message hits home very effectively and paves the way for employees to seek help. With each employer, Face It TOGETHER undertakes a baseline survey of attitudes and behaviors towards addiction. Typically, the baseline confirms that people are deeply uninformed and ambivalent about those who suffer from addiction. By tracking changing attitudes, knowledge and beliefs, Face It TOGETHER aims to see how they are faring on their goal of de-stigmatizing the disease. The organization is partnering with a professional evaluator to measure these changes. In addition, participating employers are defining their own metrics to help show return on investment in the program, including changes in insurance claims data, Employment Assistance Program usage, and the number of employees and families contacting Face It TOGETHER Sioux Falls for help. More qualitative measures include the development of peer-to-peer support processes in the workplace and the engagement of senior management. So far, Kevin has attracted 23 employers in Sioux Falls to become part of the movement. They represent the largest employers in the community and employ close to 40 percent of the local workforce. One of the companies saw nearly five percent of their employees come forward with serious questions about addiction. They know of 11 employees of theirs who subsequently sought treatment. Though Kevin has mainly targeted the largest employers in town as first adopters, his team is beginning to attract smaller businesses that may not have an HR department, or have less sophisticated wellness programs. Awareness alone would be grossly ineffective, so Face It TOGETHER has also created a community-level clearinghouse for addiction recovery and support. It is thus removing a colossal information barrier, and connecting people and families to each other, to information, and to resources according to their needs. They help individuals navigate the recovery process. This includes referrals to treatment facilities, peer-to-peer support groups, housing, employment, transportation, etc. The clearinghouse serves as a resource to HR departments of partner companies. Its services are

		open to anyone in the community, free of charge. The recovery clearinghouse also provides a wide range of peer-to-peer recovery support services. These are nonclinical services and activities to help individuals and family members enter and stay in recovery from addiction. These work in concert with traditional treatment by filling important gaps. These services aim to eliminate personal and environmental barriers to recovery and enhance quality of life. Provided by trained peers in recovery, the ongoing services include telephone recovery support and recovery coaching. The employer strategy is also combined with broad public awareness campaigns about the disease of addiction through TV, radio and billboard campaigns. They have led to a noticeable increase in public dialogue, understanding and demand for treatment. Face It TOGETHER is thus increasing the odds that people will overcome the psychological barriers keeping them from accessing recovery services by combining awareness with access to the clearinghouse. The next stage of Kevin's work is to replicate Face It TOGETHER's early successes across the country. Face It TOGETHER Sioux Falls (the clearinghouse and the employer initiative) is now officially the first affiliate of Face It TOGETHER (the national umbrella organization responsible for replication). So far, the national organization is launching another affiliate through a recovery community organization in Aberdeen, South Dakota. They also have demand from another 10 communities across the country to bring their model there. Kevin is looking to partner with organizations that can help them infiltrate many markets at once. He is targeting integrated healthcare providers to accomplish this networked spread strategy. Because medical institutions are having trouble keeping up with the escalating costs of healthcare, the industry is getting massively consolidated to create economies of scale through a few, large integrated care providers. These organizations are rapidly gaining important market shares across vast regions of the U.S. In addition, they are being held to new levels of accountability as a result of the Affordable Care Act (ACA). Healthcare providers are now eligible for reimbursements from insurance providers (public and increasingly private) if they are able to show that the care provided led to improved health outcomes. With chronic diseases, including addiction, integrated care providers are becoming very aware of the need for community-based support of the kind Face It TOGETHER is providing in order to sustain health outcomes The organization's work with integrated health providers will essentially build an addiction chronic care model within a community – providers and a community organization working together to improve health outcomes, enhance patient experience, and lower provider costs. The team is therefore targeting a few enlightened providers that understand that it is in their best interest to partner with an organization that can help build the necessary community resources to begin managing addiction as the chronic disease it is. The plan is for these integrated care providers to take a leadership role in organizing community stakeholders to contract with Face It TOGETHER to build out this component of recovery care. By partnering with integrated care providers like Sanford Health, Avera Health and others, Face It TOGETHER hopes to quickly gain access to large markets across the country in a financially sustainable manner. Face It TOGETHER's partnerships with integrated health providers will also include a robust evaluation model for measuring shared outcomes. The projected budget for the Face It TOGETHER® national office in 2013 is $500,000. This budget has roughly doubled over the past couple of years and has been sustained thanks to a few angel investors and friendly integrated care providers. Face It TOGETHER Sioux Falls is sustained mainly through revenue from employers and the United Way. It is the first recovery organization to ever become a United Way agency – this precedent setting partnership that bodes well for the sustainability of future affiliates across the country. http://usa.ashoka.org/fellow/kevin-kirby
	Additional search	http://www.changemakers.com/healthbiz/entries/face-it-together; http://www.wefaceittogether.org/stuff/contentmgr/files/1/ed35569b2d9286d6ac8af2179a9c736f/files/ourstorymarch_2011.pdf; http://usa.ashoka.org/fellow/kevin-kirby
	Additions	
	Analysis	1.2: personal need- addicted, dissatisfaction how the system works. 4: traditional model 5: SE
	Useful?	
4	Name	MobiStine,Healthcare Apps for New Parents

7	Source Search terms used Website	Database HI Husni Abu Samrah; MobiStine founder http://mobistine.com/
	Innovation	
	Entrepreneur	Husni Abu Samrah
	Organizational/ founding information	When I had my first baby, she used to cry most of time, we took her to doctors but with no result, until my married sister came & checked how my wife prepare extra milk (milk powder) she got shocked as my wife was feeding the baby with diluted milk, instead of 4 spoon of milk powder she put 1.5!! We want to create innovative smartphone apps to teach & help new parents in their new lifestyle**(1.2((4)(5)** MobiStine is a creative and innovative company specialized in building medical and healthcare applications (Apps) on Smartphone for New Parents, the inexperienced couples in Arabic language as it is a niche market and the Arab content suffers from the lack of trusted healthcare information. We have designed the proto type and now in the process of developing the first intelligent and interactive App for New Parents in Arabic language. The App will be fully customized based on the pregnant needs. Currently, MobiStine is first and only company in MENA specialized in developing Arabic language trusted healthcare apps on smartphone. We will also introduce for the first time in the Arabic market, human sense technology for pregnant to avoid doing any risky or unhealthily actions during their work or even while sleeping (gives immediate alerts). We will include GPS to locate the nearest medical clinic, doctors, pharmacy, etc. We will include also (through GPS) shopping centers related to pregnancy and baby stuff. Beside all, we will build dedicated healthcare social network (in Arabic) to act as support group We develop paid as well as free apps (with ads) on all smartphone devices, and so we generate revenue from both income streams. We have several partnerships with international ad agencies to integrate ads from advertisers.
	Additional search	http://www.changemakers.com/users/husni-abu-samrah; http://www.changemakers.com/healthbiz/entries/healthcare-apps-new-parents; https://www.linkedin.com/in/husniabusamrah; http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Additions	At the end of October 2013, Husni Abu Samrah returned to Palestine after spending five months in the United States. He had just completed a stint at Mass Challenge, the largest – and perhaps most prestigious – startup accelerator in the world based in Boston, Massachusetts. After spending his time in Boston fine tuning the business model for MobiStine, the startup he founded in Palestine in 2011, he says the company is around two months away from launching the first Arabic language app that will connect pregnant women and new parents to healthcare and lifestyle information and services.**(2.1)** A strong foundation Abu Samrah has been active in the Palestinian IT world for 17 years. After starting his career with a tech company in Nablus, he worked his way up to through several firms to be a business development director at NextLevel Technology and Systems (NTS). While at NTS, Abu Samrah founded a mobile development department in the company. “I saw the opportunity that this is going to be the future,” he says. Inspired by this work, Abu Samrah moved on from NTS, launching his own startup allowing him to focus full time on developing mobile apps for the Arab market. Market research showed him that there were few Arabic language apps with content about healthcare. He thought his company could fill that niche Since 2011, MobiStine has developed around 30 apps, providing content and services for health issues from breast cancer to blood pressure. The company has also produced lifestyle apps that help users keep track of expenses, diet, and exercise.

		Collectively, MobiStine's apps have more than 1.5 million downloads. Some of the apps are among the most downloaded healthcare apps in the Arab world, particularly in Saudi Arabia and other Gulf countries. In the past three years, Abu Samrah has also participated in a number of startup incubators and workshops in the Arab world and abroad. His program at Mass Challenge, which helped Abu Samrah combine his previous experience into a concept for a flagship app that will be a one stop shop for expecting and new parents, is the latest of these. A One Stop Shop Today, as more Arab couples are living away from family support networks, Abu Samrah explains, parents need new ways to get knowledge about family planning, nutrition, exercise, infant care, and other issues related to parenthood that used to be passed on in person from their parents and extended families. MobiStine's new app, which is still in development, is designed to do just this. "Everything related to new parents and pregnant women, [users] can have it through this application," Abu Samrah emphasizes. The app includes modules to remind pregnant women when to take medication, help keep track of their blood pressure, record the growth of their burgeoning bellies, and provide information about best pregnancy practices. It also connects users to doctors, insurance providers, and shops specializing in items for pregnant mothers and infants. A major benefit of the app, Abu Samrah says, is that it was Designed using feedback from users as well as input from medical professionals. Users will be able to continue providing feedback, helping the app continue to develop for their benefit. Available for all Once it is launched, the application will be available for free to anyone, an important component to Abu Samrah. This will make useful and reliable health information accessible to those who don't have credit cards, as well as those who can't afford to spend money on apps. What's important to Abu Samrah is that good information gets into the hands of as many new parents as possible. The app will generate revenue from advertisements and sponsorships. Pharmacies, childcare companies, and others will pay to advertise on the app, he hopes, because "we are going to be the shortest path… to their customers." MobiStine is already generating revenue in this way from its other applications. The app will be marketed to the Arab world, but Abu Samrah expects users from elsewhere to download it as well. Twenty percent of MobiStine's downloads come from the United States, he says. This is because Arabic language speakers all over the world are looking for healthcare information that they can understand, and that is culturally relevant. To gear up for launch, MobiStine is working on creating partnerships with healthcare ecosystems, such as hospitals, insurance providers, pharmacies and doctors, in countries where the app will be used. Abu Samrah is expecting that these ecosystems will help market the app once it is launched because it will be beneficial for them as well. For now, Abu Samrah says, "We have a vision to be a well known address for trusted healthcare information." But don't expect MobiStine to stop at healthcare; Abu Samrah says we can expect more apps from them in the future, addressing a variety of issues. http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Analysis	1.2: personal need, in house-use 4: traditional model 5: SE
	Useful?	

48	Name Source Search terms used Website	I can see now!..A New Vision Database HI http://www.anewvision.org/
	Innovation	New Vision (ANV)'s mission is to help eradicate avoidable blindness. ANV innovative ideas: a. Utilize and build the capacity non-traditional resources: ANV engages members of the Indonesian military (Bintara Pembina Desa/"Babinsa" or Petty Army Office for Village Development) to find villagers with cataract blindness for ANV charity cataract surgery events. Babinsa is not combat personnel but stationed in each village for security and development. Babinsa are great resources as they live and work in local community and they work well under chain of command. This is especially advantageous under current territorial autonomy in Indonesia where Central Government no longer can command Provincial Government and so forth. ANV trains Babinsa on basic eye health to identify people with cataract blindness and refer those with other eye diseases to seek treatment. Babinsa also bring primary care workers/health volunteers from their areas to this training. b. Involve wider community: Community eye hospitals are proven successful in Nepal and India (www.aravind.org/www.tilganga.org). ANV's innovation ideas include: • Involve wider community with initial operating funds sourced from crowd funding • Invite local ophthalmologists to have stakes in this community eye hospital • Continue community awareness and education on eye health • Utilize Babinsa
	Entrepreneur	Board of Directors Suhrid Raj Ghimire Suhrid Raj Ghimire is the Chairman and one of the Co-Founders of Tilganga Institute of Ophthalmology. Suhrid is also the Chairman of the Hospital for Advanced Medicine and Sciences (HAMS) - Nepal and Chairman of 'SUMAN' (Susta Manasthiti Kalyan Kendra) an NGO working for the cause of mentally disabled people in Nepal. In addition, he is the VP of Nepal Australia Chamber of Commerce & Industry, VP of Nepal Malaysia Chamber of Commerce & Industry, VP of Nepal Korea Chamber of Commerce & Industry, Member-Federation of Nepalese Chamber of Commerce & Industry, Member -Confederation of Nepalese Industries. Despite having a full CV, Suhrid still finds time to medicate and practise yoga. **(2.1)** Dr. Sanduk Ruit Born in a poor, remote village in the North East of Nepal where the nearest school was 11 days walk away, Dr. Ruit is now one of the most respected humanitarian doctors in the world, who dedicates his life restoring sight to people, regardless of their ability to pay. His vision: so no one is needlessly blind. Dr. Ruit is one of the founders and the Medical Director of internationally acclaimed Tilganga Institute of Ophthalmology which also manufactures world class Intraocular Lens and one of the region's first eye bank. Dr. Ruit is a long term partner of The Fred Hollows Foundation, Australia (www.hollows.org) and Co-Founder/Director of the Himalaya Cataract Project, USA (www.cureblindness.org) Dr. Ruit is the recipient of 2007 Ramon Magsaysay Award, Readers Digest Asian of the Year, Order of Australia and Prince Mahidol Award, among many others. Dr. Ruit credits his beloved family, incredible team of staff, meditation and badminton to his outstanding stamina and focus on operating table. .

		Dr. Indra Wahidin Dr. Wahidin is a prominent social figure in Indonesia, especially in North Sumatra, his place of birth. Dr. Wahidin dedicates most of his time on social causes, including running a free medical clinic for the past 30 years, the North Sumatra regional post of large social organizations in the country (WALUBI and INTI), The Indonesian Chinese Chamber of Commerce for North Sumatra chapter and Vice President of Red Cross North Sumatra. Dr. Indra's strong link with local partners opens the door for A New Vision to work in Indonesia. Tan Ching Khoon Tan Ching Khoon, Chairman of Bashan Resources, Hatim Capital and Transview Holdings Limited, Vice President of the Singapore Anti-Narcotics Association and a member of YPO/WPO. For many years and away from the limelight, Tan Ching Khoon has been supporting many good causes, including Christian Medical Mission to Nepal and many others. He is also a proponent of the Art of Living meditation, a keen golfer and badminton player. Through his wide network, Tan Ching Khoon introduces A New Vision to groups and individuals who support and keep our work alive. Effi Jono Effi is the Indonesia Country Manager for the Fred Hollows Foundation (www.hollows.org.au) She is a Certified Practising Accountant by trade and held Executive Director (Finance and Tax) positions with multinationals in Australia, Indonesia and Singapore including Lend Lease Group and Schlumberger. Beside eradicating avoidable blindness, Effi is passionate about animal rights. Despite the odds, Effi likes to take part in sporting events and learn new things. John Kennedy Stuart John is an Australian currently commuting between Singapore and Australia. John is a member of the Institute of Chartered Accountant Australia and a Certified Practising Accountant. John held senior Tax positions with multinationals in Australia, Indonesia and Singapore including BP and Noble Group. He is currently the Global Head of Tax for Imdex Limited Australia. John is also a keen long distant runner and a great cook. **(2.1)**
	Organizational/ founding information	Seeing how a 5-minute cataract surgery which costs less than a dinner can instantly change the lives of blind patients and their families. Millions of people stay blind unnecessarily; a cure is available now, no research or medical breakthrough is required. We only need to change the game to end their blindness.**(4)(5)** A New Vision started from a casual lunch conversation between two friends, Tan Ching Khoon, a Singaporean, and Effi Jono, an Indonesian, who met at a business event in Singapore in August 2010. Through referral, an introduction was made to Dr. Sanduk Ruit, Medical Director of Tilganga Institute of Ophthalmology in Nepal with a proposition to help cure blindness for the needy in Indonesia. Dr. Sanduk Ruit is a leading humanitarian doctor who leads a very focused and successful, but low profile effort to battle cataracts, predominately in rural areas of low income countries;. Dr. Ruit has personally restored the sight to over 120,000 patients. Dr. Ruit was keen to help the Indonesians. Four months after that fateful lunch, A New Vision held its first free cataract operation in Medan, Indonesia from December 10 - 16, 2010. During this event, 600 patients, without the ability to pay for their procedure, were operated on with resounding success. After witnessing the impact and power of this work, what at one point seemed to be a crazy idea, has morphed into an ambitious and big dream, to cure Indonesia of cataract blindness! Behind A New Vision A New Vision Limited (incorporated in Singapore, registration no. 201112891E) is a not-for-profit, non-sectarian organization. We are a band of

		volunteers who enjoy strong local community support from people who are passionate and believe in this cause. There is no management overhead; 100% of donations go directly towards restoring sight for the blind.
	Additional search	http://www.changemakers.com/healthbiz/entries/i-can-see-now; https://www.linkedin.com/pub/ching-khoon-tan/49/459/36; http://anewvision.org/governance.html
	Additions	
	Analysis	2.1: education and working experience 4: traditional model 5: SE
	Useful?	
49	Name Source Search terms used Website	Idea Prize Winner! Sucre Blue Database HI http://www.sucreblue.org/
	Innovation	We provide affordable blood glucose screening, monitoring, and other basic diagnostic tests to the vast population of lower-income Indian citizens that are currently under-served. **(5)**At the grass-roots level, each CHW will boost the health and wellness levels of his/her community by providing low-cost medical diagnostic services at the homes of customers. This model is designed to be profit-driven for CHWs, scalable, and replicable. Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ village women living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors **(2.3)** Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ village women living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors. These community health workers go door-to-door to screen, diagnose, and provide affordable low-cost treatment options for chronic diseases designed to improve patient compliance as well as create a sustainable income for women. Our typical community health worker lives in a village where the average household income is less than $2 a day, without access to a local doctor, hospital, or pharmacy within a 20 kilometers radius. All money collected from medical consultations is reinvested into the communities we serve. Blood glucose monitoring represents a significant opportunity in India, particularly when placed in the context of the staggering number of cases of diabetes and the predisposition of the 1.2 billion-strong population to developing the condition. Current levels of monitoring are abysmal – only % of diabetics monitor their glucose levels regularly, and that ratio is even lower among the non-diabetic population.
	Entrepreneur	Erin Little Founder + Executive Director Diagnosed with Type 1 diabetes at the age of 11 years old, Erin Little is Founder of Sucre Blue**(1.2)**. While serving as a fellow with LGT Venture Philanthropy in Mumbai in 2012, Erin gained significant insight into the challenges of bringing this solution to scale prior to beginning the program's pilot in Bangalore, India.**(4)** Erin was recently awarded the International Diabetes Federation "Young Leaders in Diabetes" accolade in which she will represent America and the American Diabetes Association at the 2013 World Diabetes Congress in Melbourne, Australia. Previous to Sucre Blue, Erin served CoFounder of Portapure, a water purification startup, and Founder and CoChair of CHICAGO+Acumen network.
	Organizational/ founding information	Erin will start the project in the villages around Bangalore, India area. Her plan is to build and test a peer-based community health support model that can be used in rural and low income communities worldwide.
	Additional search	http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://www.changemakers.com/discussions/entries/sucre-blue; http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/; http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://social.yourstory.com/2013/03/sucre-blue-empowering-low-income-communities-to-tackle-diabetes/

	Additions	When did the Sucre Blue project begin, and how did it come about? As a type 1 diabetic I was having my own issues finding adequate and affordable care in Chicago. I thought, "If this is what it's like for me…," so I started doing research about what it's like for people around the world that have diabetes. I was finding a few videos and learning that 60,000 a year in Kenya are dying thanks to type 1 diabetes. In India they don't even have access to that kind of data. It's a very different kind of set-up in both India and China, as with most places in the developing world. They are lacking data for type 1 diabetes. Often, because of the symptoms that are shown, you die before anyone realizes you have type 1. They think you have the flu, and they put you on an IV that is full of sugar and then you get even sicker. We realized with Portapure that it was very difficult to sell products if you don't understand the environment specifically. Country-to-country there are so many adjustments that need to be made and it is very difficult unless you've spent a lot of time in each country. Anyway, I had friends in the start-up community who knew I was looking for something that was related to international development and was hands-on and on the ground. My friends at Northwestern had done research into affordable diagnostics for diabetics, so things like reducing the price of blood glucose testing and seeing what kind of results would come out of that, for example, or how to build a business model around it. Two friends of mine that were part of that research team approached me with the data about two years after it had been conducted. They are management consultants working at big healthcare companies now and they were unable to do anything with the research. By that time I had been offered my fellowship to live in India, but they asked if I wanted to use their research to make this happen and I did. [..]In the developing world there are also a lot of issues with corruption and doctors egos as well as getting people to work with different stakeholders. India is very political. To get permissions to go into these villages I had to get permission from 30 or 40 people. Even if you are doing something entirely positive for the community there are a lot of barriers. The public health system needs to be involved enough or else they will shut you down, for example. Doctors are also required at the end of their residency to go spend two years working in a village. A lot of doctors will collect their money and not actually stay in the village, so obviously there are not enough doctors in rural areas. http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/
	Analysis	1.2: personal need 2.3: train community's so they get skilled 4: traditional model 5: SE
	Useful?	
50	Name Source Search terms used Website	Imagineitskins.com Database HI
	Innovation	Deja (age 12) and Canyon (age 9) Viau (view) are involved in www.imagineitskins.com. We put bright images in Hospital rooms for Children. Recent scientific studies demonstrate how critical it is for Children to have bright images which make them HEAL faster while also having a better experience. Deja and Canyon were able to identify this need. They are responsible for screening all the artwork that is submitted to us. "Your skins are awesome! Easy to apply and they improved the look and room immediately. The new images have created a more calming and interesting atmosphere in our treatment room. Everyone love them from staff to parents to kids! Thank you and we look forward to ordering more images!! "Deja and Canyon Viau have demonstrated the strength of their invention(s) to make an immediate as well as permanent contribution to the well being of children at a crucial time in their lives. Deja and Canyon display a genuine desire to impact children for good. They could well have used thier invention in other arenas, yet they have focused on pediatrics due to their belief in their inventions abilit
	Entrepreneur	MARK PADILLA VIAU, CEO and Founder, holds a Master's of Professional Accountancy, a Master's in Public Affairs and a Bachelor's in Finance. He is

		a retired Federal Special Agent and spent many years working for the U.S. Dept. of Health and Human Services and is considered a Subject Matter Expert in Health Care issues. He has been involved in several successful ventures in parallel to his Agent career. He is a U.S. Military Veteran and Officer in the Air National Guard.**(2.1)**
	Organizational/ founding information	
	Additional search	http://www.changemakers.com/healthbiz/entries/imagineitskinscom; http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Additions	Tuesday, December 6 Do it for the Children.... We often get wrapped up in the inventing process, in the money, and in the recognition. It's okay if our invention doesn't have some higher level purpose. But at some point in our inventing careers we should all take a moment and ask the question - Does my inventing have purpose? Inventing is an interesting endeavor. For most of us its part puzzle, part creativity, and part business. But for an inventor from Utah named Mark Viau, it's also about helping children. By all accounts Mark is a serial inventor. Items from kids backpacks, to hospital artwork, it's obviously a passion of Mark's to make life for kids just a little easier. Take a look at his Imagine It Skins product for decorating hospital rooms. It's a great example of how you can take technology, ingenuity, and creativity, and invent a smile on a child's face.**(5)** http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Analysis	2.1: education and working experience 5: SE
	Useful?	
51	Name Source Search terms used Website	i^3: Innovative International Ideas Database HI
	Innovation	
	Entrepreneur	Arun Kuchibhotla
	Organizational/ founding information	We sell better living solutions, such as our initial community stove product, to third world community government agencies who desire a better quality of life for their constituents. The concerns our solutions will address are the negative costs be it financial, health, or otherwise, that many of the substandard realities of life in the third world bring down upon its people. The problems faced are anywhere in that range from annoying, to life saving, to cost saving. In terms of just cooking, fuel usage has the hidden costs of unhealthy smoke inhalation and the fact woman needs to go to the jungle (where she could potentially be raped and killed) to chop or gather wood. Our solution is to design a new way for them to cook which simultaneously burns less fuel and produces less smoke.
	Additional search	
	Additions	
	Analysis	?????
	Useful?	
52	Name Source Search terms used Website	Late Living - Senior Living Video Tour Directory...Late Living, LLC Database SI http://www.lateliving.com/
	Innovation	We provide an amazingly simple solution to a complex and emotional problem that is a win/win situation for care facilities, the families of aging parents, and the elderly parent in need. Never before has the search for senior living been as easily accessible to families and their elderly loved

		ones. A one sided decision making process for finding senior care has now been replaced by collaboration and involvement of an aged parent in spite of disability or distance. LateLiving.com's key distinguishing trait of floating motion video tours coupled with unique website features has significantly overshadowed current competitor online directories and will quickly become the most used and trusted resource of families searching for elderly care. The LateLiving.com website directory is unique from current competition because it satisfies the needs of two important segments, the families of senior citizens and the facility marketing staff. The current approach is to search for senior care with the use of placement agencies or online directories that sell your information to these agencies. These companies require in person tours and meetings that take three to four weeks. These individuals are influenced by money and friendships that do not put the well being of the patient first and compromise the integrity of the industry. Unlike competitor websites, we do not sell the information of our users and have developed decision making web tools, including the video tours, to cut the search time down to three to four hours.**(5)**
	Entrepreneur	Christopher L Wilson Co-Founder Unconfirmed Mr. Wilson is a W.P. Carey School of Business Alumni with degrees in Supply Chain and Management. He has an extensive background in lean manufacturing and Toyota production systems from his time with Fluke Electronics. His business skills and innovation have helped him to grow a profitable luxury wedding photography business and video production studio over the past four years. Chris is the first entrepreneur to pioneer the use of Floating Motion I love building small businesses through innovative digital marketing, cluture and passion for making the world a better place. Specialties: Digital Marketing, Marketing Automation, Product Management, Video Production, Video Analytics, Wordpress Design, Purchasing, Cost Reduction through VAVE and negotiations, Prototype Sourcing, Strategic Supplier Sourcing, Supplier Audits & Continuous Improvement, Kaizen, Kanban inventory management, Oracle (Linkedin)**(2.1)** Ammon Curtis Co-Founder Unconfirmed Mr. Curtis has an undergraduate degree in business marketing and recently completed his MBA from the W.P. Carey School of Business at Arizona State University. He currently works in product development at Infusionsoft in Chandler, AZ. He has consulted for many clients on both strategy and marketing. He has previously worked for one of the leading chemical providers specifically servicing long-term care facilities throughout Arizona**(2.1)**.
	Organizational/ founding information	Chris Wilson, a small film maker, sat down with his grandmother in 2012 to search for assisted living online. He saw was is easy to book a hotel, buy real estate and even find love online but it was nearly impossible to find senior living with good decision making tools. It was at that point he made it his mission to revolutionize the way people search for and make decisions about senior care.**(1.2)(4)**
	Additional search	http://aztechbeat.com/2013/11/startup-late-living-lands-deal-2nd-largest-senior-housing-provider/; http://www.linkedin.com/in/christopherleighwilson; https://gust.com/companies/late_living_llc; http://www.mac6.com/incubee/late-living/
	Additions	
	Analysis	1.2: personal need / dissatisfaction 2.1: education and working experience

		4: traditional model 5: SE
	Useful?	
53	Name Source Search terms used Website	Mental Care for street children in India (Alkimia Consulting) Database SI http://alkimiaconsulting.com/es/index.html
	Innovation	INNOVATION on the IDEA and MODEL: Extending health care of street children of India, including Mental Health Care. A countless amount of children population in India live in the streets and seek for shelter in orphanages and assistance centers. They come from different scenarios: abandoned and orphaned children, sexually abused or exploited in many ways, addicted to drugs, begging children. We are conscious of the great need of integration of mental health care; while providing answers to the constant increase of mental disorders. We are implementing substantial changes that prioritize prevention and early intervention; through education in mental health and psychological support. Don Bosco, a registered Charitable Organization in India, asked us for urgent training actions and cooperation to ensure proper assistance. Educators and social helpers in general lack the knowledge on mental health problems. They need psychosocial educative programmes to recover their emotional and psychosocial wellbeing. INNOVATION on the Understanding on the TARGET POPULATION Beyond their material needs, we need to provide strong systems around children and youth to build their resilience and help them move beyond their social exclusion, empowering them to become real actors of their communities.**(5)** INNOVATION on the MODEL Creation of an international professional network cooperating with national mental health professionals on the exchange of Knowledge.
	Entrepreneur	Ms. Olga Martin: Lecturer at Binghamton University Ms. Marita Solá: Consultant and facilitator of communicative processes and consensus-building and negotiation
	Organizational/ founding information	We could never forget Arun, a three year old boy living in the slums, with a sad and disoriented look in his eyes. Arun, had been abused… Upon our return to Barcelona, we began to move guided by that look in his eyes, dreaming with a project that today presents psychosocial wellbeing to street children and youngsters in India.**(1.2)** Team Alchemy Consulting comprises Spanish-German consultants, advises and supports companies in their internationalization processes in Spain and Germany. We offer our customers a wide range of services, in order to optimize your business efficiency. processes We specialize in selection of qualified professionals, executive search, dealers and partners in the Spanish-German market. Corporate Social Responsibility The inspiration for this section was Mumbai Smiles, friendly entity with which we collaborate: Mumbai Smiles Our project is based on collaboration instead of competition. Since its a new service to be provided to the target population, psychological support for children in Indian orphanages and assistance centers, we can only hope to find other professionals rendering similar services. We would eventually collaborate with them exchanging knowledge and experiences. This is a win - win programme where potential competitors can only add value to the global proposal and will be invited to get involved in our professional and academic network.
	Additional search	http://www.changemakers.com/healthbiz/entries/mental-care-street-children-india; https://www.linkedin.com/pub/olga-martin/34/802/a3b; https://www.linkedin.com/in/maritasola; http://www.danceandhelp.com/en/alkimia-consulting
	Additions	
	Analysis	1.2: inspired, 5: SE

	Useful?	
54	Name Source Search terms used Website	Syamsi Dhuha Foundation (care for Lupus) Database HI http://www.syamsidhuhafoundation.org/
	Innovation	Through Care for Lupus, Syamsi Dhuha Foundation is creating a support group for people living with Lupus and their family, to increase their quality of life and further educate the society about Lupus awareness.**(4)(5)**
	Entrepreneur	Dian Wahdini Syarief: In the midst of struggle to fight against Lupus the unknown disease, Dian Wahdhini Syarief, a person living with Lupus and low vision, is building a supporting system engaging stakeholders to ensure the survival of people with Lupus in Indonesia. Dian was born in Bandung 46 years ago raised by a pharmacologist father and a general practitioner and MBA mother. She was active in scouting and student union at high school and her university at Pharmacy Department, Bandung Technology Institute. Dian learned a lot about life values from her parents, especially her mother. She is a survival cancer and yet with her perseverance and high motivation she continued studying at her 50 year old of age and graduated from her MBA studies. She taught her personal values in becoming independent and not to easily give up. Her father instilled in her values in spiritual strengths. These values equipped her along her life path. Especially when she got the chance to join a students exchange program to Braunschweig, Germany, she learned what being tough and firm means to her life. After graduated from university, she began her career working in a private national bank. Over her ten years of career she assumed several positions in marketing and credit, and served as the Corporate Communications Manager for her final posting. It was not until she reached 34 years old in 1999 that she had to quit the job. She got SLE, which has changed her life completely**(2.1)**. The following four years were her life struggle against the pains and suffering from having over 20 major and minor surgeries in her brain, removal of the bladder, uterus, etc. She had to fight her inner struggle against her faith in God questioning why she got all these. However, the experience eventually brought her valuable lessons that changed her life. She found herself being grateful that God loves her so that she could learn more about love and share and help other people (ashoka).**(1.2)** Founder : Ir. Eko P. Pratomo, MBA: At the end of 2003, Dian and her husband established Syamsi Duha Foundation (SDF) with two main divisions: Care for Lupus (CFL) and Care for Low Vision (CFLV). Although the health conditions that go up and down, trying to develop SDF Dian. Melaksanan lupus activity in order to socialize and embrace fellow odapus. Seek cheaper drugs for odapus path. While the need to address the pain resulting from the breakdown of hose whipping VP shunt -tube to drain brain fluid into the abdomen-mounted head since operations brain abscess, he also introduced his foundation to an international forum. (http://sepetaklangitku.blogspot.nl/2012/06/sunrise-serenade.html)
	Organizational/ founding information	Syamsi Dhuha Foundation was born from an expression of love and the gift of the Most Gracious which unexpectedly come through a sickness. Pain is often regarded as a misfortune, however it also represents an expression of affection of the Merciful in the form of another. Not many people recognize the disease Lupus. Direct experience as a patient and being companion of the patient, are valuable experience to be shared not only to fellow sufferers, doctors, nurses, hospitals that are directly related, but also to the broader public. Lupus patients will experience a change in personal and family life that sometimes seems very heavy. However, the Almighty has promised that He will not impose a test for His people beyond their limits. Syamsi Dhuha existence was initially emerged from the awareness of the above. Initial intention of Syamsi Dhuha, through one of its programs "Care For Lupus" is to encourage the companions ODAPUS (people with Lupus) and with her family, through various activities that are useful not only for themselves but also for larger society. In the future, Syamsi Dhuha has greater aims. According to his mission: "as a means to achieve happiness fields charitable world and the hereafter", Syamsi Dhuha aspires to provide opportunities to everyone, not just to ODAPUS, to grateful all the gifts that God has given to perform various activities that can be beneficial to himself as both personal and also for others. Syamsi Dhuha Foundation, was established based on Deed No. 15 dated October 11, 2003 from the office of Notary Dr. Wiratni Ahmad, SH and approved based on the Ministry of Justice and Human Rights No. C-186.HT.01.02.TH2004.

	Additional search	http://www.changemakers.com/healthbiz/nominations/care-lupus; http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html; https://www.ashoka.org/fellow/dian-wahdini-syarief
	Additions	Care for lupus. Your caring saves lives. Never give up. These are the favorite mantras coming from Dian Syarief Pratomo to enliven the spirits of people living with lupus. Through those mantras, she tries to let people know that a strong will and the attention of those close to you are keys to assisting those living with the deadly and incurable disease. Living with lupus, and surviving, is not a cause of regret for the 46-year-old woman, who was born in Bandung, West Java on Dec. 21. She lived a normal life — going to school, college and work before getting married to Eko Pratomo. Diagnosed with lupus in 1998 turned her life upside down. She struggled to survive the disease that attacked her blood circulation system and affecting her sight. She ended up suffering from low vision. "I was having a normal life like everybody else. Life as usual, going to school, work and getting married, all for me, not thinking of anyone else," she recalls. Surviving the critical period after going through abscess surgery, which suppressed her vision, was a blessing. She was flown to Singapore for the surgery. The abscess was blamed on consuming high dosages of steroids to treat her disease in the first year after being diagnosed with lupus. "I had the surgery at the same time as another man from Surabaya. He did not make it and his wife was crying. At that time, I realized that I was given a privilege, a second chance, to live my life," said Dian, who had a fine career in marketing and corporate communications at a major private bank before falling sick. Dian was aware that at that time, lupus was a rare disease. Her pharmacologist father could only cry facing her condition. At that moment, Dian was fully aware she could only help herself and learn more about her disease. She then launched a personal quest to find doctors and read more on the Internet. With her husband Eko, she later decided to dedicate her life to people living with lupus and low vision, setting up the Syamsi Dhuha Foundation in 2003. The foundation is the only support group for people living with lupus and their families in Bandung. As lupus is still rare — even doctors often misdiagnose it as kidney, typhus, joint inflammation or other diseases — patients and their families are badly in need of mental and physical support as they have to change their lifestyle to survive. Currently, the group has assisted 370 people living with lupus and 30 others suffering from low vision. The group, a social foundation, is managed professionally, launching education and familiarization programs as well as conducting research on the incurable disease. It provides training for medical people, from nurses to doctors, as well as providing online services by phone, email and through social networking sites like Facebook. "The concept is to conquer boundaries and time. We had people from England and India contacting us online, just in search of friends or to share experiences," Dian says. A mother, who saw her on a talk show on TVRI, even contacted her child, who lives with lupus, to call her from Australia to become her friend, she added. Each year, her foundation sets a target to publish a book, an album or CD on lupus and the experience of people living with the disease. It also holds different activities such as the Walk for Lupus, Lupus Goes Green, Lupus Goes to Campus and Lupus Goes to School. "These familiarization and education programs are crucial since many people still think Lupus is a cursed disease since it leaves a butterfly-shaped rash on one's face," says the woman, who has undergone 20 surgeries since diagnosed with the disease. "A mother once asked me to look after her daughter, whispering a message not to say anything about her disease, fearing that no man would marry her," said Dian, one of 28 recipients of the Lifetime Achievement Awards from the committee of the 9th International Congress on SLE [Systemic Lupus Erythematosus] in Vancouver, Canada in June 2010. High treatment costs for lupus made Dian think there was a need to find cheaper but effective alternative treatments from the country's rich herbs, taking into account people's high interest in using herbal medicine, but there is little support to fund its research. For World Lupus Day, celebrated every May 10, the Syamsi Dhuha Foundation holds a research sponsorship program called the Care for Lupus SDF Awards 2011 to help finance research to find natural ingredients that can work as therapy supplements in the treatment and/or in controlling lupus.

		The sponsorship program, which aims to improve the quality of life for people living with the disease, netted five finalists, each entitled to Rp 30 million in research funding. The government's attention to the disease, which is not contagious but deadly, is still low. When meeting with the health minister back in 2006, Dian brought some 1,500 signatures to demand access to cheap medicine for people living with lupus. "The minister asked, 'how many patients were there?' I told her that at that time, it was around 200,000 people. She then replied, 'not much then'," said Dian, who claimed she was shocked by the minister's reply. Aware the disease has yet to become a government priority, she was not discouraged — believing that with or without government assistance, the number of people living with lupus would continue to grow and they have to survive. In order to get the foundation going, Dian and Eko, who have no children, donated their assets to the foundation's office in the DKK complex in north Bandung and its facilities. They also received donations from different donors to be channeled to poor people living with lupus and to organize the foundation's programs. "Back then, I worked from nine to five. Now I have to be ready for 24 hours, from taking phone calls and texts, handling orders for books and assisting sick patients from home to the emergency room," says Dian, who can only rely on her ears to do most of the jobs thanks to the Braille Reader program on her cell phone. In the future, the foundation is set to be financially independent with rental money coming from 25 boarding rooms that are ready to accept tenants sometime this year. Despite her bad vision and a rubber tube planted on her brain, and another brain surgery three months ago to cure an infection, Dian works enthusiastically, a smile never leaving her face. "My husband and I dream that someday, when we are gone, the foundation can grow into something like the Helen Keller Foundation, which does not work only in Bandung but internationally." — Yuli Tri Suwarni (http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html)
	Analysis	1.2: personal need, satisfaction, 2.1: education and working experience 4: traditional model 5: SE
	Useful?	
5 5	Name Source Search terms used Website	OkCopay: Helping People Find Affordable Medical Care Database HI http://www.okcopay.com (Access denied)
	Innovation	OkCopay helps people who pay out-of-pocket for medical expenses find the right doctor at a competitive price. The OkCopay website allows users to view pricing information, compare health providers, and find local deals.**(5)** OkCopay is creating an open web-based portal that helps consumers quickly and easily identify cost-effective medical providers. 50 million Americans are w/o health insurance. 130 Million Americans do not have either vision or dental coverage. Even worse, uninsured patients typically pay the most for medical care, which is why medical bills are the leading cause of personal bankruptcy. OkCopay is an elegant technology solution that empowers patients to understand their options for care, make more informed decisions, and save significant time and money. Users can now know their potential costs before they go to the doctor. We uniquely address 3 current problems that are contributing to the perpetual rising costs of health care: 1) Finding out pricing information prior to treatment is insanely difficult.

		2) Uninsured patients pay the most for medical care. 3) Medical prices within the same geographic area have a tremendously wide variability. For example a cash-paying patient might pay as little as $430 or as much as $2600 for an abdominal MRI. Consumers are already comfortable using websites to find good value for cars, electronics, and travel. OkCopay is applying comparison shopping dynamics to routine medical care. Through technology we can reach tens of millions of people who need to find affordable care. Without this transparency, there is no mechanism for people to easily find pricing info or market pressure to bring down or at least control costs. OkCopay exists to bring basic consumer rights and improve the sustainability of our health care system.
	Entrepreneur	Toure McCluskey: Founder OkCopay May 2011 – Present (3 years 2 months)Greater Chicago, Milwaukee & Indianapolis OkCopay is a ground breaking comparison search engine for medical care. With OkCopay you simply search for the procedure you need, compare providers, and view actual prices. You can finally "shop" for health care! Would you book a flight without first checking Kayak or Orbitz? If you are in need of medical care, first check OkCopay! Managing Director First Mile Health January 2008 – October 2011 (3 years 10 months) Eli Lilly & Co.Global Strategic Pricing July 2006 – January 2008 (1 year 7 months) Stanford University Graduate School of Business MBA, Business 2003 – 2005 Harvard University BA, History, Int'l Relations 1994 – 1998 **(2.1)** Biography Touré McCluskey is an entrepreneur who has worked extensively within the health care industry. He founded OkCopay to help Americans without adequate insurance find and access affordable local health care. Touré holds an AB in History from Harvard University and an MBA from the Stanford University Graduate School of Business. http://www.echoinggreen.org/fellows/toure-mccluskey
	Organizational/ founding information	OkCopay was born out of the frustration of paying over $500 out-of-pocket for an X-ray that could've been had across the street for $80. Despite using the Internet to shop for travel & other services, I had no ability to compare local medical providers. So I left my job in pricing strategy at a Pharma company to become an entrepreneur and figure out how to reduce the costs of health care.**(1.2)(4)**
	Additional search	http://www.echoinggreen.org/okcopay-inc; https://www.facebook.com/pages/OkCopay/180288292038922?sk=info; http://www.echoinggreen.org/fellows/toure-mccluskey; http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode
	Additions	Why I'm Passionate About This: The fifty million Americans without health insurance pay the most for care, and medical bills are the leading cause of personal bankruptcy. As a pricing professional for a pharmaceutical company, I recognized that cost is a main barrier to quality health care. I

		investigated further, and was shocked to find that procedure prices varied widely among providers. When I left my corporate job to become an entrepreneur, I lost my insurance, and paid over $500 for an xray available across the street for $80. With OkCopay, anyone can easily search for the procedure they need, compare local providers, view provider prices, and make informed decisions as health care consumers. http://www.echoinggreen.org/okcopay-inc November 11, 2011|By Wailin Wong, Chicago Tribune reporter Toure McCluskey first tried his hand at a startup more than a decade ago, when he and his brother formed an online restaurant reservation service similar to OpenTable. That venture was short-lived, but he took the lessons from his early experiment to Stanford University, where he earned an MBA, and later to Chicago, where he recently launched OkCopay, an online comparison engine for medical procedures. McCluskey, 35, grew up in Bloomington, Ind., the son of Indiana University professors who taught African-American studies, English and women's studies. He studied history at Harvard and worked at drugmaker Eli Lilly before leaving the corporate world to start First Mile Health, a business that develops employee wellness programs for medium-size companies. Now McCluskey is looking to roll out OkCopay to more cities and raise money. We asked him about being one of just a few black founders of startups in Chicago, a group that also includes Seyi Fabode and Phil Nevels of electricity rate comparison site Power2Switch, Charisse Conanan and Adrissha Wimberly of online financial planning services provider Smarteys, and Collin Wallace of FanGo, a mobile platform for ordering concessions and merchandise at stadiums. http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode
	Analysis	1.2: personal need/ dissatisfaction 2.1: education 4: traditional model 5: SE
	Useful?	
5 6	Name Source Search terms used Website	Patients' Rights Guidebook and Trainings Database HI
	Innovation	The patients' rights guide will aim to inform health professionals, NGOs working on health rights and health sector companies and associations and also patients. The guide will have different categories based on special case studies. Until now, in Turkey, all the books about patients' rights were purely or partially academic works. However this book aims to be a guide for various target groups, and a practical orientation guidebook in which information will be vulgarized. Also, the book will include deontological discussions that could be an important guide for medicine students. Living a transformation of the health system in Turkey nowadays, diverse case studies and their chronological evolution would procure an enlighten of weak and strong points of this transformation. The second step of the innovative project is to organize training programs about patients' rights for health professionals. Case studies mentioned in the guide will constitute a special part of trainings. HAYAD is the very first association working about patients' rights created in Turkey. Since 1997, the organization have had the chance to collect many case studies from different regions and social backgrounds in Turkey. There is no other association or organization working in the field that have done such a collection of different cases. We think it is now important to share the knowledge that has been accumulated by a guidebook with different social groups and by trainings with health professionals.**(5)**

	Entrepreneur	About the Authors **ASST. PROF. FULYA İLÇİN GÖNENÇ** Fulya İlçin Gönenç (born on 31 January 1968, Eskişehir-Turkey) studied Law at the Law Faculty of Marmara University. She has a Master of Law degree from the Law Faculty of University of Marmara, and in 2002 she obtained her Ph.D from the same university. She is assistant professor at Marmara University, Faculty of Law. Her scientific contributions in Roman Law, Civil Law Theory, Health Law consists of monographs, articles and many lectures, memberships and taken an active role in Turkey and international conferences. She is a founding member of Organization of Patients' and Patients' Relatives' Rigths (HAYAD). She also serves as a member of Marmara University Research Center of Health Law and İstanbul 8. Clinical Research Ethics Comittee. Fulya Ilçin GÖNENÇ Eskişehir Anatolian High School, then graduated from Marmara University Faculty of Law.Marmara University Institute of Social Sciences at the master's degree (1996) and PhD completion (2002) The affluent, in 1993 m.ü.hukuk faculty research assistant at the start as the academic life still Roman Law Department of the President in the same place continues. Patients and Caregivers Association (HAYAD-1997) organizations in the work of the affluent, medical / health law and ethics in the field working with associations and foundations work in maintaining and Clinical Research Ethics Committee member serves as the. Several universities, Roman Law, Medicine / health law and in different areas of undergraduate and postgraduate courses and training which provides Gönenç the work in the areas of national and international symposia presentations, articles and books are available Fulya Ilçin GÖNENÇ **(2.1)**
	Organizational/ founding information	In 1997, after having lost a beloved member of a friend group because of malpractice, his relatives distinguished there is no rules about patients' rights**(1.2)**. "Aha!" moment was the wish to establish a reglementation of patients' rights. So relatives who have lost the patient joined with some doctors, lawyers and deontologists and discussed a possible patients' rights reglementation.**(4)** Who founded HAYAD `s? HAYAD these services at the time they are unsuccessful for various reasons, which is a mage or sensitivity and suffer from something done thinking about it coming together of persons who coincidentally has occurred. HAYAD different professions There are those who in the founders. Association between the founders and activists, patients, their relatives, lawyers, health professionals, architects, housewives, students, ie there is anyone who is interested in this subject. Association prior to the installation to be informed of these activists for a long time and none of such meetings should be comprised of a structure from discussion of the "association" to be decided.
	Additional search	http://heper.com/hayad/about.htm; http://books.google.nl/books?id=0Y3S7ii7bdwC&pg=PA92&lpg=PA92&dq=HAYAD+founders&source=bl&ots=tY-j2G3s_n&sig=m2RLkkjksCedvRRDmEwTvrlZaMs&hl=nl&sa=X&ei=ECexU8uOOsGsO-rOgKgK&ved=0CG8Q6AEwCQ#v=onepage&q=HAYAD%20founders&f=false
	Additions	Organization of Patients' and Patients' Relatives' Rights

		How it was established Turkey is a developing country. And in this country there is a health system that almost insists on not developing. This system is so inadequate that there is not a day passing by that in the news media we wouldn't hear stories about violations of health rights of people.It is the bitter truth that almost anyone who happens to turn in for help or services at a public or private health institute criticizes, even rebels about many situtations and events that they end up facing. It is possible to accept all these issues by accepting them as fate and to begin with hoping that by constitution, there is a government that takes the responsibility of enabling everyone to lead a life with physical and mental health, however, incapable of putting together all the necessary regulations. yet, perhaps, this would be far from the easy way out, but dreaming! At this very point, figuring out that there is the need to do something about this and believing in the power of civil organizations we founded the Organization of Patients' and Patients' Relatives' Rights. In order to gain our constitutional rights for a healthy life we joined our voices and power under the roof of an organization which in turn is yet another constitutional right. HAYAD has been officially established as an enterprise in September 9, 1997 after an initial effort following the process of preparation.
	Analysis	1.2: personal need, unmet needs 2.1: education working experience 4: traditional model 5: SE
	Useful?	
57	Name Source Search terms used Website	Sexual Assault Survivor Self-Care App...RAINN Database HI
	Innovation	RAINN has been serving survivors of sexual violence through the National Sexual Assault Online Hotline at rainn.org for almost 7 years. During this time we have assisted over 150,000 survivors, averaging over 3500 hotline visitors a month. Something we here repeatedly is that survivors would like a way to manage the short and long term effects of their trauma through an app. Currently, there are meditation, prevention apps, etc. but no apps that are specifically created for sexual assault survivors .**(1.1)** In 2012, through a contract with the Department of Defense, RAINN created the DoD Safe Helpline app which provides sexual assault survivors in the military with free worldwide access to tools and resources to help self-manage the symptoms of sexual trauma. This app addresses these unique needs confidentially (all data is stored within the app) and can be used without internet access. The app features an interactive self-assessment tool ("PLAN"), which allows users to evaluate trauma symptoms through six basic questions. At the end of the assessment the app provides a list of recommended exercises to help manage these symptoms. Some of the exercises include grounding, guided visualization and breathing techniques. Catering to both male and female survivors, users can select audio in either gender's voice. The app can also connect a survivor to the Safe Helpline and local military sexual assault resources worldwide. RAINN would like to repurpose the Safe Helpline app for the general population, making this valuable tool available to those outside of the military.
	Entrepreneur	Mr. Scott Berkowitz is the founder and president of RAINN (Rape, Abuse & Incest National Network), America's largest anti-sexual assault organization. RAINN created and operates the national Sexual Assault Hotline, educates more than 130 million Americans a year about sexual assault, and leads national efforts to improve services to victims and ensure that rapists are brought to justice. In 2006, RAINN launched the National Sexual Assault Online Hotline, the web's first real-time, secure counselling hotline, which won the prestigious Technology Innovation Award from Npower and Accenture for being the best use of technology by a non-profit. Recognizing RAINN's effectiveness, efficiency, and professionalism, Worth magazine selected RAINN as one of "America's 100 Best Charities." RAINN operates the National Sexual Assault Hotline in partnership with

		1,100 local rape crisis center affiliates across America. RAINN's national hotlines (telephonic and online) have helped more than 1.9 million victims of sexual assault since 1994. RAINN also operates the DoD Safe Helpline under contract with the Department of Defense. Mr. Berkowitz is also the CEO of A&I Media, a firm that specializes in media start-ups, acquisitions and management. Previously, Mr. Berkowitz worked for seven years for Campaigns & Elections magazine, serving the last four years as publisher. As publisher of the country's largest political magazine, Mr. Berkowitz was a frequent spokesman on television, radio, and in print. Mr. Berkowitz holds a BA from Hampshire College in Amherst, Massachusetts. **(1.2)** (http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf)
	Organizational/ founding information	After having a close friend assaulted Scott Berkowitz was moved to action**(1.2)**. He saw the need for a national resource and in 1994 the National Sexual Assault Hotline was launched and RAINN was founded**(4)**. Since launch, the telephone hotline, in partnership with over 1100 local sexual assault providers, has assisted almost 1.7 million people. What made you start this wonderful organization that has done so much to help too many? Like everyone, I had some friends in college who had been assaulted. But to be honest, I had a whole lot to learn when I started. It was through conversations with thousands of survivors and volunteers and others over the years that I really got a better understanding of the issue. Nineteen years later, we've accomplished a lot, but there's still lots more to do https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additional search	http://www.changemakers.com/healthbiz/entries/rainn-mobile-app; https://rainn.org/million/message-scott-berkowitz.ph; https://www.linkedin.com/profile/view?id=3152719&authType=NAME_SEARCH&authToken=kGqq&locale=en_US&srchid=903182761404122922487&srchindex=1&srchtotal=11&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761404122922487%2CVSRPtargetId%3A3152719%2CVSRPcmpt%3Aprimaryl http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf; https://veterans.house.gov/witness-testimony/scott-berkowitz; https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additions	
	Analysis	1.2: personal need 2.1 education W.E 4: traditional model 5: SE
	Useful?	
58	Name Source Search terms used Website	Sweet Mothers Inc
	Innovation	The innovation uses ideas from two sectors, health insurance and mobile money to build a social enterprise that delivers essential health services for women through a micro health insurance for maternal health services. Health insurance has long been for the upper class who can afford the institutional price of the products and the professional class who are able to procure insurance through their employers. The poor have long been ignored by this sector and left to deal with financial ruin each time someone in their family gets ill or needs maternal health services. Also, the mobile money sector is growing in Nigeria and there are various firms offering services for the unbanked poor. Our innovation allows poor pregnant women to buy micro health insurance for maternal health services using the banking services they can easily access. The business model is different because of our target market, products and business model. We target an untapped market of low income and middle income women who are

		pregnant and are at a stage in their lives where health seeking behaviour is at the highest. We are committed to our dual mission, to make money so that the business is sustainable and to provide social services by delivering access to maternal health services for this un-served and underserved population. Our company introduces Innovative products delivered through an innovative channel using the paradigm of social entrepreneurship and dual bottom lines**(5)**
	Entrepreneur	Temie Giwa: INFO Operations Manager bij The Lagos State Government Previous: Millennium Villages Project and Global Health Corps Education Monterey Institute of International Studies Past: Minnesota State University Moorhead en Osseo Senior High School**(2.1)** Lives in Lagos (Nigeria) Comes from Arigidi, Ondo, Nigeria Married to Kola Tubosun
	Organizational/ founding information	A young girl gave birth to a baby at a private health centre in Lagos. After delivery, the hospital detained her because she could not pay. She fed her baby kerosene and drank some herself. The baby died and she was charged with the murder. The tragedy shows how inability to pay leads to financial catastrophe for Nigerian families. If this girl had the chance to save up for the birth of her child,**(1.2)**
	Additional search	http://www.changemakers.com/healthbiz/entries/sweet-mothers-inc; http://www.lagosstate.gov.ng/; https://www.facebook.com/temi.giwa; http://www.ynaija.com/temie-giwa-tubosun-on-self-government-ynaija-frontpage/?utm_source=dlvr.it&utm_medium=facebook; https://www.facebook.com/LifeBankApp/photos/a.389269847862999.1073741829.356716547784996/389269931196324/?type=1
	Additions	1.2: dissatisfaction 2.1 education W.E 5: SE
	Analysis	
	Useful?	
59	Name Source Search terms used Website	"Clean Birth Kit 2.0" – Targeting Facility Births for Bigger, Cheaper Impact..AYZH Database HI https://www.ayzh.com/~ayzhus1/
	Innovation	AYZH AIMS TO ADDRESS MILLENNIUM DEVELOPMENT GOAL 5 (REDUCING MATERNAL MORTALITY) BY APPLYING PROMISING TECHNOLOGY (CLEAN BIRTH KITS) TO AN UNTAPPED MARKET (HEALTH INSTITUTIONS) CAPABLE OF EFFICIENTLY REACHING MILLIONS OF WOMEN, SAVING MORE LIVES AT A LOWER COST. "Clean Birth Kit 2.0" is a game-changing model for distributing clean birth kits to health facilities, integrating innovative education/evaluation strategies to ensure quality, affordability, and scalability throughout our supply chain. Our model also provides meaningful employment and empowerment opportunities for low-income women who package our products. This revolutionary approach has unique potential to advance progress towards maternal health outcomes in facilities, making significant contributions to critical research gaps surrounding the cost-effectiveness of clean birth kits and their overall potential to standardize/replicate clean birth practices on a global scale. This model has successfully commercialized AYZH's signature, award-winning $2 Clean Birth Kit, focused on financial sustainability through products sales. Our innovation is characterized by: Education and Awareness initiatives to increase the acceptance of, adherence to, and demand for clean birth practices in health facilities; a Monitoring and Evaluation program, to rigorously monitor quality and affordability of our products, and assess overall social, environmental, and economic impact; and innovative New Product Development processes to identify and meet new needs of existing customers through "kit style" product extensions.**(5)** ` Breaking away from traditional clean birth kit solutions, AYZH is one of the only companies (1) utilizng a "market-based approach" and (2)

		delivering birth kits to health facilities. Our distribution model has unique potential as a platform for scaling the efficient distribution of commodities that lead to clean birth practices and improved maternal/new born health outcomes. Organizations have worked with different versions of CBK for over 25 years, but these efforts remain largely ineffective, expensive, and unsustainable because they depend on grants, target home births, and lack efficient access to resource-poor markets. AYZH maintains unique understanding of and access to the Indian health market, and a sustainable source of revenue scaled via repeat sales to health institutions.
	Entrepreneur	Zubaida Bai (founder and Chief Executive) holds a 3-in-1 role functioning as a Leader, Manager and Entrepreneur – guiding ayzh to be Effective, Efficient, and Innovative. Zubaida Bai (India) Having once been one of the "silent victims" with whom she now works: a woman who, as a result of unsanitary birthing conditions and practices, contracted an infection that caused her to suffer for years, Zubaida Bai used her passion and experience in the social development sector to found AYZH, a social enterprise aimed at bringing technology solutions to rural women.**(1.2)(4) (6)**Now, after being chosen as a TED India Fellow in 2009, obtaining her MBA, and spending five months in the field investigating birthing hygiene and education, Zubaida has invented an improved version of the clean birth kit. Her kit is produced and distributed by local women and uses attractive packaging to help women understand how and why to use it. Zubaida is currently working to distribute the kit through the country's system of rural clinics and hospitals. Zubaida's experiences demonstrate her passion for empowering underserved women and her match with an Ashoka Fellow will enable her to envision a model for widespread social change. (Ashoka)
	Organizational/ founding information	After experiencing an infection after childbirth, Zubaida founded AYZH on the belief that every woman has the right to a clean and safe birth. Based on unique experience at the intersection of engineering, women's health, and business she immediately recognized untapped opportunity to significantly impact maternal health in health institutions in India, where unhygienic births are on the rise**(1.2)(4)**. ayzh is a for-profit social venture providing health and livelihood solutions to impoverished women worldwide. We develop low-cost, appropriate technology designed to meet the unique needs of women in resource-poor settings. Signature to the ayzh brand is a convenient, "kit style" product. In 2010, ayzh launched its first product, JANMA, a clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. Additional products under development include: a newborn kit, a post partum hemorrhage kit, and a groundbreaking sanitation and hygiene solution for women. ayzh products are assembled and packaged by local women, creating economic opportunity in the communities we serve. ayzh operates an innovative B2B business model, selling to health-based businesses (for-profit and non-profit) that are capable of giving ayzh significant and scalable access to its target beneficiaries (underprivileged women). ayzh serves two key customer segments: medical institutions (hospital pharmacies, health care centers, and slum clinics), which resell ayzh products to women, and non-profit aid organizations (working to improve the health and wellbeing of women and families in developing countries), which supply ayzh products to women
	Additional search	http://www.linkedin.com/pub/zubaida-bai/7/978/69a; https://www.ashoka.org/zubaida-bai-rebecca-onie; http://www.changemakers.com/healthbiz/entries/janma-transforming-distribution-clean-birth-solutions; http://social.yourstory.com/2013/11/zubaida-bais-quest-save-lives-thousands-women-innovative-birthing-kit/
	Additions	How Zubaida Bai invested her jewellery and family savings to build a clean birthing kit that saves thousands of lives ...**(2.2)** Growing up in in a middle class household in Chennai, Zubaida Bai was exposed to the typical social and economic hardships faced by women in

		India. She saw her mother working hard everyday. Her female cousins and friends, not given the opportunity to study, were married off early. Finances in the family were also limited. Bai, though was a rebel. She went against the grain and got an engineering degree and through sheer persistence, she snapped up a full scholarship from the Dalarna University in Sweden to do a Master's in Mechanical Engineering (product development and design) . When she was 24, she married Habib Anwar and moved to Canada. But soon she was back in Chennai, after the company where Anwar worked, decided to set up an offshore unit in India. She joined Rural Innovations Network (RIN), a non-profit that incubates rural innovations (now known as Villgro) , to work on product innovation and assisting individuals and organizations to make their product ideas commercially viable. At RIN, she saw good innovations not getting commercialized. Bai wanted to change this. Based on her extensive product innovation and Anwar's financial expertise, the two decided to take action. The epiphany: Bai had always wanted to find a way to give back to women, especially rural women. Incidentally, this resonated with Anwar, who had lost his mother and aunt to ill health and suffering. Around that time, a chance meeting with a professor in Boston, ended up with her doing MBA in Social and Sustainable Enterprises from the Colorado State University in Fort Collins, Colorado. During a field trip to test several products for her business plan, Bai witnessed the unclean surroundings of a hospital and unsterile instruments that were being used at the time of childbirth. For Bai, this was deja vu, she was reminded of the infection she suffered when her first child was born, that had taken her an entire year to recover. "I suggested to Habib to consider maternal health as an area of focus and in 2009, we registered ayzh in the US," says Bai, about the decision to co-found a healthcare product company along with her husband Anwar. Problem identification, a precious investment and the impact: As part of her research, whilst talking to obstetricians and gynecologists, maternal health advocates and village elders, Bai and Anwar discovered an inconvenient truth- they realized that the poor couldn't afford the cost of cleanliness and sterility. This insight led to the birth of JANMA clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. "We put in all our savings and my jewelry to an unknown path. Partnering with Kuthambakkam Village on the outskirts of Chennai, we provided employment to their women to help assemble JANMA– the clean birth kit," reminisces Bai. To date, with minimal marketing efforts and a small, informal sales force, ayzh has sold 50,000 kits in India, Haiti, Afghanistan, and several countries in Africa. Demand from other countries continues to grow. JANMA is sold directly to customers, and also to hospitals and health institutions. Other than their flagship product – JANMA – Ayzh has other products under development. They include: a newborn kit to be bundled with JANMA (prototyped, 1,000 units sold); a post partum hemorrhage kit (R&D); a sanitation and hygiene solution for women (R&D); and a household water filter (prototyped, 100 units sold). Crowdfunding campaign on Indiegogo: In August, this year, they kicked off a crowdfunding campaign on 'Indiegogo' to raise $50,000 to do an impact analysis of the product and to scale a mobile phone training program to educate rural healthcare workers on clean birth practices via voice messages on cell phones. "We chose crowdfunding as a platform not only to raise funds, but also to raise awareness of a pressing global health issue. To date, ayzh has raised start-up funds primarily through social impact investors. At the time we decided to raise an additional $50,000 to fund two innovative initiatives, we wanted to try something different. With product sales and demand for our Clean Birth Kit in a Purse growing around the world, we felt the time was ripe to engage a larger audience of "change makers" and launch a global movement to give every mother and newborn a clean and safe birth," remarks Bai. Scaling up and looking ahead: Founded in 2010, ayzh now has eight employees and is looking to scale operations throughout India and in Africa. In order to keep up with demand for JANMA, they are currently working to hire and train a larger sales team, improve management systems, pilot new products, secure extra office space and launch a rigorous monitoring and evaluation program. "As we scale up over the next five years, our primary focus will be on product sales and establishing additional "regional hubs" (production/distribution facilities) in India and Africa, enabling us to reach ambitious sales targets and achieve breakeven point," points Bai. In order to scale production and distribution, ayzh is developing a franchisee model, whereby partners will set up their own ayzh facility, employing low-income women. The products assembled will be distributed to customers in a regional market created by the ayzh sales team. Bai's biggest challenge is not funding or other problems that social enterprise faces. Its more to do with a lack of awareness of the problem of maternal/infant mortality due to infection at time of childbirth and lack of understanding and knowledge around the need for clean birth practices. Does ayzh need funding? ayzh's primary source of revenue is through its product offering of simple, low cost, high quality technology for which both its customers and women target

		beneficiaries are willing to pay. With approximately 20 million births each year in India, the company has predictable revenue with affordable products sold to a large market. But in order to scale, they are also close to closing a second round of investment funding by end of 2014. Looking back and ahead: Bai has a big goal of bringing five million products to the market over the next 5 years, and impacting approximately 25 million lives by 2018. "Looking back, I feel the impact of all our hard work is just beginning to show as more and more women, families and health care practitioners realizing the need for cleanliness and sterility after having used the kit and spoken to one of ayzh team member… but there is still a lot of work yet to be done and it reminds me of the famous last para from Stopping by Woods on a Snowy Evening by Robert Frost: The woods are lovely, dark and deep. But I have promises to keep. And miles to go before I sleep. And miles to go before I sleep," remarks Bai. ... read more on social.yourstory.com Biography Zubaida Bai is widely regarded as an expert and a leader in the field of engineering design for low-cost health products customized for the developing world. Zubaida's work at the bottom of the pyramid demonstrates her passion for empowering underserved women, and has led her to be selected as the TED India fellow for 2009 and the Maternal Health fellow for 2010-2011 by Ashoka among many others. She has a Master's in Engineering (product development and design) and an MBA (social and sustainable enterprises). http://www.echoinggreen.org/fellows/zubaida-bai
	Analysis	1.2: personal need/ dissatisfaction, unmet needs 2.2: costs starting up 4: traditional model 5: SE 6: for BoP
	Useful?	
60	Name Source Search terms used Website	SELCO Database HI
	Innovation	SELCO believes that modern energy services if provided in a sustainable way can uplift the quality of life among the underserved: our primary clientele. One of our main energy services is providing reliable and safe electricity using solar power. Electricity is then used to power lights, or/and small motors for income generating activities. The safe and reliable solar lights have led to better light conditions for children to study, thus leading to better education.**(5)** Earlier while cooking people used to inhale the dangerous smoke of the kerosene lamps, and that has now been replaced by clean solar lights. Solar lights have also led to increased working hours thus enabling the households to do income generating work in the evenings. For example people do tailoring or weave baskets. Lights have also increased business for local petty shops and road side eateries. On the social side, bright lights at home have had an effect on the general morale, benefits that cannot be easily measured in terms of economics. In some households, SHS has also replaced diesel generators, another polluting agent in the local environment. SELCO?s work also has created a tremendous awareness among the locals and some policy makers. SELCO INDIA has pioneered numerous innovations (both financial and technical) in order to link modern energy services to better quality of life. SELCO INDIA is solar energy services company that sell, installs and services solar lighting systems to the underserved in rural India. SELCO is headquartered in Bangalore, India and has 25 solar service centers offices in the states of Karnataka, Andhra Pradesh and Kerala. With a staff of more than 150, SELCO has installed more than 45,000 solar lighting systems. SELCO has also partnered with more than 12 local financial institutions. SELCO has ensured that its clients can get door-step service and door-step financing: two key components for the successful dissemination of modern energy services in the underserved areas. SELCO?s primary mission is to uplift the quality of life among the underserved and also create enabling conditions for income generating activities. Solar lighting has led to better education, smokeless environment and longer

		working hours; thus uplifting the quality of life of the beneficiaries. Most of the residents in the area were underserved and belonged to low income groups. The socio-economics of the target group prevalent in the its area of operations motivated SELCO to create a local service network and partner with local financing institutions to create many innovative financing models.
	Entrepreneur	Dr. H Harish Hande, Managing Director, SELCO-India, which he co-founded with Neville Williams in 1995. Dr. Hande earned his Doctorate in energy engineering (solar specialty) at the University of Massachusetts (Lowell). He has an undergraduate degree in Energy Engineering from the Indian Institute of Technology (IIT), Kharagpur. Dr. Hande serves on the boards of many organizations, both national and international.**(2.1)** Neville Williams, Former Chairman and Board Member a solar energy pioneer, has promoted solar power applications around the world since 1988. He founded a non-profit organization specializing in solar for the developing world, and has launched various companies in five countries to sell and install solar electric systems. He founded the Solar Electric Light Fund (SELF), a non-profit organization based in Washington DC. SELF continues to facilitate solar rural electrification worldwide.**(2.1)**
	Organizational/ founding information	About Us SELCO Solar Pvt. Ltd, a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses. It was conceived in an effort to dispel three myths associated with sustainable technology and the rural sector as a target customer base: 1) Poor people cannot afford sustainable technologies; 2) Poor people cannot maintain sustainable technologies; 3) Social ventures cannot be run as commercial entities. SELCO aims to empower its customer by providing a complete package of product, service and consumer financing through grameena banks, cooperative societies, commercial banks and micro-finance institutions. **(4)** SELCO's key features: Creating products based on end user needs: going beyond just being a technology supplier but customizing our products based on individual needs. Installation and after-sales service: dedicating regional energy service centers to ensure prompt maintenance and service. Standardized financing packages: creating channels for end users to afford systems based on their cash flow. SELCO currently employs about 295 employees in in Karnataka, Gujarat, Maharashtra, Bihar and Tamil Nadu spread across 40 energy service centers. Since 1995, we have sold, serviced and financed over 1,50,000 solar systems to our customers.
	Additional search	http://www.changemakers.com/competition/FEC/entries/selco-india-linking-energy-services-better-quality; http://en.wikipedia.org/wiki/SELCO_India; http://nexus.som.yale.edu/design-selco/?q=node/91
	Additions	History Dr. Hande after graduating from IIT Kharagpur conceptualized SELCO India during his PhD on sustainable energy at the University of Massachusetts. During a field visit to the Dominican Republic, he was surprised to see the poor using solar lights. This prompted him to think if a similar model can be used for poor households in India too. After brief study on poverty and opportunities for solar intervention in Sri Lanka he returned to Massachusetts and met Mr. Neville Williams. Williams was the founder of SELF (Solar Electric Light Fund), a U.S.-based nonprofit organization facilitating rural electrification worldwide, and his interests were directly aligned with Hande's work in his home state of Karnataka. In 1995, http://nexus.som.yale.edu/design-selco/?q=node/91 as an energy services company focused on meeting the needs of people lacking adequate access to energy. Initially, SELF took a majority stake in the new company, with Williams as Chairman, while Hande retained a minority shareholding position and the role of Managing Director.[4] When Hande established SELCO-India in Bangalore, he was looking to dispel three myths: Poor people cannot afford sustainable technologies;

		Poor people cannot maintain sustainable technologies; Social ventures cannot be run as commercial entities.[4] SELCO India eventually came into being in 1995 under the leadership of Hande and Neville Williams, president of Solar Electric Light Fund (SELF). Financial backing was received in December 1996 from Winrock International which released a conditional loan of $150,000 under the USAID Renewable Energy Commercialization project. This was however on a condition that SELCO INDIA created couple of solar service centers and install a minimum number of systems. SELCO started with a financial model in which each customer would pay 25% of the cost upfront as down payment and will further pay a monthly installment which is affordable and within the average monthly budget of a family in the region. Along with this, the SELCO INDIA also provided a year's guarantee to the warranty of the manufacturer along with free service for a year and a 90-day money back guarantee. The loan to Winrock was paid back by 2000. SELCO INDIA got good backing with E+Co initially investing US $107,500 to become SELCO India's first investor. The company has expanded into the United Kingdom, operating as a builder's merchants from 2006. (Wikipedia)
	Analysis	2.1: education W.E 4: traditional model 5: SE
	Useful?	
61	Name Source Search terms used Website	Prahba foot www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf prothesen in ontwikkelingslanden/Prosthetics in Developing countries
	Innovation	The word Prahba means “superior energy” and due to its outstanding qualities, allows much of the patient’s energy expenditure to be reduced. This foot looks very natural and can be worn barefoot or with shoes. The foot is durable, maintenance free, and cost-effective making it very affordable for low income patients **(5)(6)**. The Prabha foot is a lightweight (2 kg), above-the-knee prosthetic limb. It is easily repairable with local parts, and costs approximately $50 USD. With government subsidy, Indian patients pay as little as 38 rupees (<$1 USD). Designed by: Dr. Vijay Kumar Naik in 1999 at the Artificial Limb Centre in Bhavnagar, India Manufacturer: Parsanben Narandas Ramji Shah (Talajawala) Society For Relief and Rehabilitation of the Disabled Manufacturer location: Bhavnagar, Gujarat, India
	Entrepreneur	The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated land mine victims from conflict areas, such as Sudan and Afghanistan. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan.
	Organizational/ founding information	The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated land mine victims from conflict areas, such as Sudan and Afghanistan. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan.
	Additional search	http://www.appropedia.org/Prabha_Foot; http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212; http://www.pnrsociety.org/
	Additions	
	Analysis	5: SE 6: for the BoP
	Useful?	
62	Name Source Search terms used Website	EB1 foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The EB1 foot is well-designed and can be cosmetically appealing. The foot is

		very resilient and has an expected lifespan of at least 3 years. The feet are made in Vietnam and are priced below $5 USD (Pye). The EB1 is a single piece of vulcanized rubber shaped to resemble the human foot. Aluminum and wood are used to reinforce the foot. The model is designed to last for three years, to be manufactured locally using local materials, and to cost less than $5.00 USD. Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, US
	Entrepreneur	The EB1 is designed for use in Vietnam and is currently manufactured in that country. Prosthetics Outreach International is expanding the manufacturing program to Sierra Leone, Haiti, and Bangladesh.
	Organizational/ founding information	Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, USA In the mid-1990s, the Mobility Outreach International (MOI), in collaboration with the Vietnamese Institute of Orthopedic Rehabilitation Sciences (IORS) and the Ha Tay Orthopedic Technology and Rehabilitation Center (OTRC), began an ambitious effort to design and manufacture of an artificial foot that could be made in Vietnam . The foot had to meet the following criteria: Durability of 3 years Functionally and cosmetically acceptable to amputees Manufactured using locally available materials and equipment Affordably priced for the local economy (price target: less than USD 5.00) The Development Process Analysis of existing components**(5)** In 1996, Mr. Pham Minh, a senior mechanical engineer with over 20 years experience in rehabilitation, was assigned as the IORS manager for the project. **(2.1)**He interviewed many of the workshop technicians and amputees to document that current status of foot components available in Vietnam. Particular attention was paid to identifying durability issues (materials, adhesion) and patient preferences (function, cosmetics). Selection of locally available materials and manufacturing equipment Next we located and evaluated sources of local materials that were appropriate and affordable to manufacture the foot component. A vulcanized latex rubber compound was identified as a material with proven durability. Experienced local rubber manufacturing staff was recruited to assist with equipping and renovating the production facility in the small town of Ba Vi located 50km west of Hanoi. Sources of local hardwood, metals and woven reinforcing materials were also found. Definition of foot function and cosmesis (appearance) The team's goal for foot function was to design a simple foot with a reinforced but compliant toe section that would provide a smooth and comfortable gait pattern for the amputee. A single durometer vulcanized rubber was used to mold the foot. The durometer of the rubber was chosen to compromise for a softer heel and reinforced to produce a stiffer but compliant toe section of the foot. The rigid wood keel provides many important design features of this foot: Easily shaped, affordable and locally available With the addition of a primer and mechanical features, adhesion to the vulcanized rubber is excellent A stable structural connection to the prosthesis; the ankle surface and the bolt hole have been reinforced with a steel plate and an aluminum bushing, respectively Design of foot testing equipment

		To test the foot for function and durability, two test machines were designed and manufactured in Hanoi. A hydraulic static force machine allowed the engineering staff to measure the force-deflection characteristics of each prototype foot design and to compare this with a patient's evaluation. A simple deflection machine that cycled at 1 hertz (1 cycle /sec) is used to test for materials and adhesion durability. Failure analysis of laboratory and field-tested feet is also vital to improving our design method. As part of the self-reliance program, it was also decided that all production equipment would be manufactured in Vietnam. Cyclic Component TesterMold and manufacturing development The foot molds were made from cast aluminum in 2 halves. Achieving the higher quality of surface on the molds was a major challenge for the staff at BOTC. Persisting that the molds be made locally was an important step in the self-reliance plan. Seven foot molds from size 16cm- 25 cm have been produced. As part of the self-reliance program, it was decided that all production equipment would be manufactured in Vietnam. To process and mold the rubber two additional machines were required, a compounding roller, made in Hanoi, and a heated hydraulic mold press, made at OTRC. Prototype testing A series of prototype feet were molded, tested, and fitted on patients to determine the features that patients preferred and the designs that proved to be the most durable. The final design has been documented with drawings, material specifications and manufacturing procedures to assure that the molded feet are produced to a consistent standard.
	Additional search	http://mobilityoi.org/local-prosthetic-and-orthotic-component-development/the-eb1-foot/; http://www.appropedia.org/EB1_Foot;n http://www.patchproject.net/eb1-foot/
	Additions	
	Analysis	2.1: W.E 5: SE
	Useful?	
63	Name Source Search terms used Website	All Terrain Foot (ATF) http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The All-Terrain Foot (ATF) is not a new concept; however, it has been improved significantly for occupational, recreational and practical uses. The foot is made of a durable rubber that is compression molded around a stainless steel washer (see Figure 1 and Figure 2). The convex surface on the bottom was designed to allow for a smooth transition throughout the gait cycle. and photographic analysis of gait was used to determine the heel contact angle (1). The ATF can also be interchanged with the Seattle Lightfoot™ without requiring any height or alignment changes. People with amputations who work in a wide variety of occupations have found the ATF to be a beneficial alternative to newer prostheses. Loggers in the Pacific Northwest have difficulty with the conventional foot because of uneven terrain and climbing over logs. through brush, vines and fern. The uneven terrain frequently encountered by farmers (see Figure 3) and landscapers also makes the ATF functionally appropriate for them since it improves maneuverability, and the foot does not get stuck, caught or tangled. The ATF functions well for water-related activity as well, including showers, swimming and beach walking. Stream fishermen find it convenient for wading. Also, it is much easier to get out of a kayak should the craft turn over. To date, few problems have been identified with the device. The attachment hole through the bottom may fill with mud or snow, but this can be remedied by plugging the hole with a commercially available material such as neoprene cord or Shoe Goo™ It has also been noted that the ATF can

		be slippery on smooth surfaces unless the surface "skin" on the bottom is worn off or sanded initially.
	Entrepreneur	
	Organizational/ founding information	Can't find the website or any other additional information about the founding or development process
	Additional search	http://www.oandp.org/jpo/library/1993_01_029.asp http://www.scientiareview.org/pdfs/309.pdf; http://www.oandp.org/jpo/library/2005_04S_047.asp
	Additions	
	Analysis	???
	Useful?	
64	Name Source Search terms used Website	Niagara Foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.p Prosthetics in Developing countries http://www.niagarafoot.com/
	Innovation	The Niagara Foot is a new, affordable, high-energy and durable prosthetic foot intended for the active individual. The Niagara Foot was designed by Robert Gabourie (Niagara Prosthetics & Orthotics International Ltd.), with support from industry partners Hippo Design (Montebello, Québec), Précicad (Québec City, Québec), and DuPont (USA) and a team of engineers from Queen's University (Kingston, Ontario). The Niagara Foot may soon be the foot of choice around the world. (See: "A Canadian Solution for Victims of Land Mines")
	Entrepreneur	It was developed as part of the landmine victims' relief program of the Canadian Centre for Mine Action Technology by Niagara Prosthetic & Orthotics International Ltd. (Ontario, Canada) with support from industry partners Hippo Design (Montebello, Québec), Précicad (Québec City, Québec), DuPont (USA & Canada) and a team of engineers from Queen's University (Kingston, Ontario).
	Organizational/ founding information	The Niagara foot was developed as part of the landmine victims relief programme of The Canadian Centre for Mine Action Technology (CCMAT) by Niagara Prosthetics and Orthotics (St. Catherines, ON) and Queen's University (Kingston, ON) with the collaboration of Dupont Engineering Polymers (Wilmington, DE) and Recto Molded Products (Cincinnati, OH). With the assistance of the Thailand Mine Action Centre (TMAC), a study team visited Aranyaprathet Hospital from November 1, 2001 to November 10, 2001 to perform a clinical trial on 15 volunteer subjects. A follow-up protocol was developed to permit a patient review at 3 months by local prosthetists with communication of results by electronic and air mail. At 6 months, a study team from Canada visited the clinic to interview patients and to observe the foot components directly. The one-year study will be completed in a final visit to Aranyaprathet in December 2002. The results of the initial study are detailed in a separate document: Technical Report – Niagara Foot Pilot Study in Thailand. (January 2002). This report documents the results of the 3-month and 6-month follow-up studies. The Niagara Foot is a low-cost energy-return system. The biomechanical advantages of the device compared to SACH designs were evident in initial trials and continue to improve with time. Patients are able to detect and appreciate the performance offered by this device, particularly in its ability to return energy during the gait cycle, thereby decreasing the muscular effort required for walking. These conclusions are partially borne out by objective measures of walking performance indicating a reduced cadence and increased stride length compared to the original SACH foot in patients. The flexibility of the heel is a concern for some patients. Increased flexibility under load and during standing suggests to some a lack of stability for activities on uneven terrain. However, the gait performance results at six months suggest that patients are becoming more confident with the foot. The Niagara Foot also increases the loading to other components in the prosthetic system, sometimes causing failure. As such, its use as a retrofit device on older systems should be carefully considered. The durability of the device is evident. In contrast to the SACH device currently used at the Aranyaprathet Clinic, there were no failures of the keel after six months in all patients, which is consistent with laboratory testing. Devices showed a limited amount of wear in contact regions and a small permanent upward deformation in the heel region. However, there were a number of failures in the cosmetic foot cover. In the next phase of the

		project, this will be redesigned to reduce the tendency to rip, retain water, and make it difficult to fit into athletic and dress footwear.
	Additional search	
	Additions	
	Analysis	???
	Useful?	
65	Name Source Search terms used Website	Building a Sustainable Venture:The Mountain Institute's Earth Brick Machine Oikos; Base of the pyramid Via Casecenter.org found Oikos http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/mountains-institutes-earth-brick-machine.html
	Innovation	The Mountain Institute (TMI), a Washington, D.C.-based non-profit organisation, received a patent for a machine that makes environmentally friendly bricks from dirt, allowing for low cost construction of housing and other structures. TMI saw this technology not only as an environmental win but also as a tool for economic development in emerging economies, and as a vehicle for serving the housing needs of the poor at the base of the economic pyramid.**(5)(6)** In February of 2002, TMI received a U.S. patent for its machine, designed by TMI board member Jim Underwood. Like many other machines, TMI's machine produces interlocking tongue and groove blocks. Unlike other machines, TMI's is intended for manufacture in simple, developing country machine shops. When he designed the TMI machine, Underwood believed that existing machines, particularly engine-driven machines, were not appropriate for the populations that needed them the most. They were "unnecessarily complicated and difficult to repair in places without appropriate materials or training." Of his design, Underwood said the following: Our machine resulted from an effort to design an interlocking block machine that was safer, lighter, more portable, ergonomic in use, less expensive, adaptable to local power sources, and capable of local manufacture and repair. In essence, this machine was specifically designed for use in developing countries, with an emphasis on simplicity and engagement of local populations. (see Exhibits 2 and 3 for more background on TMI's Compressed Earth Block Machine)
	Entrepreneur	Elsie Walker
	Organizational/ founding information	In the Spring of 2002, Elsie Walker of The Mountain Institute (TMI) visited a leading business school in the United States in search of an entrepreneurial, graduating MBA student. TMI, an international non-profit organization, wanted to investigate launching a for-profit entity to promote a machine for which it had recently received a patent. Using dirt as the main ingredient, this machine makes high-quality building blocks (or bricks) appropriate for construction of homes and other one- and two-story dwellings. Walker and TMI believed the machine was ideal for construction in developing countries, particularly for poor populations, who are often accustomed to using earth in home building. Relative to other technologies serving this market, TMI believed that its compressed earth block (CEB) machine was price competitive, allowed for low-cost construction, and was environmentally-friendly . TMI began testing use of the machine in Tibet in 2000. Early efforts involved three prototype machines manufactured in the U.S. and shipped to Lhasa. The machines were used for the construction of two cottages in Tibet's second largest city, Shigatse. This construction served as training for 10 to 15 small and medium-sized developers interested in learning about building with CEB. After the training, the machines were loaned to two of the developers who attended. Since the initial building, several additional structures have been built by these developers (see Exhibit
	Additional search	http://www.mountain.org/; http://www.cmi-gear.com/index.jim.asp; http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Additions	Jim Underwood, A Tribute Jim Underwood died this winter after a relatively short illness, leaving a rather large hole in our small community here in Pendleton County. As we look around the Spruce Knob Mountain Center it seems that there is hardly an item or a place that doesn't bear his fingerprints, either literally or figuratively. In so many ways this place remains the manifestation of Jim's work. Some of us worked directly with him, building yurts, patching things together, doing more with less. But while we think of Jim building things with his hands (and he was constantly building beautiful things with

		his hands) his real art was in inspiring others. That may have been by the loan of some tool, but it was as likely through the loan of a book, or some piece of advice or wisdom he had picked up along the way. Above all he was a thinker, a believer in the dignity of work, and the ability of a small group of people to accomplish the impossible; to quite literally transform the world. In the early nineties there was quite a group of us who congregated here on Spruce, and last fall when it became apparent that Jim didn't have long to live many of us reconvened here to talk with him again. http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Analysis	5: SE 6: for the BoP
	Useful?	
6 6	Name Source Search terms used Website	Living homes Oikos "social entrepreneurship and sustainability" http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/living-homes.html
	Innovation	Modern Modular Prefab Homes
	Entrepreneur	Steve Glenn, a successful internet start-up entrepreneur, returned to his love of architecture and commitment to sustainability by creating a company that would provide signature, green, prefabricated homes to the "cultural creative" market. The case outlines the state of both the housing industry and the green building industry in 2007. Students will learn about the environmental impacts of buildings, the certification programs to build green buildings, and the critical elements of creating a sound business that capitalizes on the green building industry. Glenn spent most of his career in technology. Glenn founded and served as CEO for PeopleLink, a leading provider of enterprise e-community solutions to clients which included Oracle, GE, MTV, Paramount, Reuters and CBS. He is also a founding Partner of idealab!, a business incubation firm that raised over $1 billion in equity, and founded or invested in a number of successful companies including GoTo/Overture (OVER), NetZero/United Online (UNTD), CitySearch (TMCS), Tickets.com (TKTS), eToys and CarsDirect. Prior to idealab!, Glenn worked for Walt Disney Imagineering as co-director of the Virtual Reality Studio. Glenn co-founded Clearview Software, which was sold to Apple Computer, where he briefly served as a Marketing Specialist**(2.1)** Steve Glenn created LivingHomes in Santa Monica, California, 16 miles west of Los Angeles. He is no stranger to starting companies—his first was started as an undergraduate at Brown University, and was quickly sold to Apple. But after thirteen years of founding successful internet technology companies such as the highly successful PeopleSoft, Glenn wanted to return to a longstanding fascination—architecture. He had given the profession a try in college, attending a summer Career Discovery program at Harvard's Graduate School of Design. However, he had left there with the realization that he "lacked both the talent and temperament to be an architect."48 Still, this did not diminish his interest or fascination, which he had developed as a child while playing with Legos and reading books on Frank Lloyd Wright. Glenn quickly realized that a developer held more control in the building process. He could hire his favorite architects to "do some good in the world," just as his hero Jim Rouse had done with the revitalizations of Faneuil Hall Marketplace in Boston and South Street Seaport in New York City. Regardless, Glenn's official title on the LivingHomes' website is "Wannabe Architect. " See Exhibit 12 for Glenn's bio.
	Organizational/ founding information	LivingHomes' target market included people who "drive Priuses, buy Bosch appliances and Design Within Reach furniture, shop at Whole Foods, and give money to the [Natural Resources Defense Council]."4 To serve these customers, LivingHomes selected brand-name architects who specialized in a modern aesthetic. The homes' luxury provided every convenience for the high-end consumer. The homes' "green" attributes provided higher performance, less waste, a healthier environment to live in, and greater energy efficiency than normal construction. And prefabrication embraces mass-production and scale benefits through the notion that customers should be able to buy a house no differently than the way they buy a car—in choosing a product that matches their market segment. Glenn approached LivingHomes in the same way he approached his other startups; plain and simple, he "loved developing products."49 He wanted to make a "portfolio play" with a product line that met a range of customers' needs. After a long look into the sustainable real estate market, he

		decided that the time was ripe for this product in this market sector. Just like developing consumer products, his business plan outlined the target customer needs, and matched them to his proposed product strategies and features. Here's what we're doing. We work with leading architects to create lines of homes that feature modern form and functionality and an unprecedented level of healthy/sustainability materials and energy systems.
	Additional search	
	Additions	
	Analysis	2.1: Education W.E
	Useful?	
67	Name Source Search terms used Website	(VisionSpring) Scojo Foundation: A Vision for Oikos Social enterprise, BoP http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/scojo-foundation.html
	Innovation	
	Entrepreneur	
	Organizational/ founding information	The original idea for Scojo Foundation was driven by the need Jordan and Scott saw for reading glasses in low-income communities in the developing world. Jordan, an optometrist by training, spent a year after optometry school volunteering at the Aravind Eye Hospital in India, one of the most creative models of ophthalmology serving the poor in the world. After working with Aravind, he had split his time between international public health work and an optometric practice in New York City. Scott, a businessman and senior executive of a large family business, was attracted by the idea of combining his interest in entrepreneurship with his passion for public service. On a visit to India in 1998, Jordan and Scott saw first-hand the huge market for reading glasses for the poor.**(4)** In 2001, they created Scojo Foundation to provide affordable reading glasses to people with presbyopia living in low-income communities**(5)**. Presbyopia is a natural condition whereby the lens of the eye loses its flexibility, resulting in blurry up-close vision (see text box). During this time, Jordan and Scott also formed Scojo Vision LLC, a for-profit company in the United States that targeted the "affordable luxury" niche of the reading glasses market. From the beginning, they designated that 5% of profits from the LLC would funnel into Scojo Foundation. Jordan felt that he and Scott were a strong team whose skills and experiences complemented one another. Jordan knew about eye care, public health, and fundraising. Scott knew about sales, marketing and business management.**(2.1)** Although they were both integrally involved in designing and building the LLC and the Foundation, they agreed that Scott would take the lead in the LLC and Jordan would run the Foundation. Scojo Foundation's primary business model was relatively straight forward: select local community members to become Vision Entrepreneurs (VEs), train them in basic eye screenings for presbyopia and other vision-related problems and provide them with a "Business in a Bag", containing the materials, stocks, and information they need to run a business. Each entrepreneur was a Scojo Foundation franchisee. Scojo Foundation took a non-refundable and belowcost deposit of 500 Rs (US$11) from each entrepreneur for the "Business in a Bag". The bag included an initial inventory of 40 pairs of reading glasses (given on consignment) of different magnifications and styles, screening materials, marketing materials, and paperwork to manage sales and inventory. Each pair of glasses included a cover and cloth. Reading glasses came in 5 strengths: +1.00, +1.50, +2.00, +2.50, and +3.00. See Exhibit 2 for the contents of each "Business in a Bag".
	Additional search	http://www.fastcompany.com/social/2008/profiles/scojo-foundation.html; http://en.wikipedia.org/wiki/VisionSpring; http://visionspring.org/founders-story/
	Additions	Founder's Story (Jordan) When I was 23 years old I spent two months in the Alaskan wilderness with two close friends. Midway through the trip, we found ourselves deep in

		the Brooks Mountain Range pummeled by horizontal rains that drove us into our tent. After two days of being stuck inside the tent, I had enough and decided to venture out by myself. I hiked for three hours to get to the top of one of the myriad of nameless mountains in this vast wilderness. The summit was well above the tree line, and I found myself alone on the mountaintop, confronted with high winds and driving rains; I was awed and humbled by the enormity of the universe. It was in this moment that I had that pivotal experience many have when it becomes painfully obvious just how small and insignificant we are in this world. But at 23 I was not ready to resign myself to a life of insignificance quite yet, and I made a proclamation to the universe on that mountaintop that my life did matter. To be honest, I did not quite know how I mattered but I was convinced that I did. That moment stayed with me, and as pursued my optometric studies I continued to grapple with this idea of how to lead a life that mattered and what it meant to truly make a difference in the world. So when I learned of a trip to Mexico to participate in a medical mission, I jumped at the opportunity. On the first day of the trip, we arrived at our site to find 2,000 people in line waiting to have their eyes checked. One of those in line was a 7-year-old boy who was carrying a brail book. The boy's family explained that he was blind but as I started to examine his eyes I soon realized that the boy was just extremely myopic. His prescription was a -20.00D and, incredibly, we were able to fit him with a pair of donated glasses with a -19 prescription. As I placed the glasses on the boy's nose, I watched as the blank stare of a blind person transformed into an expression of unadulterated joy -I was witnessing someone seeing his world for the first time. At that moment, I remember looking up to the heavens and rebelliously stating "See, I DO MATTER!" This was a defining experience in my life –it was a beautiful exchange of value. I provided this boy with sight, and he provided me with a keen sense of purpose. I decided then and there that if I could replicate that moment 1,000 times over I would have led a meaningful life. Now came the hard part, making it happen. - See more at: http://visionspring.org/founders-story/#sthash.2ZHykrcn.dpuf
	Analysis	2.1: experts 4: traditional model 5: SE
	Useful?	
68	Name Source Search terms used Website	ALTIS: A Microfinance Startup in Nepal Oikos Entrepreneurship http://oikos-international.org/publications/altis-a-microfinance-startup-in-nepal/
	Innovation	ALTIS is conceived as a non-profit company that will offer micro-loans coupled with technical and agricultural training targeted to the specific needs of small, rural farms (see Exhibits 9 and 10)**(5)**. Loan interest rates would be capped at slightly less than existing microfinance institutions in Nepal, but higher than the 12%-14% average rate from government-subsidized development banks. Although it was necessary for ALTIS to charge a higher rate of interest than government-subsidized banks, Sanjay expects little direct competition in the chronically underserved, remote communities where the company hoped to do business. ALTIS also will be the only agricultural lending institution in Nepal to offer embedded technical services and the first to specifically target high-value crops.
	Entrepreneur	Greene/ Marshall ALTIS: A Microfinance Startup in Nepal 1 In Sanjay Karki's role as Deputy Director for the Nepal office of Mercy Corps, he had worked on a number of poverty reduction programs.**(2.1)** But his current initiative presents the most daunting challenges he has yet faced. One of the most promising innovations in poverty alleviation was the concept of microfinance, the provision of small-scale loans and other financial services to poor entrepreneurs. And although the government of Nepal strongly supported microfinance models, a decade-long civil war ending in 2006 had severely disrupted government services and worsened poverty. In the *terai,* or plains, of Nepal, government and non-profit microfinance institutions are able to access the population densities and transportation infrastructure necessary to operate poverty relief programs. However, in the rugged and undeveloped mid-mountain and high-mountain regions where Sanjay is hoping to establish microfinance activities, little is being

		done to help the poor.
	Organizational/ founding information	Sanjay is considering launching a for-profit social enterprise focusing on agricultural microfinance and technical services for the rural poor, one formed with the assistance of Mercy Corps that could extend the reach of Mercy Corps' programs**(4)**. In a unique approach, and with the full support of potential donors, the organization would start as a non-profit until it became financially self-sustaining, at which time it would transition to a for-profit social business model. Such an organization might be better positioned than the government and private, purely for-profit institutions that had previously failed to deliver essential financial services. However, starting a social enterprise was risky even in developed nations, and in a geographically rugged, developing nation recovering from a recently ended civil war, it seemed nearly impossible. Aside from the normal questions of market size, which customers to target, what products and services to provide, how to obtain startup funding, and how to manage competition, Sanjay faced the near total collapse of the national financial system. And yet, some of the very same conditions that increased the difficulty of starting a new business or securing funds spoke to the desperate need for basic financial services. Confronting some of the most daunting challenges to business formation in the world, could a for-profit social enterprise be established to help impoverished farmers improve their livelihoods?
	Additional search	
	Additions	
	Analysis	2.1: W.E 4: traditional model 5: SE
	Useful?	X
69	Name Source Search terms used Website	Trevor Field
	Innovation	The PlayPump was a child's roundabout (merry-go-round) attached to a water pump, a storage tank, and a tap. As children played on the merry-go-round, the system pumped water to the storage tank and communities living nearby could use this clean water. The four surfaces of the storage tanks also doubled up as billboards for commercial and public education/social messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. "It's a win-win situation….Children enjoy riding on it, particularly as these are places with no toys. Villagers no longer have to walk hours to the nearest well… The beauty of the roundabout pumps is that they are really simple, low-tech, and exactly what Africa needs,"said Trevor Field (Field), the social entrepreneur who visualized the concept and gave up his well-paid job with an established publishing house to pursue it.**(4)(5)(6)**
	Entrepreneur	The Birmingham-born Field had a career in advertising and marketing. He had also worked extensively in the printing and publishing industries, both in South Africa and the UK. Between 1971 and 1974, he worked with British Telkom and trained as Senior Technician in transmission. The following year, he immigrated to South Africa and later settled down in Johannesburg. He had initially come to South Africa to install TV microwave links at a time when there was no TV in South Africa. Thereafter, he joined the publishing house First General Media (FGM) in 1980 and was National Sales Manager for the Penthouse Magazine both in South Africa and the US.**(2.1)** Field soon took a liking to the life and people in the country, but he was distressed to see the hardships that people, especially those in the rural and peri-urban areas of South Africa had to go through to get drinking water. The plight of women and girl children was especially troubling as they had the burden of collecting the water. They often had to trek long distances carrying heavy buckets. As he saw them toiling day after day for this precious resource, it became Field's burning desire to do something to solve this problem. In 1989, on a casual visit to an agricultural fair in Pretoria (on the outskirts of Johannesburg) with his father-in-law, Field chanced upon a roundabout designed by an engineer and professional borehole-driller Ronnie Styver (Styver) that had a water pump attached to it. As it turned, the small roundabout pumped water from beneath the ground. Field soon realized that this innovation could be used to benefit millions of

		lives. He carried the idea around in his mind, thinking of improvements he could make. And he came up with the concept of a water system with a big water storage tank that could provide four spaces for outdoor advertising.10 "I had seen 100 people battling to obtain water in various parts of the country. And I just thought it was a really good idea in a very simple way, and an environmental friendly way of providing water to people. If you look at rural African schools, they haven't got swing sets and the kind of playground equipment that European and American kids have got. So it was like killing two birds – or, since then, about six birds – with one stone. That's what turned me on to pursue it,"11 explained Field.
	Organizational/ founding information	The water crisis in the African countries is quite severe with two out of five people lacking access to improved water supply. The implication of this problem goes beyond diseases and deaths due to water-related disease. Particularly in peri-urban and rural areas, women and girls have to commute long distances (up to 8 kilometers) and spend hours collecting water from water sources that could be contaminated. In places where people rely on bore-wells, pumps may break down forcing them to go back to unsafe water sources. Since, the responsibility of fetching water in Africa is linked to gender, women and girls spend a disproportionate part of their time hauling water. This prevents the girl child from attending school regularly and women from indulging in other economic activity or spending more time with their family. Touched by the hardship faced by these people, Trevor Field (Field) a UK-born advertising professional who had immigrated to South Africa, sought to do something to address this problem. In the late-1980s, he chanced upon a child's roundabout (merry-go-round) fitted with a pump that could pump water as it turned. Field worked with the inventor of this roundabout to bring about improvements in the system and later developed the PlayPump Water System (PlayPump) that was attached to a high-capacity storage tank and a tap. Thefour surfaces of the storage tank were used as billboards for commercial and public education/social (such as HIV/AIDS prevention) messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. Field co-founded a for-profit organization with a social mission, Roundabout Outdoor Pty Ltd. (RO) to install and maintain these PlayPumps in various parts of Southern Africa. The funds for installing the PlayPumps were arranged by PlayPumps International (PI), a nonprofit organization also co-founded by Field. By the end of 2007, more than 1,000 PlayPumps had been installed in four countries in Southern Africa. Experts felt that the PlayPump was a social innovation that was also sustainable. Field had succeeded in scaling up installations of the water system across five countries in Southern Africa by adopting an innovative business model based on collaboration with individuals, corporations, governments, foundations, and non-governmental organizations, they said. However, Field faced a number of challenges in scaling up further as he aimed to install 4,000 PlayPumps in ten African countries by 2010. Roundabout Outdoor Pty Ltd. (RO), a for-profit organization with a social mission cofounded by Field, installed and maintained these PlayPumps while PlayPumps International (PI), a non-profit organization also co-founded by Field, helped arrange the funds for installing the water systems. Over the years, RO and PI were able to build innovative partnerships with individuals, corporations, governments, foundations, and nongovernmental organizations (NGOs) to donate PlayPumps to African communities. Field worked with Styver to design a much bigger version of the roundabout and also brought about further improvements. For instance, one of the initial versions moved in only one direction but the children wanted it to move in both directions. In 1994, Field received funding from the Umgeni Water Company to set up the first two water systems in Masinga12. Consumer packaged goods major Colgate-Palmolive came forward to advertise its toothpaste on the storage tanks. The installation of the pumps was supervised by Field's wife, a therapist by profession, as Field was caught up with his regular job. "I had no idea how it would work…. It was pretty crude to start with,"13 Field recalled. However, the system caught the imagination of the people in Masinga. Field decided to give up his job with FGM in 1995 and dedicate all his time and effort to providing such water systems to disadvantaged communities. In 1996, Field convinced his long-term business colleagues, Paolo Ristic and Sarel Nienaber,to invest in the water system. Together they obtained the license for the product from the inventor, patented it, and started a small venture called 'Roundabout Outdoor Pty Ltd.' (RO) to market the product in 1997 (4* IP).
	Additional search	

	Additions	http://pyxeraglobal.org/?s=Pump
	Analysis	2.1: education W.E 4: traditional model 5: SE 6: for the BoP
	Useful?	
70	Name Source Search terms used Website	Alisa Society for the Disabled http://www.virtueventures.com/files/cicases.pdf
	Innovation	
	Entrepreneur	Mischenko attended the Teachers Faculty of Ukraine College and the Economics College in Kharkov. Prior to starting Alisa Society, Mischenko worked as an economist for a brick plant. She left to stay at home with her children when they were young. *"My children were both quiet and I got bored, so I started the organization,"* she says, with a smile. In truth, Mischenko was on a personal quest to rectify social attitudes about what people like her were capable of doing**(1.2)**. It was not just a matter of influencing the community and public perceptions about the disabled, but also changing what they thought of themselves. When pressed on the claim that Mischenko is not an entrepreneur, she merely shrugs and says, "*in fact, I'm smart.*" This simple statement captures the essence of what her intelligence and can-do attitude has accomplished
	Organizational/ founding information	This association for the disabled created training and job opportunities for their clients by starting more than five business ventures, including a wooden door factory, a plant that manufactures artificial limbs and a clothing production operation. Revenue and profits from the ventures are used to help people with physical disabilities, provide jobs and mental health services to the disabled. **(5)** The organization was conceived in 1991 at the time of Perestroika when its founder, Svetlana Mischenko, herself disabled, saw an opportunity to help people with physical disabilities as government regulations and society relaxed in Ukraine. Mischenko observed that disabled people were marginalized, were not being fully integrated into the workforce or educational institutions, and public access for them was limited. Initially, the Alisa Society sought to clothe and feed this population, but quickly learned that humanitarian efforts created dependence on handouts. The rapidly deteriorating economic environment and diminishing state support exacerbated clients' needs, and as a result, Mischenko decided to refocus the organization's activities on economic development
	Additional search	http://books.google.nl/books?id=F1fhvklyl-IC&pg=PA87&lpg=PA87&dq=%22Alisa+Society%22&source=bl&ots=L49v85V1Rw&sig=zP5Bwf9r32KUv_uX2EEVwLlw4T0&hl=nl&sa=X&ei=7JqyU-iAEIGvO9btgLgP&ved=0CCoQ6AEwAQ#v=onepage&q=%22Alisa%20Society%22&f=false
	Additions	
	Analysis	1.2: personal need 5: SE
	Useful?	
71	Name Source Search terms used Website	Venture Realized Changemakers
	Innovation	Vantage Realized has developed an attachable, universal retrofit wheelchair accessory that helps mitigate debilitating repetitive strain injuries common to wheelchair users.**(5)** Furthermore this device allows users greater mobility over slopes and rough terrain. Our device utilizes a planetary gear set integrated with the wheels and driven by levers to provide users with a much needed mechanical advantage without the added weight and limitations of battery powered electric wheelchairs. The drive levers on our device are activated using an ergonomic rowing motion that

		keeps joints inline to mitigate joint damage and improve user comfort
	Entrepreneur	Co-founder Nicholas Gough has been exposed to the hardships wheelchair users face everyday from a young age. His father, Dana Gough is a long time wheelchair user.**(1.2)** After many years it became apparent that the conventional wheelchair is inherently flawed and is long overdue for creative disruption. Realizing the potential impact, childhood friends Nicholas Gough and Gordon Freirich joined with JJ Tang to create Vantage Realized with the goal of allowing wheelchair users the same level of freedom and independence most people take for granted**(4)**
	Organizational/ founding information	Vantage Realized is an established LLC that strives to provide wheelchair users the same level of freedom and independence others take for granted. We are committed to reaching this goal with our highly motivated multidisciplinary team. JJ Tang graduated Arizona State University class of 2012 with a BS in Finance. Mr. Tang is in charge of all business aspects of the company. Gordon Freirich also graduated from Arizona State in 2012 with a degree in Mechanical Engineering. Mr. Freirich handles the company's engineering needs. Nick Gough has studied transportation design and is currently studying Industrial Design at Arizona State University. Mr. Gough is responsible for the industrial design needs of the company including aesthetics and ergonomics**(2.1)**
	Additional search	http://www.changemakers.com/intrapreneurs/entries/vantage-realized; https://asunews.asu.edu/20120921_vantagerealized
	Additions	A team of recent Arizona State University graduates and current students is among finalists for Entrepreneur Magazine's 2012 College Entrepreneur of the Year Award. Called Vantage Realized, the eight-member team is developing a customized wheelchair designed to prevent injuries and physical ailments that often afflict long-term manual wheelchair users. The start-up venture has already earned the support of ASU Edson Student Entrepreneur Initiative, and last year finished second in the ASU Innovation Challenge in which student entrepreneurial projects compete for support. The co-founders of Vantage Realized are Gordon Freirich, who earned a degree in mechanical engineering from ASU's Ira A. Fulton School of Engineering, JJ Tang, a finance graduate of ASU's W. P. Carey School of Business, and Nick Gough, an industrial design major in the university's Herberger Institute of Design and the Arts. Other members are graduates Ami Bui (marketing) Teddy Lewis (visual communication design), Colin Ho (mechanical engineering), Kris Guiang (biomedical engineering) and graduate student Wade Gyllenhaal (mechanical engineering). Vantage Realized is refining a method of propelling wheelchairs with the use of levers that produces less stress on the joints of users, who often develop infirmities such as carpal tunnel syndrome and rotator cuff injuries due to the physical strenuousness of using conventional manual wheelchairs. During the past summer the team built a prototype and worked with long-term wheelchair users to test its effectiveness. "We performed research to confirm that a lever system was physically better for the body," says team member Ho. "Right now we are taking the feedback from our tests and developing a production-viable product," Gyllenhaal says. The next step is to refine the product and develop a manufacturing plan to either sell the parts of the wheelchair separately or to partner with a company to develop wheelchairs with the parts as factory add-ons Vantage Realized is one of five teams vying for the Entrepreneur Magazine Award. A winner is to be announced in January and will be featured in an issue of the magazine. "We are confident in our project because it has a social value. It is not purely for profit," Freirich says. "It's always nice to win competitions, but it is not the bigger picture. We are much more concerned about what we actually achieve," he says. The supportive environment of the Edson Initiative operations at SkySong, the ASU Innovation Center in Scottsdale, has helped boost Vantage Realized, Freirich says. "When you first get into the program the money seems really important, but the real benefits are the resources – the mentorship and the connections you make at SkySong," he says. "It is a very open community. The other start-up companies are happy to share their connections and resources. We all work together," he says. Read more about Vantage Realized, the College Entrepreneur of the Year Award and the Edson Student Entrepreneur Initiative.

		Vist the Vantage Realized website. Written by Natalie Pierce and Joe Kullman https://asunews.asu.edu/20120921_vantagerealized
	Analysis	1.2: personal need, dissatisfaction 2.1: education W.E 4: traditional model 5: SE
	Useful?	
72	Name Source Search terms used Website	d.light Acmunfund http://dlightdesign.com/
	Innovation	d.light manufactures and distributes solar lighting and power products targeting the 2.6 billion people globally without access to reliable electricity.**(5)(6)** Our entire product line is as simple to use as a mobile phone, offers maintenance-free reliability and short payback periods based on our affordable design. d.light's small-scale, distributed renewable energy solutions designed for households and small businesses are transforming the way people all over the world can access and pay for power.
	Entrepreneur	Sam Goldman, Chief Customer Officer & Founder Sam co-founded d.light in 2007 and served as the company's founding CEO. During his tenure as CEO, he raised over $11 million in funding, started the India sales and marketing division, and oversaw multiple launches of products, including the award-winning S250 and S10. Sam has been selected as an Ashoka Fellow and World Economic Forum Young Global Leader; he was also recognized by Forbes as one of the world's top 30 social entrepreneurs. Prior to d.light, he founded and managed multiple ventures in Africa, including improved agriculture and construction businesses, a for-profit NGO cultivating the miracle tree Moringa oleifera, and the distribution of low-cost latrines, cook stoves and rain water catchment cisterns. Sam has lived in Cameroon, Mauritania, Pakistan, Peru, India, Rwanda, Canada, Hong Kong, and the United States. After graduating with degrees in Biology and Environmental Studies from the University of Victoria, Canada, he earned an MBA from Stanford Ned Tozun, President & Founder**(2.1)** Ned co-founded d.light in 2007 and has served as its President since then. Ned partnered with Sam to secure private investment for the company, built up the manufacturing operations, and oversaw the expansion of distribution into over 40 countries. Ned has been recognized by Forbes as one of the world's top 30 social entrepreneurs and was selected as an Asia 21 Young Leader by the Asia Society. Prior to d.light, Ned founded several consumer product start-ups in Silicon Valley. His most recent position was as CEO and founder of a media technology company, where he designed and patented technology used to develop several products launched in the mobile content and specialty gift markets in the United States, Europe, and Japan. Ned graduated from Stanford with degrees in Computer Science and Earth Systems, and returned to Stanford to earn his MBA **(2.1)**
	Organizational/ founding information	d.light is a for-profit social enterprise whose purpose is to create new freedoms for customers without access to reliable power so they can enjoy a brighter future. We design, manufacture and distribute solar light and power products throughout the developing world. We aim to empower the lives of at least 100 million people by 2020. d.light serves over 60 countries, through over 12,000 retail outlets, 10 field offices, and five regional hubs. The company employs over 300 people directly, and indirectly employs hundreds more worldwide. In 2004, during d.light co-founder Sam Goldman's Peace Corps service in Benin, Africa, his neighbor's son was badly burned by an overturned kerosene lamp.This incident, along with the knowledge that 2.3 billion people in the world still do not have access to reliable electricity, inspired Sam to participate in a class called Entrepreneurial Design for Extreme Affordability at the Stanford Design School, where he met co-founder Ned Tozun. That's where they developed their initial prototype solar lantern and an ambitious plan to bring safe, bright, and renewable lighting to people around the globe.**(1.2)(4)** . Founded

		2006 in Palo Alto, California, by a socially-motivated team of entrepreneurial businesspeople And engineers: Sam Goldman, Ned Torun, Gabriel Risk, Xian Wu, and Erica Estrada. CEO Sam Goldman, President Ned Torun, and Senior Project Manager Xian Wu currently remain with the company [..] Key Events in Delight History January 2006 Founders Sam Goldman, Ned Torun, Xian Wu, and Erica Estrada form a project team to examine energy needs in developing countries at the Has so Platter Institute of Design at Stanford University. Late 2006 Founder Gabriel Risk joins the team, now known as Delight Design. Team members travel throughout South and Southeast Asia to conduct field research and test prototypes. Early 2007 Delight Design wins several business plan competitions, including the Draper Fisher Jurvetson Venture Challenge and the Stanford University Social E-Challenge. June 2007 D.light is incorporated and secures seed funding from prestigious venture capital firms Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group, Nexus Venture Partners, and reputable social funds Acumen Fund and Gray Matters Capital. Early 2008 D.light relocates operations from the United States to New Delhi, India (Sales and Marketing) and Shenzhen, China (Manufacturing and Production). June 2008 D.light officially releases its first product line, featuring the Nova and the Solata. October 2008 D.light secures Series A funding from the original investors, with Nexus Venture Partners as the lead investor. The company opens an East Africa sales office in Dar es Salaam, Tanzania. March 2009 D.light releases the Nova Mobile S200, a solar-powered LED light that also provides mobile phone charging. October 2009 D.light releases the Kiran, the most affordable quality solar-powered LED lantern in the world. January 2010 D.light opens an International Sales and Product Design office in Hong Kong. (http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf)
	Additional search	http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf;
	Additions	
	Analysis	1.2: personal need, dissatisfaction 2.1: education / W.E 4: traditional model 5: SE
	Useful?	
73	Name Source	Husk Power

	Search terms used Website	
	Innovation	
	Entrepreneur	
	Organizational/ founding information	Pandey and Yadav, childhood friends, had faced the problem of non-availability of electricity as both hailed from rural Bihar. Even after they moved to different cities– Pandey was in Los Angeles, US, and Yadav was in New Delhi, India – the electricity problem that they faced during their growing up years in Bihar, remained a point of discussion between them. They wanted to supply electricity to the rural areas at a low price as conventional electricity system was unable to deliver power to everybody especially in remote, and undeveloped areas, and to people in the Bottom of the Pyramid segment who earned less than US$ 2 per day.**(1.2)(4)(5)(6)** The duo came to the conclusion that there was a need for a cheap, village-based non-conventional system to produce & supply electricity in place of the power grid system which required huge investment and a trained manpower. They realized that only a non-conventional system would be able to produce electricity in the least possible cost without much capital investment and without educated and skilled workers. Pandey said, "The conventional technologies and grids had failed to deliver for the pervasive energy starvation in the country and I wanted to find an environmental-friendly non-conventional source and low cost of energy." [..] However, just having the right technology was not enough to ensure successful business model. Neither Pandey nor Yadav had the experience to know how to go further, and to expand and run business, nor had they studied business management. It was at this juncture that Pandey's friend Sinha stepped in to help. At that time, Sinha was studying business at Darden Graduate School of Business associated with University of Virginia in the US. Sinha and his friend Ransler put their experience to good use and presented their business plan for the project at various business plan competitions and forums (Refer Exhibit I for various award and recognition to HPS) in 2008. Their idea was highly appreciated and they won several of those competitions. To achieve its objectives, HPS carried out a detailed study before setting up the husk power plant. It first tried to understand the types of electricity, existing source of energy, and the per kWh (kilowatt hour) cost to the target customers. After understanding the target customers and their energy needs, HPS did a feasibility study of the potential for using a husk power plant in the target area. It tried to understand the target locality's access to biomass and the total energy need of the target locality, the availability of rice mills in nearby areas, the size and operation period of the rice mills, what the different uses of rice husk in the target locality were, and the use of diesel generators, specifically for providing electricity, cost of diesel, , and the cost of electricity provided by diesel generators per kWh (Refer to Exhibit IV for detailed questionnaire used to assess the feasibility of HPS plants
	Additional search	http://huskpowersystems.com./innerPage.php?pageT=Our%20Solution&page_id=77; ://www.theweekendleader.com/Innovation/515/Illuminating-villages.html#sthash.ExmrIxiS.dpuf
	Additions	Growing up in a remote village in West Champaran district of Bihar where dusk meant groping in darkness, Gyanesh Pandey wanted to bring light to the lives of the people. "The people of the village didn't have any choice and there was no rural development," says the 34-year-old US-returned Gyanesh. Though his education took him to places far away from the dim rural hinterland, this Electrical Engineer from IT BHU (Institute of Technology Banaras Hindu University) returned after doing his higher studies at the prestigious Rensselaer Polytechnic Institute in New York, and working in Los Angeles in the Semi Conductor Industry. Power hungry: Gyanesh Pandey wants to set up 2014 rice husk power plants in the next three years It was on a visit to his village, he, with his friend Ratnesh Yadav, felt the need to electrify the village, where the power lines of the state run Electricity Board do not reach. "We ruled out solar and wind energy as it would prove very costly," says Gyanesh, who was doing research in organic solar cells in the US. However, they soon hit upon the idea to establish small scale power systems by burning renewable farm waste. The villages had plenty of rice husk -

		a waste product of rice milling - that could be used as fuel in the micro power plants. The clean technology of biomass gasification was used to generate gas to run generators that supplied electricity. In 2007 the first power plant was set up in a village called Tamkuha in Bihar through a NGO they set up for the purpose, Samta Samriddhi Foundation. A year later they established a separate company to run their power plants, Husk Power Systems (HPS). The company presently has 80 power plants, each generating 35-100 Kilowatts of electricity, lighting 350 villages in the districts of West Champaran, East Champaran, Lakhisarai and Muzaffarpur in Bihar. Powerhouse: Gyanesh Pandey's company has 80 power plants supplying electricity to about 350 villages in Bihar "We have been training the local youths for running and managing the plants thus providing rural employment," says Gyanesh, adding that Bihar has to improve its antiquated police and administrative set up that is least sympathetic to development. Gyanesh has brought electricity at very low cost to villages in a state where majority of the villages are still under darkness. It is a 'pay-for-use' service where each house or business is directly connected to HPS power station. "We charge about Rs 100 per month, which is the basic charge for lighting a house, and as per their requirement the charge increases," says Gyanesh. As per the requirement electricity could be supplied for 6 hours to 14 hours in a day. According to Gyanesh, the break even period for a power plant is roughly about 4-5 years. Their income comes through sale of electricity, rice husk char (RHR) – a by-product of rice husk used in making of incense sticks etc, and door-to-door selling of general consumer goods at village homes. His company has won many awards in a short span of time, the first being the 2008 University of Virginia Business Plan Competition where they came first and the Social Innovation Competition at the University of Texas, Austin. More awards and recognition followed. Gyanesh says they would trade for carbon credits from next year. "We are saving 100-150 tonne of carbon dioxide per year per power plant," he explains. As 1 carbon credit earns 10-12Euros, they would be earning from carbon credits. Each carbon credit represents one tonne of carbon dioxide either removed from the atmosphere or saved from being emitted. By 2014 HPS proposes to set up 2014 power plants and save 200,000 tonnes of carbon dioxide per year. "We are planning to have 500 power plants in Bihar and the rest outside the state," says Gyanesh
	Analysis	1.2: personal need 4: traditional model 5: SE 6: for the BoP
	Useful?	
74	Name Source Search terms used Website	Ndlovu Oikos Entrepreneurship http://oikos-international.org/publications/ndlovu-the-clock-ticks/
	Innovation	
	Entrepreneur	Born in the Netherlands in 1960, Hugo Tempelman earned his medical degree in1990. Rather than becoming a specialist, he believed he could put his medical degree to better use in South Africa. His wife, Liesje, also liked the idea, so they moved to Groblersdal, two hours north-east of Johannesburg, and Hugo signed on as chief medical officer at the Philledelphia hospital near Dennilton. After three years he became Head of the Paramedical Services in the department of Health of the former homeland KwaNdebele.
	Organizational/ founding information	This case discusses the situation at Ndlovu Care Group (NCG) in July 2008. The group, founded by Dutch social entrepreneur Dr Hugo Tempelman, has been running a very successful health care facility – Ndlovu Medical Center (NMC) – in the township of Elandsdoorn in rural South Africa. The case discusses NCG's plans to expand that success to other locations in the country.

	Additional search	http://modernehelden.wordpress.com/2009/11/01/hugo-tempelman-kwajongen-met-een-missie/; http://www.ndlovucaregroup.co.za/index.html
	Additions	
	Analysis	
	Useful?	
75	Name Source Search terms used Website	Hippo Water International (HWI) Oikos Social entrepreneur; developing countries http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/so-you-want-to-be-a-social-entrepreneur.html
	Innovation	Wello manufactures and distributes a product that significantly reduces the physical and time burdens associated with traditional water collection. This tool, known as a 'WaterWheel,' makes it possible to collect 20 gallons of water – approximately four times the amount possible using traditional methods – in less time and much more easily. The WaterWheel is manufactured from a high quality, durable plastic and has a large screw cap, which allows users to thoroughly clean its interior. WaterWheels are a major improvement on the toxic, re-purposed fuel containers ('jerry cans') that are typically used to collect water. One WaterWheel carries enough water to meet the basic needs of four people per day**(5)**. Access to sufficient amounts of water enables people to practice better hygiene and stay healthy.**(6)**
	Entrepreneur	Cynthia Koenig, a young social innovator, decided to create a new way to make this chore less arduous. She designed a device to transport water in a more efficient and hygienic way: the Water Wheel, a round 50-liter container that enables people to roll water from water sources rather than carry it on their heads. This allows for three to five times more water to be transported at one time compared to traditional methods. (http://asiasociety.org/texas/events/cynthia-koenig-wello-water)
	Organizational/ founding information	Cynthia founded Wello in January 2008. However, her involvement actually began nine months earlier, when she participated in a University of Michigan course that focused on emerging market economies, and included a trip to South Africa. In the spring of 2007, Cynthia completed a Master's degree in environmental studies. A post-graduation fellowship gave her the opportunity to spend several months in South Africa, where she lived in a rural community, and learned about the challenges people faced on a daily basis. For example, due to the devastating impact of HIV/AIDS, it was not uncommon for a family to adopt one or more orphans, or for grandparents to take responsibility for raising their grandchildren. Economic opportunities were few and far between. With an unemployment rate hovering around 80%, many families survived on the pension of a single family member. In many cases, one or both parents would migrate to urban centers for work for months at a time, leaving their children behind in the care of friends or relatives. Rural areas, like the one Cynthia lived in, often lacked basic services, like health care, higher education, electricity and physical infrastructure. "By the time I left South Africa," Cynthia explained, "I was convinced that the concept of rolling water had the potential to make a positive impact on a global scale. However, existing efforts to distribute such tools were very localized and donor-dependent. I had a few ideas about what a business model should look like for this type of product, but not much confidence to back up my vision." [..]**(1.2)(4)** "But what was your real motivation for getting involved" asked Max. "From what you've told me, it seems as though you didn't have a particular interest in water issues before you launched your organization." "True," said Cynthia. "For the past ten years, I've worked in the field of sustainable development with a focus on environmental sustainability. But I'm fortunate to have had the opportunity to travel widely, and have spent long periods of time living and working in rural communities where conveniences like water and electricity were not always readily available. As a result, I know what it means to wake before sunrise, walk to the nearest water source (in Mexico, a 25-foot deep cenote; in Guatemala, a murky pool of water with a thick film of algae and family of resident crocodiles), and trudge home trying not to spill the entire contents of a 5-gallon bucket before I arrived. But my experiences of these hardships were short-lived – I was always able to return to my comfortable life where water conveniently flows from the tap and opportunities abound. I can only imagine what its like to collect water every day. I've never had to wonder where my next meal will come from, or been told that my dreams were unattainable simply because of my gender."

		Wello's starting point is the *Business in a Barrel* strategy, which empowers end-users to use the WaterWheel as an income-generating tool. For example, a water entrepreneur might use the WaterWheel to collect large quantities of clean water and sell smaller amounts to her neighbors, making a small profit on each trip. Conservative estimates suggest that a water entrepreneur could easily earn more than $80 a month, which represents a 33% increase over the average income of people living on approximately $2 per day. Wello's goal is for the WaterWheel to pay for itself in the short term, making it accessible to the people who are most in need of it, but have the least ability to pay. In the long term, it can provide them with a sustainable income while improving their health as well as the health of their communities. An added benefit of the WaterWheel is that it has the potential to carry much more than water - it can carry all kinds of goods to and from market. A simple, inexpensive modification to the design could add refrigeration, which would allow farmers to sell milk at better prices, since they wouldn't have to sell at the cheapest price once they got to market for fear of the milk going bad. A WaterWheel would also enable a micro-entrepreneur to purchase goods like kerosene, rice, or gasoline in bulk (at cheaper prices), then easily transport the load back to his or her village where a small profit could be made on each transaction.
	Additional search	http://wellowater.org/; https://www.linkedin.com/in/cynthiakoenig; http://asiasociety.org/texas/events/cynthia-koenig-wello-water
	Additions	
	Analysis	1.2: personal need 4: traditional model 5: SE 6: for the BoP
	Useful?	

XIV Case database coder 2 (RK)

1	Name Source Search terms used Website	Inventure Social Enteprise Database Acces to technology http://www.inventure.org/
	Innovation	InVenture is a micro venture capital fund that empowers businesses to lift their communities out of poverty **(5)**. InVenture connects developing businesses with the capital & training they to need to grow risk-free. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing. InSight provides entrepreneurs a convenient, easy to use tool accessible through any tekst messaging cell phone that provides them financial literacy and accounting assistance. InVenture is pioneering a standardized credit scoring system for unbanked individuals to qualify for financing -- something more than 2.7 billion individuals lack. Currently, there is no other organization in the market providing financial literacy, accounting and credit scoring through a text-messaging platform. The data captured by our product **InSight will help us understand how bottom-of-the-pyramid individuals, households, and businesses manage money (6)**. **InVenture then provides the education, financial metrics and partnerships to revolutionize the low-income financial service industry (5).**

	Entrepreneur	Before InVenture, Shivani **worked in investment banking, health costing and microfinance (2.1)** focusing on Sub-Saharan Africa, West Africa and India. Shivani started InVenture in 2010 **with the idea of bringing in real cash flow data to transform the financial ecosystem in emerging markets to be more transparent and fair to all. The overall goal was to transform people's perception of risk and value in order to bridge the gap between the informal and formal marketplace and unlock the immense potential of individuals to pursue their dreams, create jobs and alleviate poverty within their surrounding communities(4)**. **She holds an MPH from Columbia and BA from Wesleyan (2.1)**. When she's not InVenturing, she's cooking creative snacks, running outside and kickboxing (from website inventure.org) **My background ranges from public health to investment banking to consulting (2.1)**. My work in developing regions, particularly in India, exposed me to the limitations of current microfinance and international development efforts and **led me to found InVenture (4)** —a micro venture capital fund that empowers entrepreneurs to uplift their communities. **I wanted to create a more holistic model (4)** that would target the key problems that are keep developing communities from progressing (Changemakers.com)
	Organizational/ founding information	Working for the United Nations Population Fund, Shivani got a chance to go into the field and talk to microfinance borrowers, and really learn about their daily lives. Does your daily life feel better as a result of these programs? What Shivani found was that most of the time the answer was no, their lives weren't getting any better. She started InVenture as an organization that would crowdsource funds to invest in a business but a year ago, we saw that was also lacking. Maybe what India needed wasn't more loans, but rather smarter access to manage that capital. **Shivani Siroya is the CEO and Founder of InVenture Fund. In just under one year, Shivani assembled a team, developed a working model, and cultivated partnerships with three NGOs to launch pilot funds in Ghana, India, and Mali—all of which are beginning to have a measurable impact on their communities (4)**. Shivani's drive and enthusiasm for this work makes InVenture possible, but it's her cross-sector approach to finance and development that will ultimately make InVenture successful. She has taken her experience in isolated industries and developed an organization that rebuilds—rather than reinvents—the wheel.
	Additional search	http://www.changemakers.com/project/insight-money-management-credit-scoring-offline-world
	Additions	
	Analysis	2.1: Internal resources: Based on her previous work and the experience she gained she was able to see opportunity. Can be seen as an intermediate user: work experience in related industries 4. Start-up: opportunity recognition traditional model, not user-entrepreneur. "led me to found; I wanted to create". Overall goal was to transform people's perception, indicates that a personal need is lacking. 'Led me to found' saw the limitations others have and wanted to do something about it, not for herself. 5: Social entrepreneur: social value, poverty alleviation. 6: For the BoP, not from the BoP. Innovative idea, however, not a (lead) user. Missing personal use component, is not a user of the product, nor is the innovation aimed at the people close to her
	Useful?	X
2	Name Source Search terms used Website	El Pajaro Community Development Corporation Database SE Access to technolgy www.elpajarocdc.org

	Innovation	An affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital. Creating opportunities to advance economic security for emerging food-based microentrepreneurs is an effective strategy to build self-sufficiency and **alleviate poverty(6)**. Specifically**, linking limited-resource, beginner farmers and informal, home-based culinary producers to industry-specific education, access to a shared-use commercial kitchen and equipment, capital, produce distribution networks, and new markets offers affordable, sustainable economic solutions for low-income food producers (2.2). By offering comprehensive targeted business support, services and resources (2.1).** this program creates critical linkages for **culinary entrepreneurs to successfully develop sustainable livelihoods, including catering businesses, food trucks, farmers' market stalls and specialty packaged food businesses. This program offers the opportunity for low-income, immigrant micro-entrepreneurs to transition into economic self-sufficiency benefiting themselves, their families and their community. EPCDC's Commercial Kitchen Incubator collaboration empowers new and emerging businesses to utilize an affordable, shared commercial kitchen and equipment, network with other business owners, and access appropriate technical assistance including marketing, packaging, distribution and capital. (5)**
	Entrepreneur	**Fresh out of public policy graduate school, EPCDC Executive Director, Carmen Herrera, attended a microenterprise conference ten years ago as the new director of EPCDC (2.1). She visited the Oregon Food Innovation Center and was immediately struck by the many possibilities of connecting low-income food-based entrepreneurs with resources that would allow them to succeed and to increase financial self-sufficiency (4)**. Connecting a deeper value of breaking down barriers with a practical idea of creating a food-based kitchen incubator in California's Central Coast, a region recognized for its culturally rich and dynamic farming and less known for its economically vulnerable communities, Carmen has peristed for eight years to create a collaborative and innovative program for low-income, culinary microentreprenurs. The Community Kitchen Incubator is about to launch, harnessing the energy of its partners to create real and lasting change for low-income food-based microentrepreneurs in the region
	Organizational/ founding information	In 1979 a group of community members got together to organize the business owners of the Lower Main area in Watsonville in order **to lobby for protecting their rights and obtaining equal access to business opportunities from local government (3)** . Concerned community members decided to form an organization that would organize the Latino, Spanish-speaking business owners to address perceived injustices and make sure their voice was heard in local government. The Commercial Kitchen Incubator Program (CKIP) is a food business incubator in a fully equipped, shared-use commercial kitchen facility. **The CKIP was created in response to the growing need among aspiring local entrepreneurs wanting to build upon the strong food and farming traditions in our region 2.3.**
	Additional search	The site lists several succes stories: 1 Linda's restaurant: http://www.microbiz.org/taqueria-lidia/
	Additions	
	Analysis	2.1. internal resource: knowledge gained from education and experience 2.2. Cost savings for the food producers by shared kitchen 2.3. Communities enables the user to recognize opportunity for commercialization 3. Barrier to start, no equal rights 4. opportunity recognition, traditional model 5. empowerment of people
	Useful?	x
3	Name Source Search terms used Website	FlashCast Database SE Access to technology http://www.flashca.st

	Innovation	*FlashCast operates a network of location-enabled, dynamically refreshing, scrolling tekst displays installed across fleets of public transit vehicles. Through this display network, **all businesses will gain access to a communication capability that only the wealthiest corporates could previously afford (5)** *FlashCast operates a network of location-aware, dynamically refreshing tekst displays installed in public transit vehicles. We leverage this novel technology to offer businesses of all sizes an affordable, powerful, geotargeted channel to capture new business. We enable NGOs, government agencies, and social enterprises to broadcast vital information to a notoriously difficult to reach demographic. * Furthermore, FlashCast gives NGOs and social enterprises a level of targeting that was simply not possible before. Effective messaging hinges on relevance, and FlashCast makes it possible to target communications down to the level of a single neighborhood, community, or street corner. Traditional media like radio and newspapers, aside from being orders of magnitude more expensive, can't achieve this level of precision.
	Entrepreneur	**Jeremy is a graduate of Stanford University with degrees in Mechanical Engineering and Political Science. Jeremy previously founded Echo Mobile, a cloud platform allowing organizations in Kenya to conduct SMS-based research with customers in rural areas (2.1)**which has acquired key users such as UNICEF, d.light, the Kenyan Ministry of Education, and The Nature Conservancy, and transacted over 3 million SMS messages since launch. **Jeremy is an experienced product designer and entrepreneur with a background in quantitative market research and statistical analysis.2.1.**
	Organizational/ founding information	*Caine and I co-founded founded FlashCast just over two years ago. **We saw a really exciting opportunity to build a market communication tool that will allow even small businesses to communicate with the market (4)**, because otherwise, they will not have the opportunity to reach the market. The advertising industry in Kenya is an interesting one as you only see billboard and hear radio campaigns from the big companies. The reason behind that is that mid-market communication is really expensive for small companies in this country. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf * We have an angel investor who has funded our operations to date. We raised a small convertible round to allow us to prove the concept, and get the hardware that we have deployed already out into the streets. We are actually in the middle of a second raise that will allow us scale our operations. - See more at: http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast#sthash.9oDFkp99.dpuf *__Mama Rose, a chapati vendor working near my office told me that when she first opened, 5 months went by with only a few customers. Then, one day, they came. The problem was not the product--her chapatis were the best in Nairobi. Rose's stall was hidden inside an auto shop along a dirt road. It was hidden from view, so only those that had heard about her knew to come inside for lunch.(5)__Rose's business is not the only one suffering from the prohibitive costs of communicating with the wider market. The precursor to FlashCast was a solar LED display posted above open markets and showing local prices. When we added mobility to this concept, FlashCast emerged. We did our research. Geotargeted transit messaging has been explored on trains in Asia, and taxis in NYC. Until now**, this technology hadn't been applied in emerging markets, many of which are ideal matches for the model: a robust public vehicle network, high mobile phone penetration, and an immense demand for affordable messaging. (1.1)**
	Additional search	http://www.changemakers.com/powerofsmall/entries/flashcast-giving-voice-transit http://www.itwebafrica.com/home-page/movers-and-shakers/584-jeremy-gordon/232309-interview-with-jeremy-gordon-co-founder-of-kenyas-flashcast
	Additions	Barrier: Our most significant risk is hardware security. Because contracts are difficult to enforce, the key to establishing security for our installed displays is around smart partnerships *Partnership: Essential to provide complementary assets
	Analysis	
	Useful?	x

		1.1. benefits recognized early 2.1. knowledge and experience 4. opportunity recognition, traditional model 5. empowerment of people/ reduction of inequalities
4	Name Source Search terms used Website	Open Africa Database SE Access to technology www.openafrica.org
	Innovation	Tourism is often the best option for stimulating economic activity in rural areas and we leverage its potential by putting all the players in homogenous territories into collectives designated as routes, rallying them around a common vision within a network that we market via www.openafrica.org and through which the building of human capital is enabled. The growing network of 63 routes in six countries already has more than 2000 participants who employ 26 000 people. Few places in Africa are not attractive to travellers, but those that are rurally located have great difficulty connecting to markets and this so much the more so for operators in their individual capacities. **What Open Africa does therefore is to assemble them into structures that are branded as destinations with collaborative plans, goals, and strategies within a dynamic monitoring and evaluation system. Each participant remains sovereign within this network yet gains the benefit of being within the embrace of an entity that combines strengths, shares success stories, encourages collaboration, develops an economic feedback chain within the local community, attracts media coverage and is more easily marketable (5, 4)**. Proof of the latter, which in the end is the most important test of success, is that growth in referrals across the website is 37% up on last year. The method of developing routes is manually driven and systematised, which makes it easily replicable. The process follows a series of workshops during which a fully inclusive list of all existing and potential stakeholders who can add value is drawn up; all attractions are identified; a route forum is elected; individual data, photographs, geographic coordinates, and narratives collected; route parameters and a name decided upon; goals set; and plans made for a celebratory launch, the purpose of which is to attract media coverage and build team spirit and collaboration. All the information garnered resides on the front and back-ends of the openafrica.org website for marketing and monitoring purposes respectively.
	Entrepreneur	NOEL N. de VILLIERS founded Open Africa. **A farmer's son who started out as a commercial entrepreneur, he founded Avis Rent a Car in Southern Africa. Later entered the corporate world as Managing Director of the Security, Travel, Transport, and Tourism interests of the Rennies Group and thereafter served as Chairman and Managing Director of a similar division in the Freight Services Group. Founded Prime Leasing in partnership with Nedfin, founded SAVRALA (The Southern Africa Vehicle Rental and Leasing Association); and served as deputy chairman of SATOUR. Member of the IUCN's World Commission on Protected Areas (WCPA), and founder member of the Peace Parks Foundation. Elected an Ashoka Fellow in 2006 and a finalist in the 2009 Social Entrepreneur of the Year Award. (2.1)**
	Organizational/ founding information	**In 1994 when South Africa was emancipated politically I anticipated that job creation would be the greatest threat to this succeeding in the long run and so decided to do something about it**. (**5, 6**) Unfortunately this prediction has proved true and whereas the difference my intervention has made is relatively small, it is highly significant in terms of reach and potential. It is also enduring as a long-term plan specific to rural areas, which is where the needs are greatest. Governments tend to seek and even promise magic wand solutions to such problems, but there is no escaping the fact that development is a process that needs to start from the bottom up.
	Additional search	http://www.changemakers.com/powerofsmall/entries/open-africa http://www.openafrica.org/page/board-of-directors
	Additions	Barrier: Our biggest hurdle is in rising the finance through which to sustain and grow our project, which until recently has been 100% donor dependent. Partners: many collaborations

	Analysis	2.1. personal experience 5. social mission to reduce unemployment 6. for the bop
	Useful?	x
5	Name Source Search terms used Website	Solar Sister, Inc. Database SE Access to technology www.solarsiter.org
	Innovation	Solar Sister provides them with a 'business in a bag' **- all the inputs they need to start and manage their solar business, including business training, mentoring, access to quality products, access to working capital, and business management tools. (2.1/2.3)By using an innovative mobile phone based supply chain management solution, Solar Sister can help our growing women entrepreneur network manage their businesses through specially designed features to enable a) inventory tracking b) mobile payments c) sales status d) customer service queries e) daily business tips. 4.**
	Entrepreneur	Katherine Lucey is the Founder and Chief Executive Officer of Solar Sister. **After a 20 year career as an investment banker with expertise in the energy sector , Katherine retired from banking and turned her attention to finding a sustainable solution to the energy poverty that causes suffering to a quarter of the world's population** (6) . Katherine determined that a practical grass-root, locally generated solution was needed. Katherine is an Ashoka Fellow and a Draper Richards Kaplan Foundation Entrepreneur. She currently serves on the board of Solar Light for Africa, a not-for-profit corporation that brings solar energy to rural communities in East Africa. **She holds an M.B.A from Georgia State University and a Bachelor's Degree in Journalism from the University of Georgia. She is an alumna of the Global Social Benefit Incubator (GSBI) the signature social enterprise program of the Centre for Science, Technology, and Society of Santa Clara University** (2.1).
	Organizational/ founding information	Solar Sister is **a social enterprise that provides women with training and support to create solar micro-businesses, providing much needed household income for the women, and much needed light for their community's** (5).The women form a by-women, to-women distribution network that is strengthened by women's natural circles of family, friends and community. The most important step to ending poverty is to create employment and income opportunities**. Solar Sister does just that by empowering women with economic opportunity. Using an Avon-style distribution system, Solar Sister creates vital access to clean energy technology by building and extending the supply chain through women's rural networks. Solar Sister provides the women with a 'business in a bag', a start-up kit of inventory, training and marketing support. The women become their own bosses, creating sustainable businesses.** (5)The women use their natural networks of family, friends and neighbours to provide the most effective distribution channel to rural and hard-to-reach customers. This direct-sales network brings the solar technology right to the women's doorstep and provides income generation opportunities for the women. Solar Sister provides women with education and training to better equip them to operate and maintain the solar technology and to help them achieve success as independent business women. We believe in the value of long term relationships to create an atmosphere of trust and understanding that enables the sharing of knowledge and technology.
	Additional search	
	Additions	
	Analysis	2.1. technical knowledge 2.3. advice/training 4. traditional entrepreneurial model 5. social mission 6. for the bop
	Useful?	x

6	Name Source Search terms used Website	LoftyInc Allied Partners Limited, Operators of the Wennovation Hub Database SE Access to technology http://www.loftyincltd.biz
	Innovation	A Start-Up business accelerator that draws upon a rich pipeline of entrepreneurial ideas emerging from higher institutions in Nigeria and among the Diaspora, leverages access **to a network of contacts, space and broadband into fast-paced prototyping and business development (2.3)**. Finally, the Wennovation Hub mobilizes internal and external network to seed and fund businesses emerging from the platform. Ultimately, the Wennovation model gets entrepreneurs from ideas to funding literally in 6 months. The crucial distinction in the hub's incubation model is that participants come singly with their various ideas for high impact entrepreneurship, and leave in groups…of businesses.
	Entrepreneur	I was putting in an essay for a World Bank Global Essay competition in 2010 January about Youth Solutions to Unemployment, when I stumbled upon an article in Forbes Magazine about Y Combinator. **The Y-Combinator model of fast pace, cheap innovation that tolerates failure intrigued me. It dawned on me rather quickly that if it required $10,000 for Paul Graham to make a difference in California, it probably takes a tenth of that to do the same in Lagos, Nigeria** (4) This was the beginning of an adventure for me and my partner, Dr. Wole Odetayo. I took the localized version of this model, clearly aware that there was no Silicon Valley in Lagos, but determined to create a Silicon Lagoon to the World Bank conference where I was selected as a Finalist in the Essay Competition. Ultimately, even though I did not win, we won a partner in Africa Leadership Forum that provided us a space to start from and today that space is known as the Wennovation Hub. The idea of the Hub of course is much bigger!
	Organizational/ founding information	The Wennovation Hub is a start-up business accelerator located in Ikeja, Lagos with **a focus on incubating high impact start-up growth businesses, and development of projects in West Africa (5).** Since 2011, it has incubated half a dozen tech start-ups and rose over half-a-million dollars for them from local and international investors. It is operated by LoftyInc Allied Partners Limited. The Massachusetts Institute of Technology organizes an annual program (Accelerated Information Technology Initiative) where students are posted to developing countries to train their peers at local universities in a specific ICT Domain. Wennovation Hub entered a partnership with this program (MIT-AITI team focused on Nigeria) since 2011 , to identify the top 2-3 teams and incubate their biz plans upon completion of an accelerated technology training (focused on mobile applications development)
	Additional search	
	Additions	
	Analysis	2.3. external resources, contacts etc. 4. opportunity recognition, traditional model 5. sustainability, high impact projects
	Useful?	x
7	Name Source Search terms used Website	Agência Desenvolvimento Econômico Local (Adel) Database SE 1) Access to technology www.adel.org.br
	Innovation	**To provide knowledge 2.1.**, Adel is building the Youth Entrepreneurship Training Center, where it will do **training workshops, offer practical learning areas and laboratories. 2.1** Youth will learn about efficient farming techniques, managerial tools and business and marketing planning and management. **They`ll have full support to identify opportunities to build their innovative business models and plans. 4** To provide credit, Adel launched the Vereda Fund, with three credit lines to young entrepreneurs. Adel is also designing **a crowdfunding model to connect you, in partnership with successful models and organizations already working in Brazil 2.3** . To provide collaborative networks and technologies, Adel is implementing Community Communications and Information Centers in communities that don't have access to Internet or even telephone. Adel is also building a social network for young entrepreneurs, where they`ll connect themselves, exchange solutions, access e-learning and tutoring models.

	Entrepreneur	While in university that group of young entrepreneurs, themselves, learned about cooperation, entrepreneurship and local development tools, They had, in common, **the will and the vision to return to their communities and to aid their families and neighbours , that was struggling with the farming challenges in the semiarid (1.2)** ,to enhance **their small rural enterprises, to overcome endemic poverty, low income from agriculture (low productivity and profitability)and the migration of youth to larger cities 5, 6**. The son of two life-long farmers, Wagner was born in Monte Alverne; a small rural community of 40 families located the semi-arid region of Ceará. During his childhood and adolescence, his only future prospect was to preserve and carry on the work of his parents, cultivating the land with his siblings. Yet his parents always valued education, and Wagner came to realize that another path was possible. In 2002 Wagner completed high school and aspired to attend university, but due to economic troubles, he had to postpone his dream. During the interim, he found support from the Group-Based Educational Program (PRECE), an educational and social movement led by Ashoka Fellow Manoel Andrade that supports young peoples' attempts to obtain higher education. More valuable than the resources, though, the program showed Wagner the power of cooperatives and of young people like himself coalescing into networks to promote development in their rural communities. Wagner remained involved with PRECE even after starting with the Faculty of the Department of Economics at Federal University of Ceará. Eventually he was tasked with the administrative functions for the organization. **During his work with PRECE, Wagner decided to devote his life to improving the social and economic conditions of rural communities. He was particularly motivated by a contradiction he observed at the university; how students embraced modern concepts of agricultural development in school, but at the same time, toiled with the traditional challenges of living in rural communities. At only 25, Wagner brought together other young colleagues to found ADEL as a way to reconcile this inconsistency** (5). In just a few years, Wagner's organization has been recognized for its innovation and results in agriculture. In 2010 ADEL won second place for the Rosani Cunha Award for Social Innovation awarded by the Ministry of Social Development, and Wagner was honored as the Future Social Entrepreneur of the Year by the newspaper Folha de São Paulo in partnership with the Schwab Foundation. In February 2011, he also received the Ozires Silva Award for Social Entrepreneurship from the prestigious Getúlio Vargas Foundation, which recognizes innovative initiatives addressing sustainable social and environmental issues. Such awards further legitimize Wagner's work in bringing together farmers and students to spread advanced agricultural techniques, form new alliances, and cultivate a new generation of rural entrepreneurs.
	Organizational/ founding information	Adel is a local development agency created, founded and managed by youth from local rural communities that had the opportunity to graduate in university and then returned to their communities to invest their knowledge, skills and talents to promote local sustainable development. It is a social technology to empower and promote capacity building of young entrepreneurs. Adel is the outcome of the mobilization of a group of young students from rural semiarid communities in northern Ceara, which had the rare opportunity to access public university and that, after graduation, returned to their communities to invest their knowledge and skills to promote local sustainable development through capacity building and full ongoing support to family farmers and local youth.
	Additional search	http://www.changemakers.com/powerofsmall/entries/adel-local-economic-development-agency/ http://www.adel.org.br/ https://www.ashoka.org/fellow/wagner-gomes
	Additions	This program would not be possible without the partners that are engaged and dedicated to make it happen. Adel`s foundation is based on the full partnership with community-based organizations, such as farmer`s associations, cooperatives
	Analysis	1.2. personal need, dissatisfaction with current process. 2.1. internal resources, knowledge 2.3. external resources, crowdfunding 4. production technologies. 5. social mission to help the ones in need. 6. for the bop
	Useful?	x
8	Name Source	The Microfranchise Accelerator (The MFA) (The Clothing Bank (TCB) in partnership Database SE

	Search terms used Website	1) access to technology http://theclothingbank.org.za ; http://www.tbp.co.za/Philippi/index.htm
	Innovation	The Micro Franchise Accelerator (MFA) addresses these challenges with a new complementary angle to our current entrepreneurial programs by providing a long-term scalable and viable solution for 'necessity' entrepreneurs. The MFA catalyzes and grows a portfolio of franchise opportunities **to empower low-income people in order to build commercially viable micro franchise business solutions,** (5) drive growth in the small, medium and micro enterprise sector (SMME) and generate socio economic development at scale, while creating a growth opportunity for the franchisor.
	Entrepreneur	**Tracey from TCB and Egbert from TBP have been working with entrepreneurs within their organizations and kept trying to find solutions to the high business failure rates and the lack of entrepreneurial flair of more than 80% of them . They were invited to a micro franchise conference and they realized that franchise, at the micro level, could be a perfect solution for their necessity entrepreneurs. They both have been working on this new project for 2 years now and already see the success from the interest generated amongst their large pools of beneficiaries. 2.1**
	Organizational/ founding information	**We not only act as a bridge between franchisors and franchisees but also support our franchisees for 2 years to make sure they get the support ecosystem they need to reach sustainability** 2.3. The MFA team runs focus groups at TCB and TBPP to understand what the potential franchisees want to do, post entrepreneurial programs. An interesting result is that 40% of the women at TCB seem to aspire to run kindergartens in their community. Talking to them though, even the most motivated ones struggle to implement their idea: where to get the certification to get started, where to get the start up materials or where to find a good organisation to support them, etc. This is what we are all about: to help necessity entrepreneurs empower themselves and access a viable and a good self-employment opportunity.Overall, **the MFA supports franchisors in building adapted business models for the Base of the Pyramid** (**6**), access a screened pipeline of franchisees and manage the network for them, allowing feedback and best practices to be identified and implemented. The MFA works closely with franchisees as well: we provide them with a portfolio of proven franchise business models, we train and mentor them for 2 years, create a strong support ecosystem around them by sourcing strategic partners and adding services that they often do not have access to at the micro level: access to premises, finance, technology (mobile bookkeeping, mobile banking, etc.) or others. An integral part of our project is the creation, for example, and use of simple electronic tools to support the entrepreneur & franchisor, such as mobile accounting & stock management software.
	Additional search	https://www.facebook.com/pages/The-Microfranchise-Accelerator-MFA/116893768465576 http://asenetwork.org/2012/10/03/micro-franchising/ http://www.theclothingbank.org.za/
	Additions	Main barrier for large companies or investors to enter the micro-franchise market is that the small scale of operations means that a high number of profitable franchisees are needed to reach break-even.
	Analysis	2.1 personal experience 2.3. external resources as in ecosystem 5. empowerment 6. for bop
	Useful?	x
9	Name Source Search terms used Website	Dossier Digital Database SE Access to technology www.dossierdigital.ws
	Innovation	**The MeuSoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model, whereby the royalties resulting from the sale of the apps are shared among the participants of social projects.** (4) Once produced, for a specific client, each app goes through an approval and generalization process, in order to serve similar demands and gain scale in target audience.

		The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale. MySoft intends its production and distribution of computer applications (apps) for use by service providers in classes C and D, **promoting the digital inclusion of small businesses from the base of the social pyramid.** (6) The creators of the applications are youth from the same social reality, organized in professional cooperative networks, for income generation via the production of software. **The MySoft solution innovates the technology of app production, the technology of collaboration, in networks, and in the business model** 1.1. , whereby the royalties resulting from the sale of the apps are shared among the participants of social projects. Once produced, for a specific client, each app goes through an approval and generalization process, in order to serve similar demands and gain scale in target audience. The apps are hosted in the cloud (Cloud Computing) and are sold, at the price of snacks, in large scale.
	Entrepreneur	Sebastião Cartaxo is the author of the Dossier Digital's platform. He built the core modules and the critical functions of the tool. As an innovator he has the careful of do concept proofs for everything he proposes. Due this, he goes deep in technical issues, so that he is able to demonstrate each part of his proposal. H**e is experienced and updated, knowing mainframe environment and new technological platforms. He is certified as a Microsoft Solution Developer and has skill in the follow fields: SOA (Service Oriented Architecture), C# .Net, XML Web Services, Windows Azure, BPM, B2B and EAI 2.1.**
	Organizational/ founding information	In 2008, a private client, from the area of OSH Management (Safety, Medicine and Occupational Health) hired us to develop a platform that would increase its productivity with the development of variants of the app. **We delivered a solution but noticed that it could evolve into a platform that benefitted more people due to the facility in modeling apps. 4** We then proposed a partnership with the client to develop the necessary resources to make the platform even more accessible, facilitating its use by people without computer training. The client, who had great sensitivity and social responsibility, came to support the business, participating as a capital partner. After the initial phase of developing the technology, we received incentive funds and the project began to take the shape it has today. At the root, there was our aspiration to do something for the public least contemplated by information technology, and get away from conventional solution.
	Additional search	http://www.meusoft.com.br/Default.aspx; http://www.meusoft.com.br/MeuSoft.aspx; http://www.changemakers.com/users/sebasti%C3%A3o-cartaxo
	Additions	Barriers: Attracting financing to leverage the business is prohibitive due to high interest rates, especially given the lack of real guarantees demanded by the banks, including government banks. Partners: The Digital Dossier is a technology laboratory that depends 100% on partnerships to guarantee the dissemination success of this project.
	Analysis	1.1 ahead of trend 2.1. knowledge, experience 4. opportunity recognition, traditional model 6. for BoP
	Useful?	x
10	Name Source Search terms used Website	Global Press Institute Database SE Access to technology http://www.globalpressinstitute.org
	Innovation	**Using digital technology, GPI educates, employs, and empowers women in the developing world through the practice of professional journalism GPI offers women a unique training-to-employment opportunity that builds the skills necessary for success in professional journalism – including reporting, digital literacy, ethics, and advanced writing – and then provides them with long-term employment as journalists. GPI reporters are paid a living wage to cover every aspect of life, politics, society, and culture in their communities. (2.1, 5.)** GPI operates news desks in 25 countries throughout Africa, Asia, Europe, and the Americas, and has trained and employed more than 130 women.

		Their stories – generally 1-2 each month per reporter – are published on GPI's newswire and are syndicated to more than 50 news outlets around the world, ranging from small, local language outlets to major news agencies such as the BBC, Reuters, and UPI.
	Entrepreneur	Cristi Hegranes is the Founder and Executive Director of Global Press Institute (GPI) and the Publisher and Executive Editor of Global Press Journal. A 2013 Ashoka Fellow, Cristi is an experienced social entrepreneur and renowned international journalism trainer. After serving as a foreign correspondent in Nepal, **Cristi founded GPI in 2006 to demonstrate a new way forward for the field of international journalism** (**1.1** .) Cognizant of the gender disparity in media and the one-dimensional portrait of developing communities often painted by Western news sources, Cristi created **GPI to empower local women throughout the developing world – women with social, historical, and political context – by providing them professional training and a global platform to share their stories (5)**. GPI reporters have been widely recognized for their journalistic prowess and unique perspectives, and have received several major awards, including the Thomson Reuters Foundation Kurt Schork Award, the Elizabeth Neuffer Fellowship, and the Ulrich Wickert Award. Previously, Cristi had a successful career as a journalist for Village Voice Media in New York. She has a Master's degree in Journalism from New York University and a Bachelor's degree from Loyola Marymount University in Los Angeles. Cristi also served as a fellow-in-residence at the Poynter Institute in St. Petersburg, Florida, and has taught courses in entrepreneurship and journalism at San Francisco State University and California State University, East Bay. Recognized for developing a high-quality, sustainable model of international journalism that is rooted in the perspective of local communities, Cristi has received a wide range of prestigious social entrepreneurship and journalism accolades. She is the recipient of the Grinnell College Young Innovator for Social Justice Prize, the Jefferson Award for Public Service, the Society of Professional Journalists Journalism Innovation Prize, a New Media Web Award, a Clarion Award for Investigative Journalism, and a Lifestyle Journalism Prize.
	Organizational/ founding information	Cristi Hegranes founded GPI after serving for 11 months as a foreign correspondent in Nepal, where she began to recognize many entrenched, problematic aspects of her profession. Most correspondents were parachuted into a country, didn't speak the language, and didn't understand the culture. They lacked access to real people and often wrote through a lens of bias and stereotype. The reality of developing nations such as Nepal was eclipsed by stories on war, disaster and disease. While reporting from a village in Eastern Nepal, Cristi met Pratima, the community matriarch. Pratima was passionate, literate and an incredible storyteller, but she lacked two critical tools that Cristi had access to: journalism training and a credible global platform. It was then that Cristi decided to found GPI, to empower women like Pratima – local women, with social, historical, political context – by providing training and a professional platform to share their stories **(1.1)**
	Additional search	http://usa.ashoka.org/fellow/cristi-hegranes
	Additions	Barriers: Geopolitics and security issues are the biggest potential threats to GPI's work.
	Analysis	1.1ahead of trend 2.1 resources, knowledge training etc. 5. empowerment.
	Useful?	x
1 1	Name Source Search terms used Website	Vivus Database SE Access to technology http://www.vivuus.com
	Innovation	We do two things: (i) At the retail level, we have developed a mobile-based "crowd-purchasing" system for women vendors enabling a near "zero-rot" trade. (ii) At the farm level, a lead farmer is designated to aggregate the food produce from other fellow farmers backed with attractive prices. **We empower them with carts/cargo bikes to convey their produce to the farmer's yard as a collection point 5**
	Entrepreneur	Richard was born in Ivory Coast, he came from a middle class family which migrated from Ivory Coast to Ghana and this was quite difficult for them. The political problems for him were traumatic. He left home to the University and went through a year of hardship this opened him to social entrepreneurship. Richard joined AIESFEC, an organization that empowers young people through international internship and training. While in the

		University Richard was the secretary general of the students' union club. He initiated two ventures after he left the University, he started an organization in India called my world my choice, a premier program for youth leadership in sustainability, and it has been replicated in Brazil, Pakistan and Canada. He co-founded the AIESEC Alumni Sustainability Network, a virtually run association which brings together 500 sustainability professionals-having been former members of AIESEC and behind the largest competition in the world rewarding student-led sustainability projects inviting entries from 1100 Universities. **Richard was frustrated with the high prices of fruits and vegetables in Ghana, 1.2.** he realised that most African countries there's focus on cash crops and neglect for staple foods, this has left the market to be informal and inefficient. Mobility by small holder farmers to take their goods to the markets was extremely intense; as a result he started VIVUUS to solve the first mile mobility problem for the small holder farmers by starting VIVUUS. (https://www.ashoka.org/fellow/richard-seshie)
	Organizational/ founding information	On a long-term trip in India, I (Richard Seshie) became a vegetarian (I am now a so-called flexitarian) and on returning back to West Africa in 2010, I became frustrated with the high prices and steep increases of consumer goods in general. An analysis led me to recognize that addressing inadequate transport and other inefficiencies could bring about a transformational impact. This transportation issue manifests itself in other ways in rural communities, such as accessing and transporting water and firewood and simple movements from the village to a nearby peri-urban center. Richard realized that the transportation problem represented an untapped opportunity to simultaneously provide much needed services to the community, improve returns to farmers and to address issues of youth idleness and unemployment in rural areas (https://www.ashoka.org/fellow/richard-seshie). **VIVUS is a logistics, distribution and marketing company focused on developing appropriate, low-cost transport solutions and in improving supply chains of products enhancing the life of the base-of-the-pyramid markets in Ghana** 2.3, 6. Vivuus is a social enterprise that combines in a unique manner "mobile + mobility" solutions to help informal city vendors of food staples and smallholder farmers escape poverty. We are changing for good the face of Agricultural trade in Africa starting with Cote d'Ivoire and Ghana. Vivuus Renewables combines adapted rural transportation like cargo bikes, CARTS, and mobile technology to transform the supply chain of crops and make agro-residues available for energy, replacing problems with progress.
	Additional search	https://www.linkedin.com/in/sustain; https://www.ashoka.org/fellow/richard-seshie; http://sir.tv/profile/richard-seshie; http://www.changemakers.com/users/richard-seshie
	Additions	
	Analysis	1.3 dissatisfaction with current market. 2.3 external resources 5. empowerment 6. for the BoP
	Useful?	x
1 2	Name Source Search terms used Website	Global Grassroots Database SE Access to technology http://www.globalgrassroots.org
	Innovation	Global Grassroots' eAcademy for Conscious Change is an interactive, web-based, social venture incubator for emerging change agents
	Entrepreneur	Gretchen Steidle Wallace's inspiration for her work with women in developing countries first stirred in her as a child when her military family was transferred to the Philippines, where she discovered the difficulties of poverty. **She graduated in 1996 with BA in foreign affairs from the University of Virginia, where she attended as a Jefferson Scholar. From 1996-1999 she worked in international project finance for PMD International, Inc. a boutique investment banking firm specializing in infrastructure development in poor countries She returned for her MBA (2001) at the Tuck School at Dartmouth College, where she helped to found what is now Tuck's Center for Business and Society . After Tuck, she joined Ashoka: Innovators for the Public, an international non-profit organization advancing the profession of social entrepreneurship** 2.1. She was responsible for leading the launch of an incubator for social entrepreneurs and was invited to direct Ashoka's sister

		organization, Youth Venture.
	Organizational/ founding information	In 2004 Gretchen Wallace went to South Africa to meet with social entrepreneurs working on HIV/AIDS to learn why social innovation was not spreading quickly;. She met a 25 year old change agent, named Zolecka Ntuli, who had no formal education or job, but was working fearlessly and creatively to address child rape in her township. Gretchen realized that one of the most effective levers of social change is a woman with the capability, resources and inner commitment to initiate positive change for herself and others. **She founded Global Grassroots that same year to provide training and seed funding for women change agents in post-conflict countries. 5** From the company's website (http://www.globalgrassroots.org/history.html) Towards the end of her trip, Gretchen met a young woman named Zolecka Ntuli in the Crossroads township outside of Cape Town. They sat together in the broiling temperatures of her one-room corrugated metal shack. Zolecka told of how she was shocked and fed up when a 12-year old neighborhood girl was raped by a group of young boys who thought it was their right to have sex with her because she was their girlfriend. Despite the fact that she was unemployed and had no funds, Zolecka responded by starting a grassroots support group to combat sexual violence. She found some loose change to buy some bread, and invited 15 women to come together to start a dialogue about the issue of child rape. It was about six months later when Gretchen first met her, and by that time Zolecka had 60 community members - including 15 men - meeting three days a week to talk about the issue. She raised her own money through income generating projects, like beadwork and HIV ribbons, so she could provide some food, often the only meal her members might eat that day. She put herself through training programs so that she could better educate others. She knew that men in her community thought that women carried HIV and avoided women care givers when they fell ill. Thus, Zolecka started educating and training men as care givers. Soon she saw the advantage of training men to become educators too. Each step of the way, she evolved her approach to improve her solution. Gretchen knew then, that she wanted to dedicate her work towards helping emerging change makers within these marginalized populations of women advance their own ideas for social change. Shortly after her journey to South Africa, she founded Global Grassroots, to provide training, funding and advisory support for grassroots change agents, like Zolecka Ntuli**, working to advance social justice for the world's most vulnerable women and girls. 6**
	Additional search	
	Additions	
	Analysis	2.1 knowledge 5. empowerment 6 for BoP
	Useful?	x
13	Name Source Search terms used Website	Iridescent Database SE Access to technology http://www.iridescentlearning.org
	Innovation	**Technovation Challenge provides a safe environment for girls and mentors to step out of their comfort zone and take computational, entrepreneurial, and leadership risks. 5** Over the past three years over 800 high-school girls have programmed 125 mobile phone apps and learned how to launch their startups. 94% of these girls now believe that a career in technology is a viable option for them. Technovation uses project-based learning to encourage a whole suite of transferable skills in our students that go far beyond a traditional computer science curriculum. The curriculum has the direct, hands-on application of creating a personally relevant mobile app instead of taking a programming test in a classroom. The interdisciplinary focus on computer science and business teaches girls how to work as part of a team to create something original and relevant. Our model includes high doses of mentoring by women in the high-tech or computer science worlds.

	Entrepreneur	Dr. Anu Tewary: I started Level Up Analytics with Lucian Lita and Jonathan Goldman. Level Up Analytics was acquired by Intuit in October, 2013. Before starting our company, **I was a Data Scientist in the Decision Sciences Team at LinkedIn.** **Prior to that, I did product management and analytics at AdMob, which was acquired by Google. I joined AdMob at an exciting time and enjoyed the experience of working towards helping the company grow.** 2.1 Before joining Admob, I was a Program Manager at Microsoft with MSTV. I worked with a very talented cross-functional team to develop exciting new features for Microsoft Mediaroom. Prior to joining Microsoft, I was a PhD student in Applied Physics at Stanford. As a graduate student, I gained a lot of experience in tackling challenging problems. I designed and built an experimental apparatus from scratch and developed mathematical models to simulate the data I collected. I also developed the software for doing instrument control and data acquisition. The PhD experience helped me to develop a broad set of skills. I have a strong interest in the merger of entrepreneurship and technology . I have started a non-profit program called the Technovation Challenge to share this interest with girls in high school. The program teaches girls how to program mobile apps and trains them in entrepreneurship. Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was so inspired by the empowering experience and she imagined what her life would have been like if she had been to a StartUp weekend as a teenager
	Organizational/ founding information	**"I want every girl and every woman to have that confidence that they can lead, that they can create something out of nothing. I think that is so empowering. " - Dr. Anu Tewary** 5 Technovation Challenge, a program that teaches high school students about entrepreneurship and computer programming, was founded in the fall of 2009 by Dr. Anu Tewary of LinkedIn. After attending StartUp Weekend in San Francisco, Dr. Tewary was so inspired by the empowering experience and she imagined what her life would have been like if she had been to a StartUp weekend as a teenager. She decided to take the leap and create her own startup- Technovation Challenge- and bring the startup weekend experience to high school girls and female mentors around the world . Dr. Tewary asked Iridescent, a non-profit that provides STEM (science, technology, engineering, and math) education to underserved and underrepresented youth and their families, to run the Technovation Challenge.
	Additional search	https://www.linkedin.com/in/anutewary; http://iridescentlearning.org/team/; http://www.technovationchallenge.org/about-technovation/
	Additions	
	Analysis	2.1 knowledge and experience 5. empowerment
	Useful?	x
14	Name Source Search terms used Website	Cell-ED Database SE Access to technology http://www.celled.org
	Innovation	**Cell-ED utilizes the ubiquitous nature of mobile phones to distribute basic literacy skills to adults, particularly women, who never had the opportunity to learn how to read.5** Cell-ED utilizes the ubiquitous nature of mobile phones to distribute basic literacy skills to adults, particularly women, who never had the opportunity to learn how to read. **We have created a mobile phone platform, using audio and SMS, to bring basic literacy to learners anytime, anywhere and in any language. We chose to use feature phone's SMS and audio technology because the majority of adults who cannot read do not have SMART phones or Internet technology due to cost, lack of access, and/or fear. Cell-ED provides an easy to use alternative for adults who can't get to a classroom or a computer. Adults learn literacy through a simple feature phone by listening, looking at a SMS lesson and texting themselves. Education is literally in the palm of their hand. 2.1**
	Entrepreneur	Through their careers in education, science, and global media and a commitment to helping humanity Kevin and Susan, our founders, wanted to

		increase access to education and reduce gender inequality**2.1**;. It was during a philanthropic mission to Sub-Saharan Africa and India, where the founders realized the far reach of cell phones and the vast problem of adult illiteracy. **Cell-ED arose from their insight that a mobile phone was an ideal tool to reach this underserved (and often forgotten) population.1.1. From the slums of Mumbai or rural villages of Malawi, they saw inadequate education (schools, materials, and teachers) but the presence of feature phones. 6** They set out to use this 'old school' technology to bring the elements of reading to everyone. The impact of literacy on other global problems is clear: a literate parent has improved maternal health care, reduced risk for HIV/AIDs, better wage earning and thus reduced poverty, and is more likely to send their own children to school. Hi everyone! I started Cell-Ed with co-Founders, Susan Smalley and Kevin Wall a little under 2 years ago. Before Cell-Ed I graduated from the University of Vermont with a degree in Psychology and Community and International Development. After attending University I spent about a year traveling the world and volunteering. I couldn't believe that everywhere I went people had access to cell phones but not a proper education. After coming home and meeting with the co-Founders we all realized that an adult literacy distribution platform could make a huge impact. I have been working on Cell-Ed ever since! I must also mention our team members Pilar Gomez and Karla Perez. Without them, the distribution and creation of Cell-Ed would not have been possible!
	Organizational/ founding information	Cell-ED is a not-for-profit social enterprise that aims to bring basic adult education and literacy to the forgotten billion anytime, anywhere, and on any mobile phone. Cell-ED's mission is to provide basic literacy and education in one's primary language through life-skills courses (e.g. health, financial and vocational literacies). **This is achieved through three distinct, but interrelated approaches: 1) Combining Voice tutorials and SMS in an integrated mobile education service that fosters two-way interactivity and instant feedback; 2) Creating a new type of course that is better suited to a mobile platform and easier for inexperienced learners to assimilate knowledge; and 3) Creating courses that fit the lives of forgotten adults and their needs 4.** Importantly, Cell-ED's platform allows partner organizations to offer customized content and provide responsive learning. Cell-ED offers a wide range of courses such as basic literacy, English and Second Language learning, Citizenship, health and financial literacy and other micro-courses. Cell-ED also customizes courses for partners and populations.
	Additional search	http://www.changemakers.com/users/danielle-miller; https://www.newschallenge.org/challenge/2014/feedback-review/reaching-and-learning-from-the-forgotten-billion
	Additions	
	Analysis	1.1ahead of trend 2.1. resources, knowledge 4. traditional entrepreneurship model 5. social mission 6. for BoP
	Useful?	X
15	Name Source Search terms used Website	sparkgeo.com Database SE Access to technology' http://www.landsongs.com
	Innovation	Landsongs is a web application to help communities capture their stories. Users are able to document stories using maps, media and text, protect those stories, and share them with their community members. **We are an early stage web app. We have a great product and have active clients. We know there is an excellent market for our offering in Canada. We *think* there is a great market across Africa, South America, the South Pacific and in Australia, but we have no data to support this. To scale effectively we will have to capture a percentage of these markets too** 4 . Having support in that piece of the opportunity analysis would be tremendous

		The Tsay Keh Dene first asked for an application like landsongs to be built. They asked this so they could fully understand the history of a specific place in response to industrial interest. This application has allowed them to compare modern environmental monitoring data with their own histories to better understand how the land is reacting to various activities. This application is now housing many of the Tsay Keh's stories and their database grows as the elders remember more. One story will lead to another and soon the map fills up with tales of history, facts about hunting areas and journeys people have taken across the landscape. The act of recording the stories means that community members can return to the application and learn more about their own culture.
	Entrepreneur	**Will: I help organisations better understand, use, and share location based data using maps and the internet.** **CONSUMER WEB: I build web mapping and GIS applications using technologies, which are focused on users and their experiences. I tell stories using maps using next generation technologies like GOOGLE MAPS, POSTGIS, NODE.JS and HTML5. ENTERPRISE WEB: I have helped deliver tens of thousands of data points in a useful manner to mobile sales workforces. I understand how to join data to people using mobile devices, and sculpting experiences using friendly and cutting-edge technologies like GOOGLE MAPS, NODE.JS and SALESFORCE .** **VIRTUAL GIS: I have built a business which supports a new model of GIS delivery. By leveraging a variety of communication technologies its possible to have a GIS resource experienced in an array of geospatial technologies (ESRI, Quantum, PostGIS) available to chat through a project without having to have them in the next cubicle.**
	Organizational/ founding information	**Landsongs was born out of a need to help indigenous communities retain their unique histories and stories in the face of industrial pressure. Stories are a single but absolutely critical dataset which are key elements to the discussion of resource development and sustained practices in your community's territory 5.** I have built a version of this system for a local first nation. Other Nations have looked at the technology and realized that this might also fill a hugely important hole in their data collection. The aha, was realizing that I could provide a system via the web which is socially important, useful and affordable to First Nations.
	Additional search	http://www.sparkgeo.com/story; https://www.linkedin.com/in/willcadell
	Additions	
	Analysis	2.1. internal resources 4. opportunity recognition, traditional model 5. efforts for community
	Useful?	x
16	Name Source Search terms used Website	B2R Technologies Pvt. Ltd (to Create Livelihood for Rural Youth) Database SE Access to technology www.b2r.in
	Innovation	The need is to create long-term business support outsourcing opportunities, on the edifice of sustainable rural livelihood. The Solution has been to create clusters of rural BPO centers - several key elements have been put together in line with customer requirements, learning & development needs and the social context
	Entrepreneur	Dhiraj Dolwani - CEO & Co-Founder **An Industrial Engineer and a Software engineer by qualification, Dhiraj has donned several different hats over the last 16 years as a business leader, a process consultant and an entrepreneur. His last assignment was as the COO of a captive BPO for an American outsourcing company. He has also been a significant member of the delivery team at NIIT SmartServe and prior to that at Satyam. In June 2009, he embarked on his dream to build B2R** **Venki Iyer - Mentor & Co-founder**

		It is difficult to slot Venki into a typical profile business leader, corporate honcho, entrepreneur - as he has worn many hats in the past 27 years. After graduating from IIM, Ahmedabad, Venki joined a fledging organisation which had been formed in 1981. After 23 years, when Venki quit NIIT, he had helped it grow into the largest IT training company in Asia. He had also held key leadership positions including NIIT Global Head of HR and also started NIITs foray into BPO. 2.1
	Organizational/ founding information	Both the co- founders, Venki and Dhiraj set out on this venture with a belief that **social goals and business objectives can be strategically hard-wired together;5** that livelihood creation and integrated rural development and business value creation can go hand-in-hand. Having managed BPO's in their former professional engagements they understood the challenges and having travelled extensively in rural India they saw the potential that educated youth could offer, given the opportunity. While adding value to oneself was possible for both, working to create jobs seemed more relevant and personally satisfying than continuing to move up the corporate ladder. The business idea was conceived with a simple thought, that of trying to deliver business value together with social value – of not looking at CSR as an afterthought – but welding it tightly with business strategy to create something which was of business value to corporate as well as of social value to rural India.
	Additional search	http://www.b2r.in/MissionAndVision.html; http://in.linkedin.com/pub/dhiraj-dolwani/1/9a6/197
	Additions	
	Analysis	2.1 knowledge and experience 5 effort for community
	Useful?	
17	Name Source Search terms used Website	HEALTHPOINT SERVICES INDIA PVT LTD Database SE Access to technology http://www.ehealthpoint.com
	Innovation	**E HealthPoint has combined various existing and emerging technologies (like Broadband and Telemedicine , Electronic Health Records, Point of Care&Mobile Diagnostics, Reverse Osmosis based water purification) to deliver this unique business model primarily for underserved rural communities. 5, 1.1**
	Entrepreneur	Dr Al has been a serial entrepreneur (5 prior startups in areas like public understanding of science, publishing, and rural internet access), one of the founders of the Base of the Pyramid concept alongwith Dr. CK Prahalad, author of the landmark analysis, The Next 4 Billion. Has spent past 10 years with **scalable business models for low-income communities. 6** Has been a Consultant and Advisor to several corporate and Public sector organizations. Dr. Hammond has published extensively in thought-leader publications and technical journals. Globally acclaimed speaker on Market-based Solutions for Developmental issues. Visiting faculty at various leading business schools; BS Engineering, Stanford; PhD Applied Math, Harvard. He is currently the director of the Health for All programs and a member of the Leadership Group at Ashoka. Amit Jain, Director & President Amit believes that he got an early opportunity to invest more than 17 enlightening & enriching years in incubating and leading Social Marketing businesses serving the BOP communities in Health-care and Water & Sanitation , with leading organizations in the Corporate, Consultancy , Not-For-Profit and Financial Services sectors across India and Internationally , with specific domain experience in Social Marketing Behavior Change Communication, Innovative Public Private Partnership Models , Community-based Rural Networks and social business start-ups. Amit established a Health Products Social Marketing network across 50,000 villages at HLL Lifecare Limited and anchored Naandi Foundation's Water business from inception to 500 units serving 3 million people in 2.5 years while working as President & COO. Prior to that, he worked with the Aditya Birla Group, AFC and UTI. **Amit's work in the Water & Health sectors has become case studies at the Harvard Business School & at the Michigan University . He is a Mentor at the popular GSBI Program at the Santa Clara University; a winner of the Changemakers & Robert F Johnson Foundation Award 2012; has been recently featured as "Young Turks" by CNBC TV18, is winner of the Global Changemakers with Ashoka for Water Program (2008); Amit has been recognized by Action for India (AFI) as amongst the Top Young Social Entrepreneurs in India in 2012 & 2013. Amit**

		is also a Charter Member of TiE (The Indus Entrepreneur). Amit has led E HealthPoint to be recognized as : Amongst 50 Most Innovative Companies by MIT's Technology Review , Winner of the Global Tech Nokia Health Award 2011 and also winner of the NASSCOM GENPACT Award 2012 ; Amit has acquired Masters in Resources Management, Advance General Management Program from IIMC, GSBI Program from Santa Clara University, California 2.1 ; Amit continues to be a passionate social entrepreneur bringing innovative solutions for alleviating disenfranchisement for masses , is a nature-buff and loves reading and travelling across the Global Village. He is committed full-time to building E HealthPoint as a globally acclaimed , high social impact model 2.1)
	Organizational/ founding information	**The Co-founders Amit Jain and Al Hammond met each other at the Santa Clara Social Benefit Incubator in year 2008. At that conference, Amit and Al began sharing ideas and immediately noticed synergies between their ideas about delivering healthcare and associated health services to rural communities in India which are at the base-of-the-pyramid through a well designed social enterprise**. 4 This was a combination of ideas on telemedicine-pharmaceuticals-diagnostics which needed demand-generation and the delivery of clean water, an obvious component of healthcare that would bring customers to the clinics and generate both demand and revenue. Amit and Al's resources, skills, and capabilities were also complementary, as together they brought perspective on models for business at the base-of-the-pyramid and knowledge about willingness-to-pay and the much needed social marketing expertise, operational know-how, and experience with implementation. Both the co-founders recall, "We were sitting across the table from each other and we both thought, why don't we do this together?" Essentially on the spot, Amit and Al forged the partnership that became Healthpoint Services. Since beginning of the pioneering E HealthPoint model in the later part of 2009 , there have been several innovations added which have been resultant of constant stakeholder engagement and a culture of innovation and need-based product and service delivery instituted by the co-founders.
	Additional search	http://ehealthpoint.com/?page_id=1124
	Additions	
	Analysis	1.1:ahead of trend 2.1 personal experience 4 opportunity recognition, traditional model 5. efforts for community 6. for BoP
	Useful?	X
18	Name Source Search terms used Website	Miraclefeet Database SE Story founder http://www.miraclefeet.org
	Innovation	
	Entrepreneur	Chesca Colloredo-Mansfeld
	Organizational/ founding information	Miraclefeet was created to increase access to clubfoot treatment in developing countries. miraclefeet has several founders. We were all inspired by **the fact that we could completely turn lives around for $250/child by providing early, effective treatment to children born with clubfoot. Having seen what SmileTrain and others have done for cleft palate, we believed we could do something similar for children born with clubfoot (albeit with a different model due to differences in the way the two conditions are treated). 5** **The initial impetus came from three parents who had successfully treated clubfoot children. These parents were horrified to learn that the treatment that allowed their children to live normal lives was largely unavailable to the majority of children born with clubfoot around the world. 1.2** They persuaded their children's orthopedic surgeons to create an organization to increase access to the Ponseti Method. My connection to clubfoot came from time spent working at the University of Iowa, where I learned about the Ponseti Method and the fact that it was a cheap and effective solution to a problem I had seen first-hand in many developing countries. We all joined forces to start miraclefeet to prevent the debilitating disability caused by untreated clubfoot and give clubfoot children the chance to live healthy productive lives.

	Additional search	http://www.changemakers.com/serve2gether/entries/miraclefeet-clubfoot-project; http://www.miraclefeet.org/about/team.php
	Additions	
	Analysis	1.3 personal improvements in situation 5 efforts for community
	Useful?	x
19	Name Source Search terms used Website	Cool2Care Database SE Founder story www.cool2care.co.uk
	Innovation	**Today there are countless families with disabled children that are in desperate need of support. At the same time, there is a myriad of young people seeking experience and employment during a tough economic climate 4**. Cool2Care trains a new generation of open-minded young people as 'personal assistants' and carefully matches them to care for disabled youth. **During 2010-14 we aim to support 5,000 young disabled people & their families by connecting them with young PA's 5**. To do so we will recruit and train 10,000 potential PA's. We take a blended learning approach to training so interested people can access quality training via face to face and online instruction via our innovative and interactive webinars, improving access to training for both rural and urban areas. **This will lead to 5,000 young people participating in society & enjoying friendship; 4,000 families to experience lower physical/mental stress or improved health; 500 parents being able to return to work or gain new employment; 250 families to avoid breakdown; 5,000 new jobs created for PA's**.5 Operating in 20 different areas around the UK, Cool2Care is both a recruitment and care organisation with a difference. **It recruits, trains and then screens people who want to work with disabled children, matching them with a family that has a disabled child. The family then becomes their employer, sorting out a suitable working arrangement and rate of pay.2.3**
	Entrepreneur	Founded in 2007 by Phil Conway, a devoted father whose eldest son is severely disabled, Cool2Care has grown rapidly, training close to 1,000 carers or 'Personal Assistants'. "Having a child who is severely disabled can be very stressful in many ways" explains Conway. "We spent a long time trying to come to terms with our son's condition and make sense of everything. **After a few years I became involved with the charity Contact a Family, which provides support and information to families with disabled children. "I soon became aware of the issues that other families face, who are in a similar situation. It was clear there were definite gaps in the service provision on offer." Conway was convinced that no organisation was delivering the service his family needed. "It was at that point I decided the answer was to set up Cool2Care," 4** says Conway. The organisation is a CIC limited by shares. "The CIC structure suits us as it combines the flexibility of running a business with an underlying social ethos," says Conway. "It also allows us to attract investment, which is integral for growing the business." **Recent investment from Big Issue Invest, CAN and Venturesome has meant Cool2Care has been able to diversify, dramatically increasing the number of people being trained as careers, as well as investing in the development of new products and services. 2.3** "Our primary achievement is to be able to deliver the service to support families and disabled young people. More than 500 disabled children will be receiving care this year as a direct result of our work, providing real support for both the child and their family," says Conway. (https://www.gov.uk/government/case-studies/cool2care)
	Organizational/ founding information	The story of Cool2Care starts with a boy named Shaun, born in Japan in the spring of 1998. Within a few months, it became clear that he had physical & learning disabilities, with his sight, coordination, balance, muscle strength & learning all affected. His mum and dad worked for several years to get a diagnosis and learned the hard way that this would affect the whole family for the rest of their lives. Stress took its toll, and Shaun's parents - Phil & Keiko - realised they needed help if they were to be able to keep their family going. They searched for 2 years to find someone to help look after Shaun and their second son Adam. Finally they found someone they liked and trusted - and she is still helping the family to this day. **Following this long struggle Phil became determined to help other families get the support they needed** 1.2. He decided to take an assignment away from his job with IBM, and founded Cool2Care in late 2007('. Phil believes that we can change lives by listening to families. He listened to his family and many others and was inspired to find a solution. He worked for IBM for 20 years in various international roles and spent four years based in Tokyo. In addition he is a trustee of the UK based charity 'Contact a Family', that provides support & information to families with disabled children. He has a BA in Mathematics from Oxford University and an Executive MBA from London Business School. He has also recently

		become and Fellow of Ashoka and it was through this connection that we became aware of this competition.
	Additional search	https://www.gov.uk/government/case-studies/cool2care
	Additions	
	Analysis	1.2. dissatisfaction with current situation 2.3 external funding 4 opportunity recognition, user/entrepreneur model. Personal dissatisfaction, later recognized the need for other families as well 5. efforts for community
	Useful?	x
20	Name Source Search terms used Website	EcoEveryday (http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) eco everyday founder; eco everyday recycled products online http://www.ecoeveryday.eu/
	Innovation	Make gifts from recycles materials
	Entrepreneur	Mr Rajnikant Patel and Vijay Amin Cannot find Background information
	Organizational/ founding information	Eco Everyday was founded as a social enterprise on the ethos that products do not need to harm the environment, By working in harmony in nature; we can still create the quality required from our consumers, and still contribute to reducing the negative impact on the environment. Ethical and environmental concerns form the heart and soul of our operations.
	Additional search	Tried to find background information and a founding story.
	Additions	The business is established in 2009, cannot find a link that might answer whether the founder was a user of any sort.
	Analysis	
	Useful?	
21	Name Source Search terms used Website	Toggle (uk) http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf Scott Evans & Gemma Garner; Toggle Founder http://www.toggle.uk.com/
	Innovation	
	Entrepreneur	Hello, my name is Scott Evans. I'm a digital designer/developer with interests in interaction, usability and interface design. I believe in an open Internet, open source and better — not more. I write about these things occasionally in my journal and you can browse some of my recent work and personal projects below (scott.ee). Gemma Garner: If we're honest, personal biogs generally sound the same don't they? There's a whole corner of the internet full of creative, passionate individuals so I'll get straight to the point; I design websites, create illustrations and make things.I AM CURRENTLY: Part-time Senior Designer at Preface Studios and available for freelance projects.
	Organizational/ founding information	It all started when I bought my first laptop. A white, glossy, 13" Macbook. I loved it. I wanted it to stay looking as good as new so I decided I should get a case for it. I didn't want something 'executive' or 'waterproof' (who takes their laptop scuba diving anyway?). I also didn't want to settle for the best of a bad bunch on the shelf in front of me. I was looking for something I actually liked, something a bit more 'me'. But I couldn't find it so I thought, '**sod it; I'll make one myself '** 4.Buying gadgets is a bit odd really. Take laptops… you spend a lot of money on your new laptop and the problem is, it's yours, but it doesn't really feel like *yours*. It looks the same as everyone else's. A plastic and metal shiny thing. So what do you do? You go out and buy a swanky case. Proud of your new gadget/case combo you decide to show them off in public. But wait! You spot someone else with the exact same case. It's then that you realise your gadget *still isn't yours*. And that's why we make our cases. We like to think of them as clothes for gadgets. Made by people, for machines, not the other way around. A way of

injecting your personality into your electronic companion.
All of our cases are handmade in small and limited edition runs in Surrey, England.
We love to use upcycled materials, not just because they make more unusual cases, but because they are better for the environment too. Since we started, we've upcycled shirts, skirts, coats, helicopter seats and trousers into eco friendly cases. If you'd like to see us create cases for your most loved digital companion, don't be shy, get in touch. 5

Scott Evans and Gemma Garner are not your average UCA alumni. In 2007 they both graduated from UCA Farnham with first class honours degrees in Graphic Communications. The same year they founded Toggle.uk.com, an award winning web design agency. In the four years since, Toggle has worked with numerous high profile clients such as; Sky Movies, the NHS and Worldview Impact.
Having taken the online design world by storm, they now work out of a UCA business incubator at Farnham Maltings. The UCA Business & Community School caught up with the exciting design duo at their temporary home…
Tell us about your current base, how did the move back to Farnham come about?
Scott: We spoke to my old tutor at UCA, Phil Ely, he told us that this incubation space was available. We came in, tidied the place up and have been set up here for a couple months now. Basically this is an incubation hub for start ups out of university; we are a little bit long down the line but we appreciate having the extra space.
Gemma: It's nice to be around other creative people from different disciplines and being here means we can take on more work experience students from the Uni.
You seem very content as a small two person team, how do you feel about taking on interns or work experience students?
Scott: We actually take on a lot of work experience students from UCA, probably about 5 or 6 this year. That link was set up by keeping in contact with Gemma's old course leader and also through our involvement in the occasional lecture day.
Gemma: This year has been our busiest year for work experience, but I think that's because we've been more involved in the teaching side of things. It's something we really enjoy doing.
Going back to your time at UCA; you graduated with first class honours and then founded *Toggle* the very same year, was the idea for the site developed whilst you were at Uni?
Scott: No, the business didn't exist at the end of Uni, it was an idea that we weren't acting on because we'd actually both accepted jobs.
Gemma: It was something we were planning to do one day, but not at that time.
Scott: That was the path we were going down until we went to SKY for a month and met Mike Taylor.
Gemma: Mike was involved in *Creative Challenge student competition* which we won through the Uni, so we then ended up working under him at SKY.
Scott: **It was quite a chain of events; we mentioned in passing to Mike that one day we planned to start our own company, then about three days later he came in and suggested we start a company together. So he really gave us the encouragement and the nudge we needed to make it happen.**
Gemma: When we finished the month at Sky we still went on to the jobs we had accepted, but within six months we had both left and were fully focused on Toggle. 1.2.
Do you think the training you received at UCA has transferred well into a working environment?
Scott: I think the best thing university gave us was confidence and opportunities.
Gemma: Business skills are a really hard thing to teach, you almost can't prepare, you just learn as you do.
Scott: We took part in the Creative Innovation Award as an extracurricular activity, as far as skills for starting up a business go, that was very useful. Obviously with vocational skills, like graphic design, our course taught us perfectly.
So having had the experience of working under somebody else and now being your own boss, how do the two compare?
Gemma: They both have their benefits; working for yourself is quite stressful, you've always got to be thinking about the whole business, but at the same time you have a lot of freedom. Whereas if you work for someone else the stress goes away because they take care of all the little things, but

		then you have less freedom. I think its nice working for yourself because you are building something for yourself, which is satisfying.* Scott: They say design isn't a 9 to 5 anyway because you're always thinking about solutions to your problems, for us it's a 24/7 job because we never stop thinking about it. Where does the future lie for you, expanding the existing site further or developing new ideas? Scott: It probably lies in our own projects, at least I'd like to think that will be the case. Gemma: We feel that the client work isn't really sustainable; you're always on this treadmill chasing after clients, but when you stop, the projects stop and the money stops coming in. We hope to develop our projects to give ourselves a different kind of income. Scott: The client work helps at the moment, by providing the money which allows us to work on our side projects. Hopefully we will find a point in the future where they become self sustainable. Finally, with UCA growing as a hub for innovation and creativity, what would your advice be to future graduates and budding entrepreneurs? Scott: You will never be ready in your own mind to start your own business… Gemma: …We weren't ready to start ours, but we just did it. Even if you're scared you've just got to go for it. Scott: I think in the modern world more people should be working for themselves. It makes a lot of sense for people to be working freelance or setting up their own companies. Gemma: Take every opportunity that comes. I don't really believe in luck, the more you do, the more you get involved with things, the greater chance you'll have. (http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/)
	Additional search	http://www.creativechallenge.info/case-studies/students/gemma-garner-scott-evans/; http://scott.ee/; http://gemmagarner.com/;http://ucabcschool.wordpress.com/2011/06/02/bc-qa-with-toggle/
	Additions	
	Analysis	1.2. personal need 5. sustainability
	Useful?	
22	Name Source Search terms used Website	Happykitchen http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) happy kitchen uk social enterprise http://www.happykitchen.org.uk/ (can't open)
	Innovation	In Liquidation
	Entrepreneur	
	Organizational/ founding information	Two friends that were allergic that started a company based to meet those needs
	Additional search	
	Additions	
	Analysis	In Liquidation
	Useful?	In Liquidation
23	Name Source Search terms used Website	on Road media http://ec.europa.eu/research/social-sciences/pdf/event-93-selusi-huysentruyt_en.pdf) On road media UK; founders http://www.onroadmedia.org.uk/
	Innovation	We devise and run large or small-scale projects for clients and we also deliver training or consultations for existing programmes
	Entrepreneur	**Nathalie McDermott: Nathalie set up On Road Media in 2005.**

		With a background in radio production at the BBC, she joined Media for Development in 2003 to set up the Prison Radio Outreach Project (PROP) and train the prisoner production team at HMP Wandsworth in London before becoming a fellow at The School for Social Entrepreneurs to set up On Road. She reckons she has trained over a thousand people (journalists, community groups, charities) in places like London, Dublin, Khartoum and Kathmandu. 2.1 But, by far, her favourite part of working with On Road is getting to know the groups she works with and co-designing useful projects that move things forward for the better. She read literature at Trinity College Dublin and has an MA in International Journalism from City University London. She grew up in Dublin and Brussels and has lived in London for over 10 years.
	Organizational/ founding information	**On Road is a not-for-profit organisation that works with excluded and misrepresented communities to look for solutions to social problems using the web, technology and the media 5.** We take the best of what the media, digital and innovation sectors are doing and we bring that knowledge to a marginalised community, work out the most relevant and useful uses of those technologies and support the group or community to solve problems using those tools. The On Road team brings people together, runs events, delivers training and works with clients and communities to design projects that bring about real social change. This social enterprise has worked on several groundbreaking projects like Trans Media Action, supported by Channel 4 and BBC, which explored ways to improve the portrayal of transgender people in the media.
	Additional search	http://www.onroadmedia.org.uk/about/; http://www.musictank.co.uk/resources/speaker-biographies/nathalie-mcdermott-founder-director-on-road-media
	Additions	
	Analysis	2.1. knowledge 5. efforts for community
	Useful?	x
24	Name Source Search terms used Website	Maka Pads Raja t4t ltd founding story http://t4tafrica.co/products
	Innovation	Menstruation for many girls means no more education. **MakaPads provide effective, low-cost protection to every girl and woman. 5** MakaPads are made from papyrus and paper waste. The fibers are beaten, dried and softened using no electricity. They are assembled with a moisture barrier and mesh covering. MakaPads can be purchased with or without an adhesive that slips into knickers with special elastics to hold the pad in place.
	Entrepreneur	Dr. Musaazi is a holder of PhD in Electrical Engineering from Imperial College, University of London. He is senior lecturer at Makerere University as well as an Innovator of the only sanitary pads made in Africa trademarked "MakaPads". Dr. Musaazi is a practicing engineer and international consultant in Appropriate Technology. He is an Innovator and producer of 7 technologies. Formerly, he was Chairman & member of Boards of Governor of top schools in Uganda. He is a board Member of Humanitarian Refugee Project, University of Oxford, UK. Dr. Muzaazi is Chairman, Board of Directors of the African Centre for Treatment & Rehabilitation of Torture Victims as well as board Member of the Engineers Registration Board, Uganda and that of Uganda National Bureau of Standards. Responsibility: Founder and Team Leader of technology for tomorrow
	Organizational/ founding information	**Dr. Moses Kizza Musaazi is a senior lecturer in the Department of Electrical and Computer Engineering at the College of Engineering, Design, Art and Technology (CEDAT). After dedicating 15 years to Research and Development in Appropriate Technologies (AT), Dr. Musaazi found it logical to form T4T as the implementing company 2.1**
	Additional search	http://www.unbs.go.ug/index.php/dr-musaazi; http://t4tafrica.co/makapads

	Additions	
	Analysis	2.1. knowledge 5. efforts for community/ sustainability
	Useful?	x
25	Name Source Search terms used Website	EcoFemme Raja http://ecofemme.org/
	Innovation	Eco Femme is **a social enterprise with a global mission and reach, working in the area of menstrual hygiene management** (5). It began in 2010 under the umbrella of Auroville Village Action Group (AVAG), an NGO working for grassroots community development in rural Tamil Nadu, South India. In addition to promoting eco-positive menstrual practices, our project supports education for girls and livelihood for women, with a particular focus on rural India **where many women are marginalized and do not have access to education or products that enable them to manage their menstruation in a healthy and dignified way** (6). Eco Femme has designed a premium range of cloth washable pads that are available internationally including in urban India. Profits from sales help sustain our educational outreach work in rural communities and enable us to provide cloth pads at cost price to economically disadvantaged women A short history of menstrual products: The concept of using washable cloth for menstruation is nothing new. Women all over the world – in India, Egypt and the United States, for example – have been using cloth to catch menstrual flow for hundreds of years. Disposable pads were invented by French nurses during World War I, upon realizing that the cellulose bandages they were using on wounded soldiers absorbed blood really well. Based on this discovery, Kimberly-Clark used the bandages left over from the war to develop the first successful commercial disposable pad. The pad was released in 1921 under the name Kotex, and that's how the sanitary products industry began. What about in India? In India, women have traditionally used scrap cloth from old saris or towels, folded and held in place by underwear or a string "belt." However, during the last 15 years, India has seen a rapid penetration of disposable menstrual products. Sanitary napkins are the most commonly used alternative to cloth. Indian women for the most part are not comfortable using internal products such as tampons. Today, it is estimated that 12% of the 355 million women of menstruating age in India can afford disposable sanitary napkins. India is poised to become the largest market for sanitary napkins globally. The ground is being prepared by multinational companies for a massive penetration of these products in the coming years. Modern washable cloth pads Eco Femme is introducing a third option into the Indian marketplace for health and environmentally conscious women – the cloth washable pad! Washable cloth pads are a designed innovation of the sustainable practice of using folded cloth. Cloth pads look and function a lot like disposable pads in so much as they: are shaped for women's bodies have wings to keep them securely in place use absorbent material for catching flow offer leakproof protection However unlike disposable sanitary napkins, they can be washed and re-used for years and they are made of natural material – cotton – that is biodegradable and healthy for women's bodies. With proper care – washing, sun drying and clean storage – cloth washable pads can last for about 75 washes and are a natural and hygienic menstrual solution that does not generate waste! In recent years, more and more women across the world are switching away from disposable pads to washable cloth pads. For them, cloth has many compelling advantages over disposable pads – financial savings, waste reduction, comfort, improved genital health, support of local livelihood and the intangible, yet powerful impact of using a product that communicates a message of holistic female beauty and dignity.

		[..]Our concern at Eco Femme is not so much about women using recycled cloth. We are more concerned that they are *armed with the information they need to make their own choices.* As rural women are recently being bombarded for the first time with multi-million dollar advertisements and government programs promoting disposable sanitary products, we believe it is important that they are able to decide which menstrual products or methods really are best for themselves and their environment. **[..]We started the Eco Femme project because we saw the need for a comprehensive approach to MHM in India. Initially motivated by the interest of AVAG's women's self-help groups (SHGs), we began a concentrated exploration on the topic of menstruation in 2009. Through focus group discussions and group activities, participants were able to speak openly for the first time about their menstrual experiences. Through extensive fieldwork, we have learned that menstruation is a subject that involves complex linkages between social, cultural, economic, environmental, health and gender issues. The Eco Femme approach emphasizes education and empowerment of women to make their own decisions toward positive management of menstruation 2.3.** Learn more about our approach on our How? Page.
	Entrepreneur	The Eco Femmes We are a team of 11 ladies based in Auroville, South India, including 7 women's self-help group (SHG) members from Auroville Village Action Group (AVAG). Inspired by the idea of eco sisterhood, we are connecting women globally through common experience of menstruation. Eco Femme is located inAuroville, a city-in-the-making that aspires toward international human unity. **We started the Eco Femme project in early 2009, though Kathy has been producing cloth pads on a small scale in Auroville since 2000 and AVAG has been doing grassroots community development and facilitating SHG's in the area since 1983**. The tailors – the women who make the pads – are women's SHG members from various groups who have been identified as disadvantaged and at the same time, skilled at their work. The tailors are inspiring, hard-working entrepreneurs. You can see their photos around our website and facebook page. Their profiles are coming soon… The tailors receive fair pay for their work on a per-piece basis, allowing them the time and flexibility to care for their families. **Kathy Walkling: I became an avid cloth pad user 12 years ago when I moved to India to live in Auroville. After trying to dig holes in baked earth to bury menstrual products each month, I figured that there must be an easier way. Upon learning of cloth menstrual pads, I began experimenting with designs and started producing them for other women in Autryville and as friends from abroad visited and came to know about Eco Femme, some wanted to sell the products in their own countries. Without really trying, I found myself having a small business. (4).** My real passion is women's empowerment and integral rural development. Since teaming up with AVAG 7 years ago, I became increasingly interested in how local women manage their menstruation. This fascination has led us to research, and then design the Eco Femme project as an integral approach to menstruation. I am thrilled by the possibility to work with other women as passionate as I am to co-create a project that can have a genuinely transforming impact on the lives of women and well as to offer a product that is not adding more unnecessary waste to our choking earth. Jessamine Miedema (co-founder): My mother laughed happily when I told her we started Eco Femme; she had stitched washable pads from old towels with women of our neighbourhood in Sumba, Indonesia. These women also had few options to deal with their menstruation. For her as well as for me, the best part is the connection and bonding with other women across cultural boundaries through such a simple and practical solution to a shared problem. What also feeds me is the second connection: women (consumers) supporting women (producers in their livelihood and participants in menstrual education seminars). I hope that we can grow these relationships to be real and meaningful. We also want to give other women the chance to grow as entrepreneurs. I have been involved before with large-scale livelihood projects and never really understood what it takes to be an entrepreneur. Setting up Eco Femme has made me realise that a little better! My daily Big Bo(o)ne is our

		great team, woof woof!
	Organizational/ founding information	"When **I moved to India to live in Auroville 15 years ago, one of the first things that I found myself having to contend with was how to dispose off my sanitary waste 1.2**. In the west, there is at least the appearance that these products go "away" when tossed into a bin, but in India it was obvious this was an illusion. I felt like a fugitive lurking around in the dark, looking for a place where I could dig a hole – usually in baked earth- to bury used pads. Throwing them in a bin for others to handle or burning them with their plastic liners was even more unthinkable! How DO local women here manage? I wondered." "While visiting family in Australia, I came across a washable (i.e. re-usable) cloth sanitary napkin. It was made of colourful soft flannel cotton for absorbency and was worn like a disposable pad with wings that fasten under panties. I bought my first washable pad, and from the first day of use, became a convert. It was actually comfortable to wear, and, in an odd way, felt quite wholesome— in handling these pads, I felt a little more connected to my body and this earthy cycle. But what really clinched it was that I could actually make a difference through this small personal choice to re-use and not add more waste to an already choking planet." (http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/) When Walkling came to Auroville (a sustainable community in Pondicherry) in 1997, **the sanitary waste issue overwhelmed her, 1.2** since she was more accustomed to the ways of the West, where the problem was at least out of sight and out of mind. The disposal of sanitary pads in India is a huge issue and they are either burnt, causing pollution or buried, where they don't tend to decompose because of the plastic. She thought back about the reusable cloth pad as a way to tackle the situation. Walkling and her team interviewed 300 women about menstrual practices, issues and difficulties. In India menstrual hygiene is a huge cultural issue and taboo and is often not discussed. She began to understand the local practices of using cloth (43 per cent) or disposable sanitary napkins (41 per cent), and no tampons (15 per cent used both cloth and pads). The old cloth that they were using was not very absorbent. After having used for 7 years, she started playing around with designs and in 2009, she started low-key production of reusable sanitary pads using brushed flannel cotton and thus was born Eco Femme. Walkling began selling them in the local store. Soon women called and said that they wanted to sell it. "I researched materials for absorbency, got the logo, picked up material from Chennai. The pad had to have wings, be soft, come in different sizes and most of all be absorbent," says Walking about her journey. Eco Femme products are leak-proof and come in 4 variants: wings, day, night and panty-liner. It can used for 5 years (pack of four), if cared for properly and lasts 75 washes each. ... read more on social.yourstory.com **Walkling says that her motivation to start Eco Femme was to empower women and to combat the rising waste in the environment. She wants to dispel the myths that are being communicated to women about their bodies: that their periods are something disgusting and they should be ashamed of their bodies. "The products are just tip of iceberg, the development of women and giving them dignity is the real quantum leap," concludes Walkling.** (5) ... read more on social.yourstory.com
	Additional search	http://menstrupedia.com/blog/eco-femme-a-cloth-pad-for-true-empowerment-2/; http://social.yourstory.com/2013/11/eco-femme-empower-women-resuable-sanitary-pad/
	Additions	
	Analysis	1.2 personal need component. 2.3. received feedback from community 4. opportunity recognition, user entrepreneurship model 5. social mission 6. for BoP
	Useful?	x
26	Name Source Search terms used	RubyCup Raja Colplast (development process)

	Website	www.ruby-cup.com/en/
	Innovation	**Ruby Cup is a healthy, high-quality and sustainable menstrual hygiene product made out of 100% top medical grade silicone and is reusable for up to 10 years 5**. Swim, dance, walk, sleep, jump - and even look good naked! Welcome to the modern world, where your period comes with no strings or wings attached. Ruby Cup was designed in Denmark by three young women in collaboration with experts from world leading healthcare company, Coloplast. This menstrual cup has an easy-to-grab stem and a large capacity, which means that you can go up to 12 hours without emptying it.
	Entrepreneur	Julie Weigaard Kjaer: **Julie has a broad professional background with several years of experience in business administration, supplier management, financial planning and social entrepreneurship in both public and private companies. As a person who enjoys experiencing the world, she has lived and worked in Europe, South America and Africa.** **Julie holds a Bachelor's Degree in Business, Languages, and Culture and is a master student in Supply Chain Management with minor studies in Sustainable Business at the Copenhagen Business School. She has studied accounting, political theory and human resources at La UADE in Argentina and has as part of her studies worked for the Trade Commission of Denmark in Barcelona, where she held workshops for Danish companies on market possibilities in Spain, coordinated trade shows and controlled budgets 2.1.** Julie loves perfection, spreadsheets and yoga. When her bodyparts are not getting twisty in some weird position, she enjoys dinners with friends and greets everyone and everything with a smile. With a background as a professional dancer, just wait until she hits the dancefloor! Maxie Matthiessen: **Maxie has always enjoyed working in the areas of international development, CSR and humanitarian assistance. She has 6 years of international work experience in public, private and non-governmental organizations. She has acted as researcher drafting studies for the UN General Assembly, worked as corporate analyst, consulted on micro-finance topics in Nicaragua and organized high-level roundtable discussions at the EU Parliament.** **Maxie holds a Master degree in International Business and Politics and a Bachelor degree in Business, Languages, and Culture from the Copenhagen Business School. Between, she studied at the Universidad Autónoma (Madrid) and University of California (Berkeley). 2.1** She sits on the board of Young Women Social Entrepreneurs in Nairobi (YWSE), was selected Attaché at COP15 in Copenhagen, Youth leader at the YENI seminar in Germany, and guest speaker on minority issues in the Danish Parliament. Maxie's favorite superwoman activities consist of running marathons, reading all kinds of newspapers and getting to know everyone around. You can always find Maxie by her loud, happy and extremely contagious laughter. Veronica D'Souza: **Veronica has a broad professional background in both for-profits and non-profits as a sales representative, project manager, journalist, creative campaign developer, and strategic advisor. Her special focus is sustainable business, human rights, health, leadership, and managing strategic partnerships. She is the co-author of the publication "A Roadmap to Sustainable Leadership" (Monday Morning, 2010).** **She studied M.Sci. in International Business and Politics with a minor in Sustainable Business at Copenhagen Business School and Columbia Business School. She is a selected United World College student (IT), Humanity In Action Senior Fellow (NYC), and has been invited to speak at several international events such as UN future Earth Conference (Japan), and SoCap 2012 (US).2.1.** Veronica loves to travel the world, dream big and create stuff. She spends her afterhours recording rock and soul tunes, cooking stews on bonfires in her beloved African pot and reading about Tim Burton.
	Organizational/ founding information	Our history It all started in Denmark on one fine summer day in 2005. The three of us met in class at Copenhagen Business School and became close friends through a combination of great teamwork and a **shared desire to change the world for the better** 5. We believed that this change could only be brought about by challenging existing methods of development and business. We decided that we wanted to start a company which would focus on solving a societal issue from a business perspective. A company that could prove that the future of business lies in being responsible, both in daily

		operations and in driving social innovation while making a profit. In our eyes, this approach ensures financial sustainability, the freedom to grow and expand to new markets, and the ability to create new, innovative products and services. We therefore adhere to the famous philosophy of "doing well by doing good". We were introduced to menstrual cups by Maxie's sister, who spoke almost religiously of their benefits. We tried them ourselves and were impressed – no leaks, no chemicals, no tampons or pads wasted every month, and so much money saved! We started wondering... if a menstrual cup is a superior solution for us, **why can't it be for women and girls in the developing world, too? 6** Ruby Cup is reusable for up to 10 years so it is truly a long-term solution. We loved the idea so much that by June 2011, we were on our way to Kenya and producing Ruby Cups. That first month we spoke to women's groups, girls, NGOs, government agencies and even taxi drivers about the issue and were appalled to learn what proportion of a family's income could go into buying sanitary products - if they could afford to buy any at all. We were equally shocked by the alternatives women and girls are forced to find: sheets, rags, mud, bark or pieces of mattress. The feedback on our simple idea was extremely positive – with many asking "Where can I get one?!" Encouraged, we continued our research and found that education is crucial when it comes to the adoption of sanitary products. Women we spoke to asked all sorts of questions about menstruation, the answers to which were not available in school or at home. We were asked questions such as "Why do I bleed every month?" and "Where does the blood come from?". From these conversations we learnt that talking about menstrual hygiene requires a broad approach including education about reproductive health. With this is mind, we developed educational materials, including drawings of the female reproductive organs and explanations for where babies comes from and why women bleed every month. Over the summer back in Denmark we threw ourselves into fundraising and product development. By September 2011, we were ready to kiss our families and friends goodbye and relocate to Kenya! We set up a company in Nairobi and did a lot of inclusive product development. Julie and Veronica live in Kenya today selling and distributing Ruby Cup to women and girls around Nairobi while continuing to grow our online market. Maxie supports this from the Ruby Cup office in Berlin. We are extremely grateful for our travels thus far and for all the people who have come onboard and helped us! However, there are women and girls all over the world who are in need of a Ruby Cup. Can you briefly describe what has happened since you started? "We started a bit more than a year ago with researching the problem, different solutions and with designing our product. We are business students and not engineers, so we called the Danish company **Coloplast, a world leader in intimate healthcare products and asked them whether they would help us with their know how and expertise. They bid us welcome, and today we have a very strong partnership were Coloplast is our technical advisor on the whole production and quality control side. Without them, we would not have gotten this far this early. 2.2** In addition, we were awarded Develop Prize in the Danish Foreign Ministry 2011, and the first seed capital came from SIDA, the Swedish development organization's Innovations Against Poverty Grant. This allowed us to move to Kenya and getting started." What are you working on now? We are building partnership with many international organizations and NGOs. We have developed our product and tested it amongst our customers and in March. Also, we won the Grand Prize of the Global Social Entrepreneurship competition from the Forster School of Business in Seattle. Today, we are awaiting our first commercial shipment of 10.000 products within the next weeks, and are ready to start selling our products through a direct sales distribution channel. People contact us from many different places in the world, where menstruations is also a problem, and we are currently working on developing different kinds of partnerships in several countries, as Ruby Cup can be a solution for women all over the world." (http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/)
	Additional search	http://vc4africa.biz/blog/2012/06/06/rubycup-making-intimate-healthcare-products-available-in-east-africa/
	Additions	
	Analysis	2.1. knowledge and education 2.2. external resources reduced the cost of diffusing the innovation 5. social mission, sustainablility 6. for BoP

	Useful?	x
27	Name Source Search terms used Website	Liter of light PC3 example http://aliteroflight.org/
	Innovation	The Solar Bottle Bulb used by 1 Liter of Light is based on the concept of Appropriate Technologies – innovations that use readily available materials and simple carpentry skills to create inventions that are easily replicable in the developing world**. Instead of relying on prescriptions for sustainability from industrialized countries, these technologies enable locals to address critical issues in their communities and encourage sustainability from the ground up 5.**
	Entrepreneur	Illac Diaz is a social entrepreneur working in the ASEAN region empowering communities through the use of sustainable construction and appropriate technologies. Through the MyShelter Foundation, several pioneering programs in the country in rammed earth, bamboo, and PET plastic bottle construction . Illac, whose name is an Aztec term meaning "God of Light," is in a unique position to inspire others with ideas, vision and passion to create enterprises that uplift sectors of society that would otherwise be forgotten. He is pioneering a whole new field of entrepreneurship, one that seeks to bring the strengths, efficiencies and solutions of business to bear on problems of society. Illac Diaz comes from a good clan. Nephew to former Ms. Universe, Gloria Diaz, Illac Diaz was nurtured by his Italian-born mother. He completed his **Bachelor's degree in Management Economics from the Ateneo de Manila University. 2.1.** It seemed as though everything was going well for this young Diaz. He was a model, actor and party-goer. After that, he turned his attention to become the advertising executive for Smart Communications. To further hone his skills and his craft, he completed his **Masters Degree in Entrepreneurship at the Asian Institute of Management (AIM)2.1.** Yet, he continued to pursue further development so he went to the Massachusetts Institute of Technology (MIT) in Boston to study Urban Planning Course II – Urban Studies and Planning. And more recently, he took Masters of Political Administration in Harvard University. In 2008, Illac Diaz was named a "Young Global Leader of 2008" by the World Economic Forum in Geneva, Switzerland. What has this young person did that warranted such recognition from the prestigious WEF? Providing good shelter for transient Seafarers Illac Diaz founded the Pier One Seafarer's Dormitory, a lodging place for Filipino seafarers located in a 2,500-square meter lot at Corte Real and Solana Streets in Intramuros, Manila. With this project, Illac essentially provided good lodging for Filipino seafarers and overseas contract workers. Previously, these same contract workers would just check in to cheap inns or motels in the Ermita and Malate areas in Manila, but these inns are still more expensive than Pier One Seafarer's Dormitory. **The idea for Pier One came to Mr. Diaz when he was still obtaining his Master in Entrepreneurship degree. He took a walk in the T.M. Kalaw area in Manila and saw hundreds, or probably thousands of seafarers trooping to the offices of recruitment agencies. And yet, these same people could not have access to low budget lodging areas while waiting for their papers to be processed. 4** This is why, Diaz set up a 40-bed dormitory in the Intramuros area where seafarers and prospective **overseas contract workers could stay while looking for a job 6**. According to an article from the Philippine Star, Pier One is now a 1,500-bed business with branches in Recto, Ermita and Intramuros. **It is sustainable and its profits are being reinvested back to the business. Over 80,000 seafarers have been served by the project! 5.** CentroMigrante From his award-winning Pier One Seafarer's Dormitory, Illac Diaz went on to develop the CentroMigrante Project. This project offers a build-for-stay system—the tenants will be able to stay in the compound in exchange for their labor in constructing parts of the project. Those who do not have money can still sign up for temporary jobs and the option to stay while building the project. The shelters developed under this project will then offer seminars on personal finance, remittance management for overseas Filipino workers, as well as on career development and small business

		management. Along the way, CentroMigrante will also coordinate with more than 400 agencies that will help its constituents find jobs. The eventual goal is to reduce the waiting time of overseas Filipino workers from seven months to only three months. MyShelter Foundation Illac Diaz does not seem to run out of ideas. **When he noticed the lack of classrooms in the provinces, he thought of a way to solve it, together with the problem in housing in Negros Occidental. When he noticed the strong adobe bridges, which withstood the test of time since the time of Spanish occupation in the Philippines, he went to the CalEarth Institute in California to study under Nader Khalili, the world-famous Iranian architect.** **Through his studies, he gained expertise in the Earthbag Construction System and applied it to the Philippine setting 4**. By enlisting the help of volunteer laborer and indigenous materials, the cost of building houses and classrooms went down. He has since shared his expertise in addressing the lack of classrooms in the Day-Asan National High School in Surigao province. Illac Diaz continues to look for ways to help other under-privileged Filipinos. And why not? From being an actor, model and advertising executive, Illac Diaz has shown that it is possible to continue earning and growing a business while addressing the social needs of people who do not have the resources to uplift themselves. Diaz belongs to the new breed of businessmen who are willing to help others while they themselves boost the business' bottom line
	Organizational/ founding information	Demitrios "Demi" Bukas was an unemployed carpenter living in a small house in Laguna, Philippines. **While searching for a useful way to occupy his time, he learned that if he took a two-liter plastic soda bottle, filled it with water and a little bit of bleach, and nailed it to a corrugated tin roof, he could provide a 35 square meter home with the same amount of light as provided by a 55-watt light bulb. What's more, he could do it by reusing or recycling materials that people normally throw away. 1.1.** What started out as one man's work became the mission of an entire nation through 1 Liter of Light, a program created to encourage and support social entrepreneurship and **provide sustainable energy to the urban poor 6**. In a country such as the Philippines, which has one of the highest electricity-use rates in the world, this simple solution is making a difference in the lives of tens of thousands of people who can now focus on using their limited resources to pay for other vital expenses, such as food or education. The project not only benefits those who now have light. It also provides employment opportunities to local carpenters, trash collectors, and even city penitentiary residents who embrace the work and have come to see it as fulfilling their responsibility to help others in need. Harvard Kennedy School alum Illac Diaz, the founder of MyShelter Foundation and the 1 Liter of Light project, quickly realized just how powerful the Solar Bottle Bulb could be when other countries from around the world began to request instructions on how to build and install these Solar Bottle Bulbs in their own communities. The project now has partners in Peru, Colombia, Indonesia, India, and Switzerland, and is initiating projects in places such as Spain and Kenya. By embracing social media and the philosophy of open-source technology, in the past year 1 Liter of Light has grown from lighting up 10,000 homes in the Philippines to providing solar power to communities around the world. (http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/)It started out as a small project headed by My Shelter Foundation Executive Director Illac Diaz in a small pilot community at San Pedro Laguna (Phillipines), where Mang Demi Solar "Solar Demi" lives. Isang Litrong Liwanag has grown into a viral campaign, spreading across the Philippines and the world, lighting up thousands of homes with a simple formula: used plastic soda bottles, water, bleach (http://lighting.com/a-liter-of-light/) The use of plastic bottles in this way to provide indoor lighting from daylight was developed by Alfredo Moser of Brazil in 2002.[3] Using the technology as a social enterprise was first launched in the Philippines by Illac Diaz under the MyShelter Foundation in April 2011.[4] In order to help the idea to grow sustainably, the Foundation implemented a "local entrepreneur" business model whereby bottle bulbs are assembled and installed by local people, who can earn a small income for their work. Within months, one carpenter and one set of tools in one community in San Pedro, Laguna, expanded the organization to 15,000 solar bottle bulb installations in 20 cities and provinces around the Philippines, and began to inspire

		local initiatives around the world.[5] MyShelter Foundation also established a training center that conducts workshops with youth, business companies, and other groups who are interested in volunteering their time to build lights in their communities. (http://en.wikipedia.org/wiki/Liter_of_Light; (3]BBC News article about Alfredo Moser and his invention 4] a b "A Liter of Light Goes a Long Way (by Ami Valdemoro) | Harvard Students Talk Rio+20". Riomatters.wordpress.com. 2012-06-06. Retrieved 2013-08-13. 5] Jump up to: a b c "A Litre of Light". Unfccc.int. Retrieved 2012-10-04.))
	Additional search	http://riomatters.wordpress.com/2012/06/06/1-liter-of-light-by-ami-valdemoro/; https://www.facebook.com/aliteroflight/info; http://www.spot.ph/videos/49574/mang-demis-solar-powered-light-bottles-brings-light-to-laguna-is-featured-on-bbc-; http://en.wikipilipinas.org/index.php?title=Illac_Diaz; http://aliteroflight.org/about-illac-diaz/; http://lighting.com/a-liter-of-light/; http://en.wikipedia.org/wiki/Liter_of_Light
	Additions	
	Analysis	1.3. ahead of trend 2.1. knowledge and education 4. opportunity recognition, traditional model 5. social mission/ sustainability 6. for the BoP
	Useful?	x
28	Name Source Search terms used Website	Grameen Internet search http://www.grameen-info.org/
	Innovation	Microcredit
	Entrepreneur	Muhammad Yunus was born in 28th June, 1940 in the village of Bathua, in Hathazari, Chittagong, the business centre of what was then Eastern Bengal. He was the third of 14 children of whom five died in infancy. His father was a successful goldsmith who always encouraged his sons to seek higher education. But his biggest influence was his mother, Sufia Khatun, who always helped any poor that knocked on their door. **This inspired him to commit himself to eradication of poverty 5**. His early childhood years were spent in the village. In 1947, his family moved to the city of Chittagong, where his father had the jewelery business. In 1974, Professor Muhammad Yunus, a Bangladeshi economist from Chittagong University, led his students on a field trip to a poor village. They interviewed a woman who made bamboo stools, and learnt that she had to borrow the equivalent of 15p to buy raw bamboo for each stool made. After repaying the middleman, sometimes at rates as high as 10% a week, she was left with a penny profit margin. Had she been able to borrow at more advantageous rates, she would have been able to amass an economic cushion and raise herself above subsistence level. **Realizing that there must be something terribly wrong with the economics he was teaching, Yunus took matters into his own hands, and from his own pocket lent the equivalent of? 17 to 42 basket-weavers. He found that it was possible with this tiny amount not only to help them survive, but also to create the spark of personal initiative and enterprise necessary to pull themselves out of poverty 6** **Against the advice of banks and government, Yunus carried on giving out 'micro-loans'1.1.**, and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust and solidarity. In Bangladesh today, Grameen has 2,564 branches, with 19,800 staff serving 8.29 million borrowers in 81,367 villages. On any working day Grameen collects an average of $1.5 million in weekly installments. Of the borrowers, 97% are women and over 97% of the loans are paid back, a recovery rate higher than any other banking system. Grameen methods are applied in projects in 58 countries, including the US, Canada, France, The Netherlands and Norway.

	Organizational/ founding information	The origin of Grameen Bank can be traced back to 1976 when Professor Muhammad Yunus, Head of the Rural Economics Program at the University of Chittagong, launched an action research project to examine the possibility of designing a credit delivery system to provide banking services targeted at the rural poor. The Grameen Bank Project (Grameen means "rural" or "village" in Bangla language) came into operation with the following objectives: extend banking facilities to poor men and women; eliminate the exploitation of the poor by money lenders; create opportunities for self-employment for the vast multitude of unemployed people in rural Bangladesh; bring the disadvantaged, mostly the women from the poorest households, within the fold of an organizational format which they can understand and manage by themselves; and Reverse the age-old vicious circle of "low income, low saving & low investment", into virtuous circle of "low income, injection of credit, investment, more income, more savings, more investment, more income". The action research demonstrated its strength in Jobra (a village adjacent to Chittagong University) and some of the neighboring villages during 1976-1979. With the sponsorship of the central bank of the country and support of the nationalized commercial banks, the project was extended to Tangail district (a district north of Dhaka, the capital city of Bangladesh) in 1979. With the success in Tangail, the project was extended to several other districts in the country. In October 1983, the Grameen Bank Project was transformed into an independent bank by government legislation. Today Grameen Bank is owned by the rural poor whom it serves. Borrowers of the Bank own 90% of its shares, while the remaining 10% is owned by the government.
	Additional search	http://www.grameen-info.org/index.php?option=com_content&task=view&id=329&Itemid=363
	Additions	
	Analysis	1.1. ahead of trend 1.2. personal need component 5. social mission 6. for the BoP
	Useful?	x
29	Name Source Search terms used Website	Jaipurfoot Internet search prothesen in ontwikkelingslanden; Prosthetics in Developing countries http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf http://jaipurfoot.org/who_we_are/our_history.html
	Innovation	Prostheses; Since inception, BMVSS has rehabilitated more than 1.3 million amputees and polio patients by fitting / providing artificial limbs (Jaipur Foot variations), calipers, and other aids and appliances, mostly in India and also in 26 countries across the world
	Entrepreneur	Padma Bhushan Devendra Raj Mehta Founder and Chief Patron, retired Indian Administrative Service officer and former chairman of the Securities and Exchange Board of India (the equivalent of the Securities and Exchange Commission of America); earlier he has held the position of deputy governor of the Reserve Bank of India Mehta was born at Jodhpur in Rajasthan. **He is a graduate of Arts and Law from Rajasthan University. He also studied at Royal Institute of Public Administration, London, UK and the MIT Sloan School of Management 2.1.** D.R. Mehta has been active in social field throughout his life. He set up Bhagwan Mahaveer Viklang Sahayata Samiti(BMVSS)in Jaipur in 1975 and is now its full-time honorary volunteer. Under his leadership, BMVSS emerged as the largest organization for the handicapped in the world, **providing artificial limbs / calipers and other aids and appliances for free 5**. More than 1 million people have been its beneficiaries so far.[3] Mehta's focus on combining social service with science led to an MOU between Stanford University and BMVSS, **resulting in the development of a new Knee Joint called the Jaipur Knee. It was hailed by the Time Magazine as one of the 50 Best Inventions of the World for the year 2009.[4] 1.1.** Mehta is also a well-known animal activist. He has started and has been associated with some animal homes, and has also published literature on animal welfare. (http://en.wikipedia.org/wiki/D._R._Mehta)

	Organizational/ founding information	The Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) was set up in 1975 in Jaipur to commemorate the 2500th year of nirvana of Bhagwan Mahaveer, the great Lord of Jainism who preached equality of all beings and compassion to all. He was a contemporary of Lord Buddha. **BMVSS is a secular, non-religious, non-governmental, non-political, non-sectarian, non-regional and non-profit organisation set up to help the physically challenged, particularly the financially weak and underprivileged.6** The society was born out of a traumatic incident in the life of DR Mehta, the Founder and Chief Patron of BMVSS. He met with a life-threatening road accident that crushed one of his legs. Doctors felt that it might have to be amputated. Both his life and limb were saved. **This made Mr Mehta realise the problems that disabled have to face, particularly the underprivileged, to get artificial limbs . The idea of creating BMVSS, the Jaipur Foot organisation, was thus born on the hospital bed which Mr Mehta occupied for five months. He finally set up BMVSS to provide artificial limbs, in 1975, with a focus on the poor.4** From its birth in Jaipur, BMVSS has grown to become a pan-India and international organisation. It has 22 branches across India. The organisation has two associate centres in Pakistan and three in Philippines, and a joint venture in Colombia. It has conducted more than 50 fitment camps in 26 countries and helped set up independent prosthetic fitment centres in Asia, Africa and Latin America. BMVSS has been given Special Consultative Status with the Economic and Social Council of the United Nations Organisation for its services. **Apart from providing the widest possible range of services for the disabled, BMVSS is also focused on research and development, and tries to fuse service with science. 5** **BMVSS has forged agreements with Stanford University, USA; Massachusetts Institute of Technology (MIT), USA; the Indian Space Research Organisation; and Indian Institute of Technology (IIT), Jodhpur, for research and development, Professors of other IITs, namely Chennai, Delhi and Mumbai, too are helping BMVSS. 2.3.** Further, Malaviya National Institute of Technology, Jaipur; National Institute of Technology, Delhi; and companies such as Jain Irrigation, Pinnacle Industries, Polymedicure and Universal Medicap have agreements with BMVSS for research. Other corporates also support BMVSS. Dow Chemical International Pvt Ltd (Dow India), a leading company in polymers, is helping BMVSS in improving the components of its aids and appliances. Dow India, MIT and the American Society of Mechanical Engineers are working together with BMVSS to further enhance the functionality and longevity of the polyurethane (PU) foot, which is likely to rehabilitate hundreds of thousands of amputees the world over, along with the inventions of physics, chemistry, space, etc. Dow India is providing funds for this project. The idea of setting up the society arose out of a trauma. Shri D. R. Mehta, Founder & Chief Patron of BMVSS met with a serious life-threatening road accident. With his own self-realization and also promptings from the treating orthopedic surgeons, Dr Ganga Ram Purohit and Dr M.M. Bapna, both of Mahatma Gandhi Hospital, Jodhpur, the idea of setting up BMVSS was born. Dr. Bapna and Dr. Purohit would later constantly remind Mr. Mehta of the plight of poor patients who had lost their limbs. They asked - where would a poor person losing limb by accident or disease, go to get an artificial limb? Thus in recognition of the need of an institutionalized arrangement for helping such people, BMVSS was set up. Later other Samaritans joined the project [..] Jaipur Foot is technically distinct from other foot / limb technologies. Jaipur Foot was developed at the S.M.S. Medical College Hospital, Jaipur in 1968 by a group of eminent orthopedic surgeons and highly innovative craftsmen. The subsequent developments in the technology were under aegis of BMVSS.
	Additional search	http://en.wikipedia.org/wiki/D. R. Mehta ;'http://jaipurfoot.org/images/BROCHURE.pdf
	Additions	
	Analysis	1.5. ahead of trend 1.6. personal need component 2.1 knowledge and education 2.3 partnerships 4. opportunity recognition, traditional model 5. social mission.

		6. for BoP
	Useful?	x
30	Name Source Search terms used Website	aids digital Database Healthcare innovations
	Innovation	**AIDS Digital is an online portal of HIV and AIDS information that is easily accessible by anyone, anywhere and at any time by the people in need 6**. There were 1324 HIV and AIDS programs in the Digital AIDS and consists of HIV testing services, antiretroviral therapy, PLWHA support groups, Sterile Syringe, Methadone, Prevention of parent to child, referral hospitals AIDS and Sexually Transmitted Infections are available in 33 Provinces and 501 districts / cities. Aids Digital present to provide basic HIV and AIDS information, AIDS and STI service point, Institutions engaged in AIDS prevention programs in order to facilitate the people of Indonesia to find out as well as get access associated with HIV and AIDS and STI needed him. HIV and AIDS information portal was created by AIDS Coalition Indonesian Ministry of Health in collaboration with partners, HIVOS, UNAIDS and 7Langit **The using of mobile and web-based applications to increase access to HIV/AIDS and Sexual & Reproductive Health information and services are still very new in developing countries as Indonesia. The utilization of this Health innovation is directed at key population at risks to HIV, young people and general population are still very new in developing countries including Indonesia 4**. **The applications can also ensure client's privacy, easier access by anyone, anytime and anywhere. The web-based application can be easily accessed by target population living in more urban sites – this is important in HIV as most of key population at risks living in the urban sites; while the mobile application can be accessed by residence in rural sites and/ in areas where internet access is not advance 5** With the current situation, that community affected by HIV transmission is still quite discreet community, the applications can reduce the tension of being identified when accessing the information. Stigma and discrimination and social taboo surrounding HIV and SRH issues become additional barriers. Various approaches to increase knowledge of key population at risks to HIV infections have been implemented, from outreach, peer education and IEC material distribution. However, these approaches rely heavily on face-to-face meeting for provision of the information
	Entrepreneur	Aditya Wardhana
	Organizational/ founding information	**I recently use Agoda.com website to booked my hotel when i need to travel. Someday I though that why we not use this kind of application to nearing access to AIDS and Sexual Reproductive Health services for community as well broader society 4.** Then everything gone fast and we establishedwww.aidsdigital.net Indonesian AIDS Coalition (IAC). IAC is an AIDS-affected community-based NGO that works to promote good governance in the AIDS response in Indonesia.
	Additional search	http://www.aidsdigital.net/: niet leesbaar http://www.changemakers.com/healthbiz/entries/aids-digital-%E2%8E%A2-mhealth-hivaids; http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html; https://www.linkedin.com/pub/aditya-wardhana/23/936/65b
	Additions	The Indonesia AIDS Coalition (IAC), an NGO with members from AIDS-affected communities, will launch a mobile application on HIV/AIDS information and services. "AIDS Digital" is the first mobile system with an application on HIV/AIDS in the Asia and Pacific region. "This application was developed by AIDS-affected communities so that it is highly effective and manages to respond to challenges in the field that are well understood by the communities," said Aditya Wardhana, an IAC activist, in a statement made available to *The Jakarta Post* on Monday. Health Minister Nafsiah Mboi is set to officially launch "AIDS Digital" in an event at the Health Ministry in Jakarta, on Oct.31.

		"The Health Ministry as a lead sector to improve the health of all Indonesian people warmly welcomes the initiative and fully supports it as part of efforts to bring access of information on HIV/AIDS and other sexually-transmitted diseases to all of society," Aditya said. Users can access the application via two methods. First, through the website aidsdigital.net and second, via a mobile application that can be downloaded in the Apple Store, Blackberry Application Store and on Google Play. The mobile application can be used on the likes of iPhone, Blackberry and Android hand phones. Aditya said it was hoped that "AIDS Digital" could give people more accurate information on HIV/AIDS, increase the percentage of visits to health care facilities, improve the adherence of HIV-infected people in taking medication, and strengthen services to other HIV-affected communities. AIDS Digital has been launched to support the government's Zero New HIV Infections, Zero Discrimination and Zero AIDS-related Deaths program. (http://www.thejakartapost.com/news/2013/10/28/aids-mobile-app-be-launched.html) Contributors **Digital data contributors AIDS:** **Ministry of Health** **The National AIDS Commission** **Key Populations Network (GWL-Ina, OPTIONS, IPPI, PKNI)** **NGO 2.3.** http://www.aidsdigital.net/tentang-aids-digital/kontributor/
	Analysis	2.3. external funding 4. opportunity recognition, traditional entrepreneurship model 5. efforts for community 6. for the BoP
	Useful?	x
3 1	Name Source Search terms used Website	Mejorate.cl (Medic Trace) Database healthcare innovation http://www.mejorate.cl/team
	Innovation	Online Medical center. We connect patients and doctors worldwide, improving the search for health and providing a new way to pay to doctors by accumulating Health Points from local markets or credit/debit card systems
	Entrepreneur	Sergio Calleja CEO & Co-founder **Studied Dentistry and a Master in Public Health at the Universidad Mayor. He has worked in the Military Hospital of Santiago, H. Alejandro del Rio, Clinica Indisa. As an intern in maxillo-facial surgery pro bono in public health centers also helped as an assistant professor. Internship abroad at Boston Medical Center and the University of Michigan Hospital in U.S. Now he is the General Manager at Mejorate.cl** **Marzon Castilho** **CTO & Co-founder** **Expert web developer with over 15 years experience, he has had great success with several jobs, working in big companies like Xerox and small businesses as Senior Project Manager at Squadra. During this time he learned to build software in complex scenarios, which has allowed him to develop his own methodology for dealing with situations of extreme urgency and constant change of requirements. Marzon is the second initial founder and manager of the technological area at Mejorate 2.1.**
	Organizational/ founding	Driving my car, I was thinking how to involve more actors to daily health, And I remembered the group we created to help scare resources people at

	information	university... They didn't have money but, they had the opportunity to buy clothing or goods at local markets. So, I thought how awesome will be to make all what you can buy a currency for health. This way motivate companies to do good for health,
	Additional search	http://www.changemakers.com/node/156170/images; https://www.linkedin.com/in/drcalleja; http://www.drcalleja.com/
	Additions	
	Analysis	2.1. knowledge and education
	Useful?	x
3 2	Name Source Search terms used Website	ANAIRYS Database Healthcare ANAIRYS Health Mutual Solidarity fund.
	Innovation	Prepaid Health Care; ANAYRIS is a startup still in the idea fase, ANAYRIS is actually a health Mutual Solidarity Fund - to be more specific; a prepaid micro health insurance system via mobile phones. **The idea is to insure the uninsured people, most of the times those are also the unemployed ones. 6, 5** A person will only need to have a mobile phone and the person can be automatically a member of the fund. In Africa (Sub-Sahara Afric) there are many mutual health associations, many work together with health care services. Eeach member has to contribute by paying a low fee, but some people don't even have that. By using ANAIRYS, the members will not have to think about where to get the money to participate, once they have a mobile phone and they buy refill cards then they are automatically members. The health fund will cover for the treatment of the ones who participate and put money into the health fund. **How? The person has to give his mobile number to the health fund and accepts that each time he buys a prepaid refill card to refill the minutes on his mobile phone 5% will be automatically saved into the health fund. For every 5% , 1% will be the cost the subscriber is paying to be insured. 1.1.**
	Entrepreneur	Family member died because it was not insured
	Organizational/ founding information	When a member of my family died because she was treated very late and the reason she went into the hospital so late was because she was not insured. She died and this when I started to think about ideas on how poor people in Africa can have health insurance even without a job and a bank account.
	Additional search	http://www.changemakers.com/users/maria-pedro; http://www.changemakers.com/healthbiz/entries/anairys
	Additions	
	Analysis	1.1. ahead of trend 4. opportunity recognition, traditional model 5. social mission 6. for the BoP
	Useful?	X
3 3	Name Source Search terms used Website	AniMedes Database HI http://www.animedical.at/
	Innovation	AniMedical and teamworx media management created "AniMedes", a digital app-based plattform on mobile devices that can fully replace current paper-based solutions for patient education prior to surgery. Using modern media technologies and beautiful 3D-animated movies, AniMedes represents a secure, innovative and effective way to explain complex treatments to sick and frightened people. The AniMedes-App for mobile devices replaces outdated paper based informed consent methods by using short 3D-Animation movies. Our movies explain interventional procedures in a schematic and easily understandable way, but they are medically correct and detailed. The movies and the corresponding app are available in different languages, thus giving doctors the security that their patients really understand the procedure, even if they speak another language.
	Entrepreneur	Johannes Allesch, CEO Animedical: **We are at the cusp of a new era of 3D-technologies that pour into everyday medical life to enhance and enrich them with new and powerful ideas. I am firmly convinced that the time has come to put those ideas into practise and to have the**

		courage to create those new, comprehensive, multimedial standards for the future of medicine. 1.1 (http://www.animedical.at/ueber-uns/?lang=en)
	Organizational/ founding information	**In 2006, Johannes Allesch and his girlfriend came back from an informed consent explanation for a complicated, major surgery. Although the doctor took his time and explained the surgery in great detail, the given explanation was just not informative enough. Right after this incident, Johannes decided to dedicate his education as a 3D-artist to medical explanation procedures. AniMedical was born. 4.** AniMedical and teamworx media management run the AniMedes project together, **each providing their unique networks and skills of marketing, media, animation and software development. 2.3** Our combination of designers, programmers, marketing specialists, and a large advisory group of doctors form a highly flexible network of skillful employees and external specialists. This allows us to develop the app fast and highly adapted to respective workloads. We keep close contact with universities to recruit well trained specialists early on. All media is created with doctors and major hospital care providers. AniMedes is getting certified, tested and cleared for hospital use, so doctors can rely on security and legal validation of any information that the app delivers to their patients. The AniMedes App is currently being tested at various hospitals throughout Austria in clinical practice. Using scientific methods, the impact of the application on the entire preoperative education process can be tested. The AniMedes app is by default in the languages German, English, Serbian and Turkish available, other languages are of course available on request. All program functions can be displayed in the built-in languages. For the informed consent discussion, the app provides a button to switch between the languages to be able to switch back and forth quickly. So doctors can work in the education conversation in their own language, but also their patients to share information in their language. The collected intelligence is saved as read-only document in both languages How did you come up with this idea? Is there a particular situation or a fact that has brought you to this? Through my studies of the 3-D animation in the degree program MultiMediaArt in Salzburg and the ever-present interest in medicine already resulted in 2007, the first points of contact of the two fields. This ultimately led to an internship, a thesis and its foundation in the field of medical animation (http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html) Contemporary patient education Through the combination of conventional education talks and the support of new information media now created a solution for contemporary, modern and flexible patient education. AniMedes is, the application to which the young entrepreneur John Allesch can be proud of ". It is about the visualization of medical processes and the creation of new communication channels with simultaneous increase in efficiency and resource optimization" To realize this vision, he founded AniMedical, one on medical Topics specialized animation and multimedia production studio."Our 3D animated films, new channels of communication between doctors and patients. Before any surgery is for the physicians a duty to inform, to inform the patient about the procedure and all possible risks and side effects. So far this enlightenment happens with sheets of paper, the very long, complicated texts include primarily for legal risk education and constitute a more secure measure against patient lawsuits. The choice of media education, however, is not mandatory in Austria, so it's high time for a modernization of this decades-old standards, "Allesch summarizes. (http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73)
	Additional search	http://www.animedes.at/?page_id=262; https://www.linkedin.com/pub/johannes-allesch/4/376/848; http://forschen-entdecken.at/ZIT-Content-Award-Nominee-AniMedes.17896.0.html; http://www.aerzte-exklusiv.at/index.php?id=184&tx_ttnews%5Btt_news%5D=3794&cHash=a3b424ded3f803a6e747e271002dde73
	Additions	
	Analysis	1.3. ahead of trend 2.3. partnerships,

		4. opportunity recognition, traditional model
	Useful?	x
34	Name Source Search terms used Website	Ath Checkpoint (Positive Voice) Database HI http://athcheckpoint.gr/english/?page_id=125_/; http://positivevoice.gr/
	Innovation	
	Entrepreneur	Nikos Dedes is Founder and Chair of 'Positive Voice', the Greek Association of People Living with HIV and Founder and Vice-Chair of 'Prometheus', the Hellenic Liver Patient Association. He is a past Chair of the European AIDS Treatment Group (EATG). …Other website...He is a former president of the European AIDS Treatment Group (EATG) and former coordinator of the Patient and Consumer Commission of the European Medicines Agency.
	Organizational/ founding information	The Ath Checkpoint is an HIV prevention center in Athens, addressed to the sexually active population and especially to men who have sex with men (MSM). It is designed to offer counseling and information about safer sex, rapid testing for HIV and linkage to health care services in case of a positive result. The Ath Checkpoint is accommodated in a building in the center of Athens, at 4 Pittaki Street in Monastiraki, easily accessible by Metro. We are open Monday to Saturday, from 12 to 8 pm. You can schedule an appointment by phone or by visiting our premises. Positive Voice is the association of PLHIV in Greece. It was founded in 2009 to halt the HIV epidemic and limit the socioeconomic effects to PLHIV.
	Additional search	http://www.healthinaction.gr/highlevelconference/wp-content/uploads/2013/12/Nikos-Dedes-bio-Nov13.pdf http://www.changemakers.com/healthbiz/entries/ath-checkpoint
	Additions	
	Analysis	?
	Useful?	
35	Name Source Search terms used Website	MyDiagnostick Medical BV Database HI www.mydiagnostick.com
	Innovation	To enable easy and fast diagnosis of AF, we created a new tool, the "MyDiagnostick", which reveals presence or absence of AF within one minute. The MyDiagnostick **is a new device especially designed for detection of AF. It is a short stick which 2 metallic ends, which records, stores, and automatically interprets an ECG once the stick is hold with both hands for one minute 1.1**. It discriminates AF from other cardiac rhythms with 100% sensitivity (no AF is missed) and 96% specificity.
	Entrepreneur	Robert Tieleman
	Organizational/ founding information	During the New York CV Symposium in December 2012, Dr Valentin Fuster gave an inspiring lecture on leadership. He urged us to use our talents to improve prognosis of patients with cardiovascular diseases. **There I realized that our invention, the MyDiagnostick, could improve the life's of thousands of patients in the developing world by diagnosing atrial fibrillation and prevention of stroke**. **4**
	Additional search	http://www.changemakers.com/healthbiz/entries/atrial-fibrillation-screening-developing-countries ; http://issuu.com/huisartsenservice/docs/huisartsenservice_2013-3/1?e=6849360/5491506; http://inurserpractitioner.idoctor.nl/index.php/innovatie/218-actieve-af-screening-in-de-hap-met-nieuw-hulpmiddel; http://europace.oxfordjournals.org/content/early/2014/05/12/europace.euu057.full.pdf?keytype=ref&ijkey=Yf2hPobIooaAOFI
	Additions	
	Analysis	1.1.ahead of trend 4. opportunity recognition
	Useful?	x

36	Name Source Search terms used Website	Boehringer Ingelheim Pty Limited (Basic medical and helthcare facilities for all) Database HI http://www.boehringer-ingelheim.com.au/; http://www.boehringer-ingelheim.com/
	Innovation	For over 125 years Boehringer Ingelheim has been committed to the research and development of innovative medicines that improve the health and quality of life for millions of people and animals. **My proposal is to develop a series of regional medical facilities (General Practitioner Clinic – GP Clinic) that provide basic medical and healthcare facilities accessible to communities living in remote parts of the country. 5** In some countries due to various economic reasons, individuals have to travel long distances in treacherous conditions (footpaths, difficult terrain, bicycle, boat etc.) to get to a descent medical facility. The GP clinic will be the starting point of a much larger community welfare project consisting of schools, library, retail shops, banks etc. Over time these clinics can be expanded in to hospitals that can provide even greater medical and healthcare facilities. The long term aim is to make remote areas mini town centres that are self sufficient in providing basic human needs. Apart from improving the health and wellbeing of communities, this project will also help facilitate regional infrastructure development, which will lead to easing congestion in urban cities and provide a better quality of life. **These facilities will allow families to provide a better future for their children and thereby help effect change for the betterment of mankind. This model can be used in any third world 6**
	Entrepreneur	Nishan Weerasekera Brand Manager at Boehringer Ingelheim Pty Limited A marketing professional with work experience in reputed multinational organizations, where I held both strategic and functional management positions. **I hold a master's degree from Oxford Brooks University in UK and also hold a Diploma in Marketing from the Chartered Institute of Marketing – UK. 2.1** Specialties:Brand/Product management, Marketing Management, New Product Development, Project Management.
	Organizational/ founding information	I have seen many people living in remote parts of the country suffering (in some cases death) due to the lack of or non availability of basic healthcare facilities within close proximity. These people have to travel many a miles to receive treatment and often are faced with harsh conditions to receive medical attention/treatment. 1957: Boehringer Ingelheim products appear on Australian shelves Boehringer Ingelheim products first appeared on the Australian market in early 1957 when a relationship was formed with Fauldings, who acted as an agent selling several of our products which are still available in the Australian marketplace today. Our staff, supporting our community Our company ambition is to be an ethical and socially responsible company with a mission of enabling individuals to realise their potential in health, life and work through the delivery of innovative quality medicines. **Creating Meaningful Partnerships** **Boehringer Ingelheim recognises that it has many common interests with organisations which represent or support the needs of patients and caregivers. We form these meaningful partnerships to help improve the health and quality of life of consumers and raise awareness of health issues and conditions 2.3.**
	Additional search	https://www.linkedin.com/pub/nishan-weerasekera/15/674/a96
	Additions	
	Analysis	2.1. education

		2.3. gathering external resources 5. efforts for society 6. for BoP
	Useful?	x
37	Name Source Search terms used Website	Leitat, Technological Center, (Biosensor for vaccine monitoring (BEAM)) Database HI Biosensor for vaccine monitoring (BEAM)
	Innovation	The project is devoted to detect the immune response to vaccination based on the global and local vaccination programmes ongoing and to be **established as well as its impact on the public health and on the public concerns on the safety 5.** The innovation is based on current scientific knowledge as starting point to extend the state of the art in order to obtain a disruptive technology able to cover a current need in developed countries (HPV vaccination, cancer vaccines or influenza) **but also opening opportunities for developing countries vaccination programs such as malaria, measles, etc... and/or quick actions to response a vaccine preventable diseases breakouts. 6** The BEAM platform consists of two parts: plastic-based disposable biosensor and a portable reader. The main features are 1) to provide real-time individualized profile of the immune response to a vaccine or an infection, 2) affordability 3) feasible for industrial scale-up. It's a label-free biosensor, combining printed electrodes and a microfluidic platform, able to quantify (≤ng/mL) in real time the immune response to vaccines or infection in a single device from a blood drop. **Currently, a prototype (biosensor and a reader) is being validated with human healthy samples in order to assess its specificity and sensitivity 1.1.** Describe how your innovation model is distinct from any other organization in your field? There's no equivalent device available in the market or under research so far. . Several stakeholders will benefit from the BEAM project: Patients, it will perceive an increased protection from novel vaccines as well as better perception of individualized follow-up with special focus on children. Healthcare systems, the expenditure incurred due to massive vaccination programs could be rationally reduced and the surveillance of the public health will be improves to finally reach an evidence based rational use of economic health resources. Healthcare professional, BEAM l will contribute to the patient follow up and the decision making on vaccine preventable diseases Health industry viewpoint, BEAM will facilitate the assessment of marketed vaccines and those which under research.
	Entrepreneur	Marc Masa: Project Manager, Leitat Biomed Division
	Organizational/ founding information	**To be honest, the idea came after being vaccinated against Hepatitis B and I didn't reach the needed titer for protection so revaccination was required.4** This was the starting point to extend this experience at all levels: children, novel vaccines, professionals and health system. Based on current state of the art to bring new and simple device that could contribute to change the world health. Simple things can have huge impact. To assess the immune level against disease clearly impact on people future health so does in health systems. Low cost and high flexibility are the drivers of this concept. **LEITAT is a Technological Center, member of TECNIO and recognized by the Ministry of Economy and Competitiveness, that aims to collaborate with companies and institutions by adding technological value both to products and processes, and focuses its activity on research, development and industrial innovation (R+D+2i).** **As Technological Partner, the Center is clearly committed to adaptation to transform the technological challenges into economic and social value. Since its foundation in 1906, LEITAT has prioritized its vocation of proximity by strengthening the principles of professionalism and respect to people and environment at the same time. 2.3.**
	Additional search	http://www.changemakers.com/es/healthbiz/entries/vaccine-monitoring; http://www.nanother.eu/consortium/leitat.html ;

		https://www.linkedin.com/profile/view?id=34032616&authType=NAME_SEARCH&authToken=Ihi7&locale=en_US&srchid=903182761403783922464&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403783922464%2CVSRPtargetId%3A34032616%2CVSRPcmpt%3Aprimary; http://www.imaginenano.com/2011/GENERAL/AbstractBooklet/NanoBio_FULLPosters.pdf
	Additions	
	Analysis	1.1 ahead of trend 1.2 personal need component 2.3. external resources, partnerships 4. opportunity recognition, traditional model 5. social mission 6. for the BoP
	Useful?	x
38	Name Source Search terms used Website	Bublibot Database HI
	Innovation	We provide children with asthma an efficient tool for managing their disease and being adequately protected from dangerous asthma attacks. We are fixing non-adherence with a toy-like intelligent spacer, a device used to increase the ease of administering medication from an inhaler, an incentives scheme and a collaboration platform to facilitate family - doctor communication. **Bublibot is a low-cost, drug independent intelligent device, that allows the creation of dynamic communities while providing flexibility to distributors. Being a spirometer also empowers families take more control of their child's asthma, and continue their life feeling more safe and asthma attack pressure free. 5** Our first prototype, chameleon, has won the first prize at MIT Health and Wellness Innovation 2012. **In order to get expertise and insights, our founding team is participating at the MIT MIT Health and Wellness Innovation 2013 2.3**
	Entrepreneur	Co-founder: Nikos Papachristou. My name is Nikos Papachristou. Currently I am practising digital health entrepreneurship and research. After working for 4 year and three months at Papageorgiou Hospital, I have moved in Netherlands. **Besides getting scientific education about Health Technology Assessment, I am also pursuing to establish Breathe Easy, a Greek ehealth startup about childhood asthma, to the US. Regarding my studies, I have been trained in Medical Laboratory Technology (BSc), Life Science Informatics (MSc) and Education & Pedagogy (Diploma). 2.1.** I have attended several professional seminars regarding Project Management, Healthcare Business Administration, web design & developement. Right now I am attending a Health Technology Assessment Research Master Program at Radboud University.In the past I have worked for pocket money in building educational multimedia content and doing informatics seminars for small kids. I started my official professional career as a Medical Laboratory Technologist in Papageorgiou Hospital. Founder Bublibot: Pantelis Angelidis Extensive experience in eHealth, particularly on: ICT solutions for chronic disease management eID mHealth WSN for Healthcare (including PAN & BAN) Standardisation & Interoperability Specialties: Multimillion multinational project management, Teaching, Coaching. Ass. Prof Un of Western Macedonia 2008 – Present (6 years) Teaches eHealth, Biomedical engineering and telecom applications in medicine; Founder VIDAVO, June 2002 – Present (12 years 1 month),Health Informatics Innovation Enterprise VIDAVO at a glance VIDAVO develops innovative mobile applications, assisting citizens on-the-move and medical professionals to better manage health and wellness. VIDAVO innovates, bringing healthcare via your mobile device! The company addresses health & social care providers, policy makers, insurance companies, ICT companies wishing to differentiate and specialize, patients, telecom operators and any health related stakeholder group.

	Organizational/ founding information	Pantelis Angelidis has already a patent in his name regarding a spirometer .Having one child with asthma motivated to search more effective solutions regarding childhood asthma adherence .Taking into account several design and drug administration limitations chameleon, our mockup, came into life. Our new design has a folded version and much more personalised design parameters for the children to use
	Additional search	https://angel.co/nikos-papachristou/activity http://www.changemakers.com/users/nikos-papachristou (about him, educational information--> not founding inspiration) http://www.changemakers.com/healthbiz/entries/breathe-easy; https://www.linkedin.com/in/pangelidis; http://chameleon-project.tumblr.com/; https://www.linkedin.com/in/nikospapachristou
	Additions	The Chameleon TEAM (previous prototype of Bublibot) Pantelis Angelidis: VIDAVO SA Michael Brown: Imperial College London Michael Chiu: Respirgames, Inc. Yechiel Engelhard: MIT/Sloan Sara Hamilton: Imperial College London Lauren Lyons: Harvard University Tim Patch: Industrial Designer David Rose: MIT Media Lab Anshuman Sharma: Best Buy, Inc. John (Ioannis) Smanis: University of Western Macedonia
	Analysis	2.1. education, degrees 2.3. external resources, knowhow and funding 5. social mission
	Useful?	x
39	Name Source Search terms used Website	NGO Santé Diabète Database HI Change organization of health system in Africa to improve the fight against diabetes http://www.santediabete.org/fr/
	Innovation	**For this challenge to improve the quality of life of people with diabetes by improving the quality of care provided to them, the NGO "Santé Diabète" focuses its work on a comprehensive approach including all the axes necessary for the establishment of prevention and care of quality for diabetes.** This innovative approach is realized in practice by the development of 5 components: 1. Investing in primary prevention to reduce the human and economic burden of the disease progression. 2. Investing in the decentralization of care to ensure geographic accessibility to a care of quality. 3. Investing in secondary and tertiary prevention "therapeutic education" to reduce the burden of complications due to diabetes. 4. Investing in the reduction of care costs for geographic accessibility to a care of quality. 5. Investing in an integrated approach including active involvement of patients and their families through their associations by promo There are no other experiences on global structuring health systems in Africa for the treatment of diabetes The success of this approach is evident from the presentations in the largest international conferences related to access to care (Geneva Health Forum, global health forum ... etc) but also by the choice of WHO to present this approach for the adoption of the Brazzaville Declaration on Africa in preparation of the high-level summit on NCD at the United Nations (September 2011)
	Entrepreneur	Stéphane Besançon: **I'm a biologist and nutritionist with specialised degrees in nutritional physiopathology and international development. 2.1** I founded the international NGO Santé Diabète and became the Programme Director in 2003 and the CEO in 2009. With the NGO Santé Diabète

		(SD), I had set up numerous pilot schemes for the prevention and management of diabetes in Africa. This work on health systems, chronic diseases, nutrition and diabetes in Africa has featured in many publications. Together with Dr. Kaushik Ramaiya (vice president of the IDF) we had recently published a book entitled "Diabetes Africa" - devoted to the problematic of diabetes in Africa**. I have also lent expertise to a large number of reports for governments and international organisations. 2.3**
	Organizational/ founding information	We have gradually developed this approach by offering to various financial partners this approach as an axis of their strategy to support health systems. This approach was supported and then integrated by the European Commission, the French Development Agency, the Swiss Cooperation, the French Ministry of Foreign Affairs and different universities (Geneva, sidney, grenoble etc ...) Santé Diabète was founded in 2001 by a group of specialists in diabetes, health and development in order to improve the prevention and management of diabetes in Africa . Stéphane Besançon, current Managing Director of the NGO, was one of the founding members of the organization then known as Santé Diabète Mali - the name of the country where the first steps were taken.
	Additional search	http://www.changemakers.com/innovations4health/entries/acces-care-diabetic-patients-mali+ https://www.linkedin.com/pub/st%C3%A9phane-besan%C3%A7on/46/88a/b52
	Additions	
	Analysis	2.1. degree 2.3. external knowledge 5. efforts for society
	Useful?	x
40	Name Source Search terms used Website	CHEN - Patient Fertility Association Database HI http://www.amotatchen.org
	Innovation	Pro-fertility cooking workshop; **The idea was never done not is Israel nor in the world. The thing is that shame and fear is not unique but the way to overcome it is 1.1.** Cooking is also a way of speak in Hebrew to say you are fertile. "There is something in the oven" - meaning are you pregnant. So the connection was really immediate. We in CHEN - patient fertility association, took it one step further to create a cooking workshop for couples. The couples that arrived mixed and the target accomplished almost immediately.
	Entrepreneur	Ofra Balaban I am Ofra Balaban the chair person of CHEN Patient fertility association. **I have MA in Pubic Policy fro Tel-Aviv university and I am a volunteer. 2.1.** I establish the association of CHEN after personal experience so I am familiar with the difficulties of a coupled under fertility treatments and the huge desire for a child. Over the years CHEN - Patient Fertility Association become a major association in Israel with many activities and many volunteers
	Organizational/ founding information	What was the defining moment that led you to this innovation? **The feeling that food is a need like fertility. I was troubled by the fact the infertile couples do not want to meet other people and I though what will be the way to make it come through. I brought it to the CHEN's board and we decided to do it. 4.** **"CHEN" was established in order to assist people with fertility problems in Israel 5** I with the help of my husband founded CHEN in 1998, after our two children were born. Both our children were born after long treatments and from egg donations.

		According to medical statistics there are about 160,000 couples (about 10 percent) with fertility problems. "CHEN" was name after my father, who passed away just three weeks before my eldest son was born. The association has 300 couples' members. Our main activity areas are: 1.Personal help - We have an "open line" to help people by listening to their problems and provide them with encouragement, information, advice and moral support, by talking with people that understand their situation from first hand. 2.Health Service Providers & Government - We help our members cope with the Health Service Providers, that sometimes are trying not to supply all the treatments and medications that are covered by the National Health Bill. We are campaigning so the government will update the National Health Bill so it will include new medications & treatments. 3.Legislative - We are working to submit new laws and regulations regarding Infertility. On our agenda today is to change the regulations regarding egg donation. On 19 July, 2000, the first vote took place and was excepted by the Knesset. In Israel only a woman that is in the IVF process can give an egg donation. Because of that, there are today 2,000 women waiting for an egg donation and the waiting time is between 6-12 months. The law we submitting will allow that every woman that wants to donate eggs can do so. To achieve this purpose we are lobbying the Israeli parliament members for their support and we are doing a lot of PR work in the media. 4. Support groups - We organize, with the help of the Infertility wards, support groups and lectures all over Israel. 5. Legal help & advice - We provide free legal advice by our volunteer lawyers.
	Additional search	https://www.linkedin.com/pub/chen-fertility-ass-ofra-balaban/23/77b/661
	Additions	
	Analysis	1.1. ahead of trend 2.1. education 4. opportunity recognition, traditional model? 5 efforts for society
	Useful?	X
41	Name Source Search terms used Website	curing causes; Judy Lapointe Database HI http://www.changemakers.com/healthbiz/entries/curing-causes
	Innovation	The model for a new health care system is holodynamics - although it needs one flaw fixed. it has cured all mental health issues as well cancer, aids and addictions based on curing causes to cure dis-ease. the diagnosed patient is never the patient but the community the patient lives in - forces community change for a better society This method deals with issues instead of pills that ignore causes. Looks at our reasoning that causes all our actions and re-actions. How we perceive reality is causing social problems. We can all admit we live in systems and all systems are dysfunctional. Insanity is doing the same thing over and over expecting a different outcome. What's different is actually recognizing flaws and introduce solutions. to see something wrong is to know what is right - so we do have all answers if we can make a complaint. We will never introduce social change if we don't fix all flaws in the systems we live in. Working within flawed systems to cause change is doing the same thing we've done since time began - it doesn't work.
	Entrepreneur	Judy Lapointe

	Organizational/ founding information	When I noticed I was being labelled mentally ill because I was experiencing abuse - I noticed the abuser was considered mentally healthy while victims are mentally ill
	Additional search	http://www.changemakers.com/healthbiz/entries/curing-causes; http://worldpeaceby2012.pledgepage.org/; http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Additions	"Alberta is experiencing large clusters of cancer. Over 8000 people will be diagnosed with cancer in the year 2013. Something is causing this outbreak in cancer within Alberta's society**. The Cancer Society states At least half of all cancers can be prevented through healthy living and policies that protect the health of Canadians. 5.** Science has proven facts can be found when something is repeatable. If it's a scientific fact at least half of all cancers can be prevented, 100% of all cancers can be prevented. To say something is preventable implies there is a cause. Holodynamics is a proven science that has cured all cancers by curing the causes that create it." http://mediadarkside.blogspot.nl/2013/03/when-will-you-become-homeless.html
	Analysis	5. efforts for society
	Useful?	
42	Name Source Search terms used Website	Dintshang? (What's Happening?) Positive Innovation for the Next Generation Database HI http://www.pingsite.org/index.php
	Innovation	Dintshang, Setswana for "What's Happening?", is a project presented by PING, a youth-led NGO in Botswana. Dintshang's web and mobile phone platforms allow youth to have insightful discussions on issues like gender, love and drug abuse, all centered around the latest celebrity gossip. **The site connects youth to health and support services, enabling them to address these issues in their own lives. 5** Dintshang is truly an innovative concept, combining a social networking site with a portal to connect youth to health services. Through Dintshang, which translates to "What's Happening" in slang Setswana, youth can find local and international celebrity and entertainment news, but see it presented in a meaningful way, addressing topics like alcohol and drug abuse, sexual health, cultural issues and gender identity through posted stories. The Dintshang platform will include a website and mobile phone applications, where youth can speak freely on stigmatized topics that they face daily but have little opportunity to discuss. Open-ended questions, posted with each news story, will give youth the chance to interact, while survey questions will offer a snapshot of how participants feel about a topic, giving everyone a way to share their voice. The site will be moderated and users may opt to be anonymous. To further encourage participation, users will earn points every time they logon, comment and participate, earning them access to song downloads and ringtones.
	Entrepreneur	Britta Mason: Britta has worked at PING since July 2012 as a Health Programs Officer. **Britta has her MPH in global health communication from the George Washington University. 2.1.** She was born and raised in Southern California. She loves traveling and doing arts and crafts projects in her spare time. Katy Digovich, a founder and the Director of Operations for PING : The seeds of PING were planted in the summer of 2007; I had just finished my junior year at Princeton and had traveled to Southern Africa for the first time in my life to gather data for my senior thesis on people living with HIV and ARVs (antiretrovirals – drugs used to treat HIV) in Botswana. I picked Botswana initially specifically because it was an excellent place for me to gather data, it currently has the second highest HIV prevalence in the world, but once I got there I fell in love with Bots, it is a laid back place, with friendly people that have a strong sense of family and community. Botswana is seen as one of the success stories of Africa, a country with natural resources (diamonds) that escaped the resource curse experienced by many African countries and that has had a stable democratic government since its founding. On my first trip I couldn't help but notice how many people had cell phones, I will always remember watching a woman walk by yelling at someone on the phone that she pressed against her ear with one hand as she angrily waved another unused phone in her free hand**. Seeing all these phones everywhere combined with working in clinic talking to patients gave me an idea for a project that would send HIV positive patients pill reminders, doctor appointment reminders and lab test results via SMS, which could allow them to ask questions to get information and also provide them with messages offering**

		emotional support and encouragement. 4 I discussed the idea with some friends in Botswana, including a very handsome Motswana software engineer that I had met named Lesedi Bewlay. Lesedi told me that a system that could be designed with all the functionality I wanted very easily and we joked about doing the project together. A few weeks after our discussion I got back on a plane for New Jersey to return to school for my senior year. During my last year at school I attended a information session about a grant opportunity that would cover one year's worth of living expenses to implement a project of your choosing (in the areas of public health, education and the environment). At the end of the meeting people were asked to give suggestions on projects they might be thinking of applying for. Not planning to apply I casually raised my hand and mentioned my old idea from Botswana. I was surprised to see the young man leading the session look impressed, he said my idea sounded great and encouraged me to submit an application**. A few months later I had won a really amazing fellowship, called the Compton Mentor Fellowship, offered by the Compton Foundation. 2.3.** This fellowship would cover my expenses for traveling to Botswana and implementing the idea: the cell-phone based support, reminder and information system for HIV positive patients with Lesedi (who would build the system) and Dr. Harriet Okatch (a local professor at the University of Botswana, who would mentor me and help oversee the project). My initial plan after graduating was to do this cell-phone project for a year and then apply to medical school. But of course things never go according to plan… When I got back on the ground in Botswana I realized that this project would be impossible to pull off with only three people so I ended up recruiting some wonderful individuals to be the core of the "project team" that Lesedi and I would lead. These people included Yasemin Kimyacioglu, Prentiss Darden, William Scheffers and Rajit Sigh. We also recruited "project advisors", individuals with experience and connections in the areas that we wanted to work to give us advice on our project and help us when we got stuck. **We eventually got the full support of the Ministry of Health as well as brought on the biggest telecom in Botswana (Mascom) as a partner for the project. 2.3** The only thing missing was more funding, my Compton money was not nearly enough to cover expenses for the whole team needed to create the project, but eventually the project was promised additional funding from a donor that would allow us to buy equipment, rent offices and pay staff. Months came and went and although we had the buy in of all the crucial stakeholders and the technology developed and ready to deploy, the funding did not come. During that time we hustled. We worked out of a house that most of us lived in and went to cafes to work during the day so we could use the internet. Almost everyone had a part or full-time job to help pay for rent, food and electricity. We would meet during people's lunch breaks and late at night. It was a scary time but an awesome one because you knew that everyone was there for the simple reason that they believed in what we were doing. There was no salary or benefits keeping them there, no strict boss to make them show up on time, people were just driven by the raw desire to build something that would make a positive difference and open to exploring the best ways of achieving that goal. During the "hustle time" we made two key decisions that would impact the future of PING. The first was that we officially formed an organization, a non-profit which we called the "Botswana Association for Positive Living- BAPL" (a name that the officer at the registration of companies picked out for us). The initial purpose of forming the organization was just to have a legal entity to enter into contracts with with other partners and stakeholders in the project but in reality forming BAPL allowed us to take on additional mobile health projects with ease and to be recognized as a legitimate entity. The second was that since our project was delayed we would often volunteer with other organizations in the area that worked with orphans and vulnerable children. Working with this group of youth face to face allowed us to see first hand their creativity, problem solving ability and determination to over come obstacles and got us wondering how many more opportunities they would have if they were equipped with a strong set of IT skills. Out of this experience the PING highschool and college mentorship programs were born. The entity that is in existence today feels so far away from the BAPL and the sole original project from a few years ago. Besides the initial name change to the more fitting PING this organization has an office with twelve staff, three interns, seven mobile health projects, three youth programs, an impressive list of partners and donors and a defined vision. But if PING ever encounters hard times in the future we will always have our roots to look back to. We know we can get through tough times because we have been there before, we know how to hustle and how to improvise and most importantly, we are still made up of individuals that are driven by that raw desire to build something that will make a positive difference and are open to exploring the best ways of doing just that.
	Organizational/ founding	PING was founded in 2009 by a young American doing HIV/AIDS research and a Motswana with technical expertise, hoping to leverage a high

	information	mobile phone density to address Botswana's health problems. PING partnered with the Ministry of Health and began youth mentorship activities. Dintshang embodies both activities: using technology and social media to empower youth and connect them to support. The creation of PING was not inspired by one moment of obligation or one idea but instead by an ongoing first-hand learning process as we attempted to implement innovative technology projects in Botswana and make them sustainable. PING's former name was the Botswana Association for Positive Living (BAPL), which was founded in January 2009 in Gaborone, Botswana. To view the story of the founding of PING please click here to read a blog post by the Director of Operations on the origins of the organization .
	Additional search	http://www.changemakers.com/healthbiz/entries/x; http://www.pingsite.org/2011/04/the-origins-of-ping/
	Additions	
	Analysis	2.1. education/degree 2.3. external funding 4. opportunity recognition, traditional model 5 social mission
	Useful?	x
43	Name Source Search terms used Website	e-Insuranceconnection.com Database SE e-Insuranceconnection.com
	Innovation	e-Insurance connection.com is a web and mobile application that **serves the millions of Americans without health insurances. 5** It brings together hospitals, patients and insurance companies. By analysing patient-reported and passively collected data, it analyses and provides users an interactive map that enables them better visualize how their health data are influenced by OBAMACARE and provides them the way to compare procedures based on price and quality ratings in different hospitals and the health insurance companies with the best health insurance plan (premium, treatment, prices, etc.) that match their cases; enabling users to make a better choice of health insurance plan and to subscribe directly an insurance through their mobile phones, tablets and laptops.
	Entrepreneur	Narcisse Mbunzama: I'm the founder of Mobile Agribusiness. I've received several awards, including Sukuma Afrika and the UN Milennium Development Campaign Award 2010, and have been an invited guest speaker at international conferences. I'm also the founder of INFOGROUP INTERNATIONAL (a global NGO that supports sustainable development). Prior to starting the organization, I served as the Central Africa coordinator for African Environment Outlook for Youth at the United Nations Environment Programme. **I hold a BS in computer science. 2.1.** Narcisse Mbunzama is a social entrepreneur and innovator from the Democratic Republic of the Congo. He has worked on several startups over the past 5 years including the MyDoctor Project, a software for health care providers that connects patients and doctors. His current venture is Mobile Agribusiness, a mobile and web-based app that enables farmers to obtain agriculture and available market information. Narcisse has been selected as one of 46 finalists for the 2012 Unreasonable Institute, an accelerator that provides entrepreneurs tackling global challenges with world-class mentorship, access to capital, and a global network of support to scale their ventures to a million people. But in order to attend the Institute, Narcisse must be one of the first 25 to raise $10,000! If you'd like to help, you can read more
	Organizational/ founding information	I founded e-insuranceconnection. com during Hackovate Health Challenge 2013 when traveling in South Africa E--insuranceconnection.com is developed by TechNova Group a serial award winning team of IT and social entrepreneurs with many years experiences in health sector and innovation. We will continue to innovative by bring new features to our application, so that we can keep winning

		the market and be the best solution in the market among our potential competitors. We plan to launch our company in July 2013 in San Francisco, CA with the funds we have and start marketing campaign in the same time. Once we have 2000+ users sign in the app, we will raise additional $300.000 for marketing; hire additional developers and customers acquisition costs. Once we have 50.000+ users, we will scale to all states in the USA to make impact.
	Additional search	http://www.changemakers.com/healthbiz/entries/e-insuranceconnectioncom; http://hackovate.com/blog/64-h-r-block-and-think-big-partners-hackovate-health-global-innovation-competition-fosters-growth-in-healthcare-tech-landscape.html; http://mogribu.com/team.html (cannot read it); http://unreasonableinstitute.org/profile/nmbunzama/; http://revolution.is/narcisse-mbunzama/; http://blog.ecaring.com/ecaring-selected-as-an-alternate-for-the-hackovate-health-innovation-competition/
	Additions	
	Analysis	2.1. degree/education 5. efforts for society
	Useful?	x
44	Name Source Search terms used Website	e-patient (e-hastam) database HI https://www.e-hastam.com/
	Innovation	Creating an effective patient-doctor communication environment is the key idea by which e-hastam transforms the preventative health systems. E-hastam brings together three critical elements of 21st Century's communication style to produce three crucial outcomes that are transformative for health-systems. The innovation that e-hastam promises extends on the power of information and communication technologies (ICT). Specifically, in e-hastam: •e-appointments enable patients and doctors to schedule and manage appointments •e-monitoring enables tracking patients with chronic conditions over time and provide routine preventative health services (e.g. diabetics and vaccines) •e-mailing allows patients to receive care outside of the doctor's office and doctors can reach patients easily at any time (e.g. during epidemic outbreaks) These ICT features accomplish the following outcomes: •Time-Conscious: Our motto is to provide quality care with the necessary time each patient needs. With e-hastam patients do not need to wait for prolonged hours and doctors can tailor their time based on the needs of the individual patients. •Economically Smart: Ineffective patient-doctor communications is a substantial burden on the health budget. E-hastam eliminates costs related to patients taking sick days and saves costs related to chronic conditions (e.g. type 2 diabetes, hypertension.) •One-Stop-Shop: Patients and doctors access all services from one place. E-hastam provides an easy and free access to preventative health-services and creates a positive patient-doctor relationship.
	Entrepreneur	Zelal Akbayin. bout zelal akbayin: e-hastam | e-patient | istanbul IST Turkey ZELAL AKBAYİN, M.D. FAMILY MEDICINE SPECIALIST Work Experience 2010-Now working as a Family Medicine Specialist, Hurriyet Family Medicine Clinic , Istanbul Primary Care 2009-2010 Family Medicine Specialist, Bagcilar Education and Research Hospital , İstanbul Coordinator of Family Medicine Assistants in Bagcilar Education and Research Hospital

		2006-2009 Family Medicine Assistant ,Bakirkoy Dr.Sadi Konuk Education and Research Hospital rotations in Internal Medicine, Pediatrics, Obstetrics and Gynecology, General Surgery and Psychiatry 2005-2006 General Practioner, Association of Tuberculosis, Diyarbakir, Treatment and prevention **Educations** **Family Medicine Specialist, 2010, Bakirkoy Dr.Sadi Konuk Education and Research Hospital, istanbul** **Doctor of Medicine, 2004, Ege University Faculty of Medicine, İzmir** **Voice Therapy Certificate, European Academy of Voice (PEVOC), 2011, European Voice Congress, Malaga, France** **Vocal Training, 2007-2011, Evrensel Sanatlar, Istanbul 2.1.** Scholarships, Awards and Other Achievements 2009-2012 Representative European Young Family Medicine Doctors in Turkey, Vasco da Gama Movement, Council Member 2009 Rotterdam, Worked in Holland Exchange Program for Family Medicine Doctors 2008 Aarhus, Worked in Denmark , Hippokrates program 2008 Logronio, Worked in Spainish Exchange Program for Family Medicine Doctors Publications * Can H., Altuntas M., Akbayin Z. Impressions of the exchange program. Symrna medical journal. 2012; 1: 69. * Akbayin Z., Erdem O., Can H., Altuntas M., Kulbay H. Vasco da Gama movement of young family physicians.Konuralp Journal of Family Practice. 2012;4:1. *Akdeniz M, Yaman H, Senol. Y, Akbayin Z, Cihan FG, Celik SB. Family Practice in Turkey: views of family practice residents. Postgraduate Medicine. 2011;123:144-9. * Akbayın Z.Vasco da Gama Movement Exchange and Hippokrates programs: European experiences. Turkey Journal of Family Practice. 2009; 13(2): 109. Presentations in Congress Akbayın, Z., Rigon, S"Hippokrates Programme". Working World Organization of Family Doctors (WONCA) presented the European WONCA Congress, Vienn ,2012. Akbayın, Z., Krzyston, J. "Quality of Life and Improvement of Care" Thematic Panel Session Chairman. World Organization of Family Doctors (WONCA) European Congress, Warshaw 2011. Akbayın, Z. "Young Doctor's Movement in Primary Care". The study was presented at 6. Family Medicine Congress , Istanbul, 2011 Akbayın, Z., Erdem, O., Kulbay,H.,Can,H., Altuntas, M. "VdGM Exchange and Research " The study was presented at the Guz Okulu Congress , Antalya , 2011. Akbayın, Z., Del Olmo Fernandes, S., Kallestrup, P. "Hippocrates Programme". World Organization of Family Doctors (WONCA) European Congress, Istanbul, 2008. Our Affiliates Since 2009 - VdGM European Young Physicians Since 2008 - The World Association of Family Medicine. Since 2007- Association of Family Medicine , Turkey (TAHUD). Date of birth 14.03.1979
	Organizational/ founding information	E-patient site where the advancement of technology today, physicians and patients for a healthy and happy life together in a web environment is a platform. Online communication, online tracking blood pressure, diabetes and obesity follow follow yapılabilmektedir.güncel health information and

		various applications on this platform you can find all this information and our aim is to ensure the utilization of services. Our people and our main theme is life. So everyone you care about and want to add value to the lives of everyone. doctors, patients can access their messages through. Of patients with blood pressure and glucose measurements are an easy way to keep track of. Chronic diseases nowadays is intense contact with patients on a regular basis and can provide appointment. Because follow-up of patients with the best and fastest way they can. Patient join us as our members, the appointment may take time from their doctors that you want, so get rid of waiting in line for hours at the institution. I want to ask the important questions you can ask via message. E-patient privilege to benefit from the various opportunities we offer as you have. Since 2009 I'm a Family Doctor, have 4000 patients in total, and see 80 daily. Some patients visit the clinic regularly while others seldom request health-services. Long waiting hours inconveniences patients and lead to tensions. Monitoring chronic conditions is also problematic**. Experiencing these, I developed e-hastam, which provides an easy and free access to preventative health-services. 4**
	Additional search	http://www.changemakers.com/users/cihan-cetin; http://www.changemakers.com/healthbiz/entries/e-patient; https://www.linkedin.com/profile/view?id=23166388&authType=NAME_SEARCH&authToken=CTvb&locale=en_US&srchid=903182761403802250976&srchindex=1&srchtotal=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761403802250976%2CVSRPtargetId%3A23166388%2CVSRPcmpt%3Aprimary; http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html; https://www.linkedin.com/in/cihancetin
	Additions	Our country by the year 2010 "Health Transformation" project has been implemented, thus the importance of preventive health services are emphasized more. Population decreases with increasing number of outpatient visits per capita are reduced inspection time**.These problems of preventive health services disruption, chronic patients adequate follow-up are not made, the elderly and individuals with disabilities to health care access in the troubles, health spending increases everyday and secondary care hospitals the number of applicants increased their has been caused. Preventive health problems being experienced in the field " e-patient "has led to the implementation of the project. 5** Project Cihan Cetin and Exp. Dr.. Zelal akbak carry out the project together with Internet technologies in the sustainable objectives is to provide preventive health services. On the platform of healthy subjects and patients not only physically going to the hospital with the online method is access to preventive health care. (http://www.tekdozdijital.com/cevrimici-hasta-doktor-iletisiminde-yeni-bir-platform-e-hastam.html)
	Analysis	2.1. education/ degree 4. opportunity recognition, traditional model 5. efforts for society
	Useful?	x
45	Name Source Search terms used Website	Ella's Monitor, Seymour Innovative Engineering (Seymour Innovative Engineering) Database SI Ellasmonitor.com/ http://seymourinnovative.com/
	Innovation	This technology brings hospital grade monitoring into the home in both a non-invasive and easy-to-use package. With Ella's Monitor parents will finally have a real way to keep their children safe.Ella's Monitor consists of two critical components: a washable onesie with embedded sensors and a biomedical "brain." This brain monitors each sensor and alerts the parent if anything abnormal occurs. All of these sensors are contained within a onesie, eliminating the need for sticky electrodes or dangerous wires. **The onesie functions just like a normal onesie – it can be thrown up on, washed, or trampled on, and it snaps on no differently than any other. As result, Ella's Monitor requires no advanced training; just put on the onesie, clip on the monitor, and your child is safe. 5** Currently parents have only two real choices for monitoring their infants at home with reasonable accuracy. The first involves complicated hospital machines that are bulky, difficult to use, and require sticky electrodes - although they are highly accurate. The second is simply a stethoscope, with

		the obvious limitation of requiring the user to be awake and trained. Despite this fact, almost all parents express concern over SIDS, particularly first time parents. Given that there are over four million new parents each year in the United States alone, and that over thirty percent of them are first time parents, there are a huge number of potential customers with an innate fear of SIDS and no solution. Furthermore there are over 500,000 high risk infants born each year. These are infants with a known higher risk of SIDS, yet their parents have no real option to keep their babies safe. The idea behind Ella's Monitor is to bring effective hospital monitoring directly to parents, rather than delivering a clinical monitoring solution to doctors and hospitals. This requires making the monitor itself extremely user friendly and removing all medical attachments, such as sticky electrodes. We have accomplished this by embedding the monitoring system within a traditional Onesie. This onesie can wirelessly read out multiple vitals from a baby and ensure that they are breathing properly. Parents can then view this information and enjoy the peace of mind and security provided by such detailed vital sign information.
	Entrepreneur	Mr. Peter Seymour founded Seymour Innovative and serves as its President. Mr. Seymour served as a Technology Support and Prototyping Lab Supervisor at MAC6. **I am dedicated leader who believes in the power of brilliant engineering. My experience in product development, specifically mechanical and electronic system design, has taught me the importance of team-based solutions. I am a firm believer in creative problem solving based on first principles and I enjoy building custom software and hardware. 2.1.** I have prided myself on engineering systems with a blend of innovation, passion, and practical execution – critical in my mind to any quality system. * Cofounder: Micheal Sykes
	Organizational/ founding information	**Since Ella's death I have sought for a way to give more meaning to her brief life than just the pain and sadness. More than anything I wish that no one else would have bury a child. I wish that Ella was the last baby girl stolen from her parents. 1.2.** I still do not understand how we have not stopped this silent killer. If we can stop SIDS in the hospital why can we not stop it at home? As a young engineer I have dedicated my life to answering this question, and I hope, in some small way, to honor Ella's life through my work. As a small university based start-up we are in an environment that forces constant innovation. We also belong to two different incubators (one embedded in the university system) that provide us with both substantial guidance and a clear directive to innovate.
	Additional search	http://www.changemakers.com/healthbiz/entries/ellas-monitor; https://www.facebook.com/EllasMonitor; http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Additions	ASU student invents device to combat SIDS Posted: Nov 15, 2011 5:12 AM Updated: Nov 13, 2012 5:29 AM By Karla Navarrete - email TEMPE, AZ (CBS - An ASU student took the tragedy of losing his baby girl to sudden infant death syndrome **and channeled his grief into helping save other lives.4.** Peter Seymour, 21, has invented a sensor device that he hopes will be in the general market for every parent to use. A month after coming home from the hospital, Eleanore died while in her sleep from sudden infant death syndrome. "In this day and age when I have so much access to so much incredible technology, I really find it kind of inexcusable that we do not have a sensor that can prevent this from happening," Seymour said. That's why he decided to create a tiny sensor that a baby can wear that detects all vital signs. The sensor will link to a cell phone or computer as an app and alert parents when the baby is not OK. **Seymour has received grants through ASU to work on his invention. 2.3.** He and his colleagues are currently working on making the device

		smaller to about the size of a postage stamp. He hopes to have 250 sensors ready for testing by January. "And while it's a sad thing for me, it's something that I am trying to make a good," Seymour said. "It's something that has a positive impact not only in my life but on the world." Seymour said his next step is presenting the final product at ASU in December. The device is supposed to cost anywhere from $25 to $50 and he hopes it can be found at any grocery and pharmacy store by next year. http://www.kpho.com/story/16040181/asu-student-invents-device-to-combat-sids
	Analysis	1.2 personal need component. 2.1. knowledge 2.3. funding 4 opportunity recognition, traditional model 5. social mission
	Useful?	X
46	Name Source Search terms used Website	Face It TOGETHER Database HI http://wefaceittogether.org/
	Innovation	The problem is that our nation does not understand and treat addiction like any other chronic disease. We are trying to solve this problem, which is at the root of our nation's most destructive health, social, and safety problems and a tremendous economic drain on the private and public sectors. **Our solution is focused on systemic and sustainable change that disrupts the status quo by attacking the underlying shortcomings of the public and social service sector approaches to addiction.5** Our solution is scaled community-by-community via a network of affiliates. We operate this first affiliate as a beta site or incubator for testing and validating the model. Among its many innovations, the affiliate deployed strategies that place the affiliate in the roles of catalyst, coordinator, and clearinghouse in creating community-wide recovery system change; established an Employer Initiative with 23 local major organizations, reaching one-third of the community's workforce; designed, developed, and implemented an award-winning Awareness Program in partnership with the community's major behavioral health provider to reduce barriers to seeking help; developed and are rolling out a Comprehensive Recovery Capital Evaluation Model© to measure effectiveness and outcomes; **and demonstrated recurring funding support from employers, providers, and the United Way. 2.3.** A primary means of scaling our model is through partnerships with integrated health providers. Another means of scaling is a community-by-community approach, and we have been in exploratory talks with leaders in 10 more cities
	Entrepreneur	Co-founder Kevin Kirby, in addiction recovery, **saw too many futures lost to addiction due to shame, fear stigma, and a nation of dysfunctional treatment systems. He convened a seven-month "recovery town hall" process to overhaul the community's approach to addiction. The success of "Face It TOGETHER Sioux Falls" spurred creation of a national organization 4** KEVIN KIRBY (from http://faceittogether.blendinteractive.com/why-face-it-together/our-team) Chief Executive Officer and Co-Founder Kevin is a 12-year addiction survivor. **A successful business executive, his experience with the disease led him to dedicate the rest of his life to this cause .2.1** He leads Face It TOGETHER by championing innovation and relentlessly pursuing world-class results. Kevin Kirby is in long-term remission from the disease of addiction and a long-time recovery advocate. In 2003, Kirby founded Transitional Living Corporation (TLC), a non-profit organization in Sioux Falls, S.D., dedicated to advocating for and implementing the community's 12-step program of recovery. In 2008, he co-founded Face It TOGETHER® Sioux Falls, a groundbreaking organization charged with fundamentally transforming the community's treatment and recovery system from an acute care to chronic disease approach. In 2010, Kirby and his co-founder, Charlie Day, launched a nationally focused non-profit organization, Face It TOGETHER® to scale the successful

		model created in Sioux Falls. The organization is dedicated to empowering communities with innovative, sustainable and proven tools to attract millions of Americans to recovery from addiction. In 2013, Kirby was elected as a Fellow by Ashoka, the leading international network of social entrepreneurs. Kirby is the only Fellow working to solve our nation's biggest health challenge. Kirby is an experienced board-level strategist in a wide array of settings with special interest and skill in strategic planning. He has extensive hands-on experience in finance, investments and senior management in both for-profit (private and public) and non-profit sectors, including public/private collaborative ventures. He is also a philanthropist and seasoned fundraiser. Kirby previously served as a director for Faces and Voices of Recovery, one of the nation's leading advocates for recovery. CHARLIE DAY Chief Operating Officer and Co-Founder **Charles T. Day is a lawyer and CPA by training and national health care finance expert.2.1.** Among other activities, he has enjoyed a successful career as a tax partner in one of the original Big 8 accounting firms; as senior finance executive in one of the nation's most prominent regional integrated health systems; and as a start-up entrepreneur with a variety of companies across the country.
	Organizational/ founding information	We are a group of social entrepreneurs dedicated to fundamentally transforming the way our nation treats and understands addiction. Face It TOGETHER® was born out of an initiative that began in 2008 in the community of Sioux Falls, South Dakota. That effort brought together all stakeholders, including the private, public and social service sectors, to develop shared solutions to the problem of addiction in the community. **We reject the idea that America's most intractable health crisis can't be solved.** **We're seasoned outsiders using the tools of business and the private sector to change virtually everything we think and do about the disease of alcohol and drug addiction. 1.1.** We come from varied backgrounds, with expertise in finance, business, law, strategy, leadership and entrepreneurship. Our work is driven by rigor, creativity and a passion for overcoming the failures of the past. In pursuing our mission, we remain focused on creating lasting value for our partners. Our commitment is to world-class quality in everything we do. Those suffering from addiction deserve no less. There simply is no other team of social entrepreneurs articulating the big problems and meaningful and sustainable solutions relating to addiction. Kevin initially began his commitment to the field of recovery by becoming a service provider. In remission himself, he decided to bring a proven transitional living facility model from Minneapolis/St Paul to his community. He founded the Transitional Living Corporation LLC in 2003 and built it up from the ground. The organization quickly became a self-sustaining citizen organization with a strong track record. While there were none when Kevin started, there are now five transitional homes in South Dakota as a result. From the beginning Kevin wanted to do more than "just" provide transitional living and peer-to-peer support to people in recovery – he wanted the organization to be the leading advocate for recovery. This decision set Kevin's career path. **He spent six months intensively researching addiction to understand the treatment, recovery and addiction industries. He came out of that process with a large dose of disbelief about the size of the problem and the blatant inadequacies of existing solutions.2.1.** It was clear to him that the Transitional Living Corporation, a service provider, would not be able to create the sort of movement he now understood to be needed. He transitioned the leadership of this organization into very capable hands and set out to build what would eventually become Face It TOGETHER Sioux Falls. **To be successful Kevin intuited that he would need the community to co-create the vision with him. The level of stigma surrounding addiction was too high for him not to engage community leaders from the beginning. Kevin and his co-founder Charlie Day decided to embark on a long town hall process. They galvanized everyone from the mayor to service providers, the health care industry, schools, universities and law enforcement to help them understand the problem, get them to buy-in to a solution and contribute to a movement of**

		recovery care. This process not only paved the way for success and unlikely alliances, it led to the conclusion that aggressively targeting employers as part of the solution could drastically broaden the reach and sustainability of recovery efforts. 2.3. Influenced by his business background, Kevin found it critical to find partners who would have a financial stake in the solution. Given that employers have a critical vested interest in ensuring their workforce is healthy and productive, he targeted them first. Employers bear a significant portion of the costs that accompany their employee's addiction problems in the form of turnover, absenteeism, low productivity and hidden healthcare costs. A study commissioned by Face It TOGETHER found that every dollar spent on addiction treatment and recovery in South Dakota delivers over $8 in benefits, the majority going to employers. Kevin is therefore targeting CEOs and their Human Resources departments to address addiction within their employee wellness programs. By doing so, he creates a channel for companies to be part of creating a recovery-oriented community. He's also creating a predictable revenue stream for his work. Through the employer initiative CEOs publicly declare to their employees that they understand that addiction is a chronic disease, and that there will not be negative consequences for admitting to needing help. They also bring in to the workplace a person in remission from Face It TOGETHER's speaker's bureau whose role it is to share their story of addiction and recovery: the good, the bad and the ugly. The message hits home very effectively and paves the way for employees to seek help. With each employer, Face It TOGETHER undertakes a baseline survey of attitudes and behaviors towards addiction. Typically, the baseline confirms that people are deeply uninformed and ambivalent about those who suffer from addiction. By tracking changing attitudes, knowledge and beliefs, Face It TOGETHER aims to see how they are faring on their goal of de-stigmatizing the disease. The organization is partnering with a professional evaluator to measure these changes. In addition, participating employers are defining their own metrics to help show return on investment in the program, including changes in insurance claims data, Employment Assistance Program usage, and the number of employees and families contacting Face It TOGETHER Sioux Falls for help. More qualitative measures include the development of peer-to-peer support processes in the workplace and the engagement of senior management. So far, Kevin has attracted 23 employers in Sioux Falls to become part of the movement. They represent the largest employers in the community and employ close to 40 percent of the local workforce. One of the companies saw nearly five percent of their employees come forward with serious questions about addiction. They know of 11 employees of theirs who subsequently sought treatment. Though Kevin has mainly targeted the largest employers in town as first adopters, his team is beginning to attract smaller businesses that may not have an HR department, or have less sophisticated wellness programs. **Awareness alone would be grossly ineffective, so Face It TOGETHER has also created a community-level clearinghouse for addiction recovery and support. It is thus removing a colossal information barrier, and connecting people and families to each other, to information, and to resources according to their needs. They help individuals navigate the recovery process. This includes referrals to treatment facilities, peer-to-peer support groups, housing, employment, transportation, etc. The clearinghouse serves as a resource to HR departments of partner companies. Its services are open to anyone in the community, free of charge. 3** The recovery clearinghouse also provides a wide range of peer-to-peer recovery support services. These are nonclinical services and activities to help individuals and family members enter and stay in recovery from addiction. These work in concert with traditional treatment by filling important gaps. These services aim to eliminate personal and environmental barriers to recovery and enhance quality of life. Provided by trained peers in recovery, the ongoing services include telephone recovery support and recovery coaching. The employer strategy is also combined with broad public awareness campaigns about the disease of addiction through TV, radio and billboard campaigns. They have led to a noticeable increase in public dialogue, understanding and demand for treatment. Face It TOGETHER is thus increasing the odds that people will overcome the psychological barriers keeping them from accessing recovery services by combining awareness with access to the clearinghouse. The next stage of Kevin's work is to replicate Face It TOGETHER's early successes across the country. Face It TOGETHER Sioux Falls (the clearinghouse and the employer initiative) is now officially the first affiliate of Face It TOGETHER (the national umbrella organization responsible for replication). So far, the national organization is launching another affiliate through a recovery community organization in Aberdeen, South Dakota. They also have demand from another 10 communities across the country to bring their model there.

		Kevin is looking to partner with organizations that can help them infiltrate many markets at once. He is targeting integrated healthcare providers to accomplish this networked spread strategy. Because medical institutions are having trouble keeping up with the escalating costs of healthcare, the industry is getting massively consolidated to create economies of scale through a few, large integrated care providers. These organizations are rapidly gaining important market shares across vast regions of the U.S. In addition, they are being held to new levels of accountability as a result of the Affordable Care Act (ACA). Healthcare providers are now eligible for reimbursements from insurance providers (public and increasingly private) if they are able to show that the care provided led to improved health outcomes. With chronic diseases, including addiction, integrated care providers are becoming very aware of the need for community-based support of the kind Face It TOGETHER is providing in order to sustain health outcomes The organization's work with integrated health providers will essentially build an addiction chronic care model within a community – providers and a community organization working together to improve health outcomes, enhance patient experience, and lower provider costs. The team is therefore targeting a few enlightened providers that understand that it is in their best interest to partner with an organization that can help build the necessary community resources to begin managing addiction as the chronic disease it is. The plan is for these integrated care providers to take a leadership role in organizing community stakeholders to contract with Face It TOGETHER to build out this component of recovery care. By partnering with integrated care providers like Sanford Health, Avera Health and others, Face It TOGETHER hopes to quickly gain access to large markets across the country in a financially sustainable manner. Face It TOGETHER's partnerships with integrated health providers will also include a robust evaluation model for measuring shared outcomes. The projected budget for the Face It TOGETHER® national office in 2013 is $500,000. This budget has roughly doubled over the past couple of years and has been sustained thanks to a few angel investors and friendly integrated care providers. Face It TOGETHER Sioux Falls is sustained mainly through revenue from employers and the United Way. It is the first recovery organization to ever become a United Way agency – this precedent setting partnership that bodes well for the sustainability of future affiliates across the country. http://usa.ashoka.org/fellow/kevin-kirby
	Additional search	http://www.changemakers.com/healthbiz/entries/face-it-together; http://www.wefaceittogether.org/stuff/contentmgr/files/1/ed35569b2d9286d6ac8af2179a9c736f/files/ourstorymarch_2011.pdf; http://usa.ashoka.org/fellow/kevin-kirby
	Additions	
	Analysis	1.1. ahead of trend. 2.1. knowledge, education, degrees 2.3. community feedback 3. barriers, 4. opportunity recognition, traditional model 5. efforts for community
	Useful?	
47	Name Source Search terms used Website	MobiStine,Healthcare Apps for New Parents Database HI Husni Abu Samrah; MobiStine founder http://mobistine.com/
	Innovation	
	Entrepreneur	Husni Abu Samrah
	Organizational/ founding information	When I had my first baby, she used to cry most of time, we took her to doctors but with no result, until my married sister came & checked how my wife prepare extra milk (milk powder) she got shocked as my wife was feeding the baby with diluted milk, instead of 4 spoon of milk powder she put 1.5!! **We want to create innovative smartphone apps to teach & help new parents in their new lifestyle 4.** MobiStine is a creative and innovative company specialized in building medical and healthcare applications (Apps) on Smartphone for New Parents,

		the inexperienced couples in Arabic language as it is a niche market and the Arab content suffers from the lack of trusted healthcare information. **We have designed the proto type and now in the process of developing the first intelligent and interactive App for New Parents in Arabic language. The App will be fully customized based on the pregnant needs. 1.1.** Currently, MobiStine is first and only company in MENA specialized in developing Arabic language trusted healthcare apps on smartphone. We will also introduce for the first time in the Arabic market, human sense technology for pregnant to avoid doing any risky or unhealthily actions during their work or even while sleeping (gives immediate alerts). We will include GPS to locate the nearest medical clinic, doctors, pharmacy, etc. We will include also (through GPS) shopping centers related to pregnancy and baby stuff. Beside all, we will build dedicated healthcare social network (in Arabic) to act as support group We develop paid as well as free apps (with ads) on all smartphone devices, and so we generate revenue from both income streams. We have several partnerships with international ad agencies to integrate ads from advertisers.
	Additional search	http://www.changemakers.com/users/husni-abu-samrah; http://www.changemakers.com/healthbiz/entries/healthcare-apps-new-parents; https://www.linkedin.com/in/husniabusamrah; http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Additions	At the end of October 2013, **Husni Abu Samrah returned to Palestine after spending five months in the United States. He had just completed a stint at Mass Challenge, the largest – and perhaps most prestigious – startup accelerator in the world based in Boston, Massachusetts. After spending his time in Boston fine tuning the business model for MobiStine, the startup he founded in Palestine in 2011, he says the company is around two months away from launching the first Arabic language app that will connect pregnant women and new parents to healthcare and lifestyle information and services. 2.1.** A strong foundation Abu Samrah has been active in the Palestinian IT world for 17 years. After starting his career with a tech company in Nablus, he worked his way up to through several firms to be a business development director at NextLevel Technology and Systems (NTS). While at NTS, Abu Samrah founded a mobile development department in the company. **"I saw the opportunity that this is going to be the future," he says. 4** Inspired by this work, Abu Samrah moved on from NTS, launching his own startup allowing him to focus full time on developing mobile apps for the Arab market. Market research showed him that there were few Arabic language apps with content about healthcare. He thought his company could fill that niche Since 2011, MobiStine has developed around 30 apps, providing content and services for health issues from breast cancer to blood pressure. The company has also produced lifestyle apps that help users keep track of expenses, diet, and exercise. Collectively, MobiStine's apps have more than 1.5 million downloads. Some of the apps are among the most downloaded healthcare apps in the Arab world, particularly in Saudi Arabia and other Gulf countries. In the past three years, Abu Samrah has also participated in a number of startup incubators and workshops in the Arab world and abroad. His program at Mass Challenge, which helped Abu Samrah combine his previous experience into a concept for a flagship app that will be a one stop shop for expecting and new parents, is the latest of these. A One Stop Shop **Today, as more Arab couples are living away from family support networks, Abu Samrah explains, parents need new ways to get knowledge about family planning, nutrition, exercise, infant care, and other issues related to parenthood that used to be passed on in person from their parents and extended families.5**

		MobiStine's new app, which is still in development, is designed to do just this. "Everything related to new parents and pregnant women, [users] can have it through this application," Abu Samrah emphasizes. The app includes modules to remind pregnant women when to take medication, help keep track of their blood pressure, record the growth of their burgeoning bellies, and provide information about best pregnancy practices. It also connects users to doctors, insurance providers, and shops specializing in items for pregnant mothers and infants. A major benefit of the app, Abu Samrah says, is that it was Designed using feedback from users as well as input from medical professionals. Users will be able to continue providing feedback, helping the app continue to develop for their benefit. Available for all Once it is launched, the application will be available for free to anyone, an important component to Abu Samrah. This will make useful and reliable health information accessible to those who don't have credit cards, as well as those who can't afford to spend money on apps. What's important to Abu Samrah is that good information gets into the hands of as many new parents as possible. The app will generate revenue from advertisements and sponsorships. Pharmacies, childcare companies, and others will pay to advertise on the app, he hopes, because "we are going to be the shortest path… to their customers." MobiStine is already generating revenue in this way from its other applications. The app will be marketed to the Arab world, but Abu Samrah expects users from elsewhere to download it as well. Twenty percent of MobiStine's downloads come from the United States, he says. This is because Arabic language speakers all over the world are looking for healthcare information that they can understand, and that is culturally relevant. **To gear up for launch, MobiStine is working on creating partnerships with healthcare ecosystems, such as hospitals, insurance providers, pharmacies and doctors, in countries where the app will be used. Abu Samrah is expecting that these ecosystems will help market the app once it is launched because it will be beneficial for them as well. 2.3.** For now, Abu Samrah says, "We have a vision to be a well known address for trusted healthcare information." But don't expect MobiStine to stop at healthcare; Abu Samrah says we can expect more apps from them in the future, addressing a variety of issues. http://www.wamda.com/2014/01/palestinian-startup-to-launch-healthcare-app-for-new-parents
	Analysis	1.1. ahead of trend 2.1. knowledge, experience 2.3. external knowledge 4. opppertunity recognition, traditional model 5, efforts for community
	Useful?	x
48	Name Source Search terms used Website	I can see now!..A New Vision Database HI http://www.anewvision.org/
	Innovation	New **Vision (ANV)'s mission is to help eradicate avoidable blindness.5** ANV innovative ideas: a. Utilize and build the capacity non-traditional resources: ANV engages members of the Indonesian military (Bintara Pembina Desa/"Babinsa" or Petty Army Office for Village Development) to find villagers

		with cataract blindness for ANV charity cataract surgery events. Babinsa is not combat personnel but stationed in each village for security and development. Babinsa are great resources as they live and work in local community and they work well under chain of command. This is especially advantageous under current territorial autonomy in Indonesia where Central Government no longer can command Provincial Government and so forth. ANV trains Babinsa on basic eye health to identify people with cataract blindness and refer those with other eye diseases to seek treatment. Babinsa also bring primary care workers/health volunteers from their areas to this training. b. Involve wider community: **Community eye hospitals are proven successful in Nepal and India (www.aravind.org/www.tilganga.org). ANV's innovation ideas include:** **• Involve wider community with initial operating funds sourced from crowd funding** **• Invite local ophthalmologists to have stakes in this community eye hospital** **• Continue community awareness and education on eye health** **• Utilize Babinsa 2.3.**
	Entrepreneur	Board of Directors Suhrid Raj Ghimire **Suhrid Raj Ghimire is the Chairman and one of the Co-Founders of Tilganga Institute of Ophthalmology.** **Suhrid is also the Chairman of the Hospital for Advanced Medicine and Sciences (HAMS) - Nepal and Chairman of 'SUMAN' (Susta Manasthiti Kalyan Kendra) an NGO working for the cause of mentally disabled people in Nepal. 2.1** In addition, he is the VP of Nepal Australia Chamber of Commerce & Industry, VP of Nepal Malaysia Chamber of Commerce & Industry, VP of Nepal Korea Chamber of Commerce & Industry, Member-Federation of Nepalese Chamber of Commerce & Industry, Member -Confederation of Nepalese Industries. Despite having a full CV, Suhrid still finds time to medicate and practise yoga. Dr. Sanduk Ruit Born in a poor, remote village in the North East of Nepal where the nearest school was 11 days walk away, Dr. Ruit is now one of the most respected humanitarian doctors in the world, who dedicates his life restoring sight to people, regardless of their ability to pay. His vision: so no one is needlessly blind. Dr. Ruit is one of the founders and the Medical Director of internationally acclaimed Tilganga Institute of Ophthalmology which also manufactures world class Intraocular Lens and one of the region's first eye bank. Dr. Ruit is a long term partner of The Fred Hollows Foundation, Australia (www.hollows.org) and Co-Founder/Director of the Himalaya Cataract Project, USA (www.cureblindness.org) Dr. Ruit is the recipient of 2007 Ramon Magsaysay Award, Readers Digest Asian of the Year, Order of Australia and Prince Mahidol Award, among many others. Dr. Ruit credits his beloved family, incredible team of staff, meditation and badminton to his outstanding stamina and focus on operating table. . Dr. Indra Wahidin Dr. Wahidin is a prominent social figure in Indonesia, especially in North Sumatra, his place of birth. Dr. Wahidin dedicates most of his time on social causes, including running a free medical clinic for the past 30 years, the North Sumatra regional post of large social organizations in the country (WALUBI and INTI), The Indonesian Chinese Chamber of Commerce for North Sumatra chapter and Vice President of Red Cross North Sumatra. Dr. Indra's strong link with local partners opens the door for A New Vision to work in Indonesia.

		Tan Ching Khoon Tan Ching Khoon, Chairman of Bashan Resources, Hatim Capital and Transview Holdings Limited, Vice President of the Singapore Anti-Narcotics Association and a member of YPO/WPO. For many years and away from the limelight, Tan Ching Khoon has been supporting many good causes, including Christian Medical Mission to Nepal and many others. He is also a proponent of the Art of Living meditation, a keen golfer and badminton player. Through his wide network, Tan Ching Khoon introduces A New Vision to groups and individuals who support and keep our work alive. Effi Jono Effi is the Indonesia Country Manager for the Fred Hollows Foundation (www.hollows.org.au) She is a Certified Practising Accountant by trade and held Executive Director (Finance and Tax) positions with multinationals in Australia, Indonesia and Singapore including Lend Lease Group and Schlumberger. Beside eradicating avoidable blindness, Effi is passionate about animal rights. Despite the odds, Effi likes to take part in sporting events and learn new things. John Kennedy Stuart John is an Australian currently commuting between Singapore and Australia. John is a member of the Institute of Chartered Accountant Australia and a Certified Practising Accountant. John held senior Tax positions with multinationals in Australia, Indonesia and Singapore including BP and Noble Group. He is currently the Global Head of Tax for Imdex Limited Australia. John is also a keen long distant runner and a great cook.
	Organizational/ founding information	Seeing how a 5-minute cataract surgery which costs less than a dinner can instantly change the lives of blind patients and their families. Millions of people stay blind unnecessarily; a cure is available now, no research or medical breakthrough is required. We only need to change the game to end their blindness. A New Vision started from a casual lunch conversation between two friends, Tan Ching Khoon, a Singaporean, and Effi Jono, an Indonesian, who met at a business event in Singapore in August 2010. Through referral, an introduction was made to Dr. Sanduk Ruit, Medical Director of Tilganga Institute of Ophthalmology in **Nepal with a proposition to help cure blindness for the needy in Indonesia**.6 Dr. Sanduk Ruit is a leading humanitarian doctor who leads a very focused and successful, but low profile effort to battle cataracts, predominately in rural areas of low income countries;. Dr. Ruit has personally restored the sight to over 120,000 patients. Dr. Ruit was keen to help the Indonesians. Four months after that fateful lunch, A New Vision held its first free cataract operation in Medan, Indonesia from December 10 - 16, 2010. During this event, 600 patients, without the ability to pay for their procedure, were operated on with resounding success. After witnessing the impact and power of this work, what at one point seemed to be a crazy idea, has morphed into an ambitious and big dream, to cure Indonesia of cataract blindness! Behind A New Vision A New Vision Limited (incorporated in Singapore, registration no. 201112891E) is a not-for-profit, non-sectarian organization. We are a band of volunteers who enjoy strong local community support from people who are passionate and believe in this cause. There is no management overhead; 100% of donations go directly towards restoring sight for the blind.
	Additional search	http://www.changemakers.com/healthbiz/entries/i-can-see-now; https://www.linkedin.com/pub/ching-khoon-tan/49/459/36; http://anewvision.org/governance.html
	Additions	
	Analysis	2.1. knowledge, experience 2.3. involve,emt of community

		5. social mission 6. for BoP
	Useful?	x
49	Name Source Search terms used Website	Idea Prize Winner! Sucre Blue Database HI http://www.sucreblue.org/
	Innovation	**We provide affordable blood glucose screening, monitoring, and other basic diagnostic tests to the vast population of lower-income Indian citizens that are currently under-served. 6 At the grass-roots level, each CHW will boost the health and wellness levels of his/her community by providing low-cost medical diagnostic services at the homes of customers. This model is designed to be profit-driven for CHWs, scalable, and replicable.** **Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ village women living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors 5** **Our community-based approach takes the power of peer influence and leverages it with tangible, low-cost medical interventions. We train and employ village women living with or serving as caretaker to individuals with chronic diseases to serve as peer ambassadors. These community health workers go door-to-door to screen, diagnose, and provide affordable low-cost treatment options for chronic diseases designed to improve patient compliance as well as create a sustainable income for women. Our typical community health worker lives in a village where the average household income is less than $2 a day, without access to a local doctor, hospital, or pharmacy within a 20 kilometers radius. All money collected from medical consultations is reinvested into the communities we serve. 2.3** Blood glucose monitoring represents a significant opportunity in India, particularly when placed in the context of the staggering number of cases of diabetes and the predisposition of the 1.2 billion-strong population to developing the condition. Current levels of monitoring are abysmal – only % of diabetics monitor their glucose levels regularly, and that ratio is even lower among the non-diabetic population.
	Entrepreneur	Erin Little Founder + Executive Director **Diagnosed with Type 1 diabetes at the age of 11 years old, Erin Little is Founder of Sucre Blue. While serving as a fellow with LGT Venture Philanthropy in Mumbai in 2012, Erin gained significant insight into the challenges of bringing this solution to scale prior to beginning the program's pilot in Bangalore, India. 2.1.** Erin was recently awarded the International Diabetes Federation "Young Leaders in Diabetes" accolade in which she will represent America and the American Diabetes Association at the 2013 World Diabetes Congress in Melbourne, Australia. Previous to Sucre Blue, Erin served CoFounder of Portapure, a water purification startup, and Founder and CoChair of CHICAGO+Acumen network.
	Organizational/ founding information	Erin will start the project in the villages around Bangalore, India area. Her plan is to build and test a peer-based community health support model that can be used in rural and low income communities worldwide.
	Additional search	http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://www.changemakers.com/discussions/entries/sucre-blue; http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/; http://thepollinationproject.org/grants-awarded/erin-little-sucre-blue/; http://social.yourstory.com/2013/03/sucre-blue-empowering-low-income-communities-to-tackle-diabetes/
	Additions	When did the Sucre Blue project begin, and how did it come about? **As a type 1 diabetic I was having my own issues finding adequate and affordable care in Chicago. I thought, "If this is what it's like for me…," so I started doing research about what it's like for people around the world that have diabetes. I was finding a few videos and learning that 60,000 a year in Kenya are dying thanks to type 1 diabetes. In India they don't even have access to that kind of data. It's a very different kind of set-up in both India and China, as with most places in the developing world. They are lacking data for type 1**

		diabetes. Often, because of the symptoms that are shown, you die before anyone realizes you have type 1. They think you have the flu, and they put you on an IV that is full of sugar and then you get even sicker. 4 We realized with Portapure that it was very difficult to sell products if you don't understand the environment specifically. Country-to-country there are so many adjustments that need to be made and it is very difficult unless you've spent a lot of time in each country. Anyway, I had friends in the start-up community who knew I was looking for something that was related to international development and was hands-on and on the ground. My friends at Northwestern had done research into affordable diagnostics for diabetics, so things like reducing the price of blood glucose testing and seeing what kind of results would come out of that, for example, or how to build a business model around it. Two friends of mine that were part of that research team approached me with the data about two years after it had been conducted. They are management consultants working at big healthcare companies now and they were unable to do anything with the research. By that time I had been offered my fellowship to live in India, but they asked if I wanted to use their research to make this happen and I did. [..]In the developing world there are also a lot of issues with corruption and doctors egos as well as getting people to work with different stakeholders. **India is very political. To get permissions to go into these villages I had to get permission from 30 or 40 people. Even if you are doing something entirely positive for the community there are a lot of barriers.** The public health system needs to be involved enough or else they will shut you down, for example. Doctors are also required at the end of their residency to go spend two years working in a village. A lot of doctors will collect their money and not actually stay in the village, so obviously there are not enough doctors in rural areas. http://t1international.com/insulin-access/interview-with-erin-little-sucre-blue-and-diabetes-in-india/
	Analysis	2.1. knowledge, experience 2.3. help from community 3. political barriers 4. opportunity recognition, traditional model, but maybe a bit user entrepreneur 5. social mission 6. for the BoP
	Useful?	x
50	Name Source Search terms used Website	Imagineitskins.com Database HI
	Innovation	Deja (age 12) and Canyon (age 9) Viau (view) are involved in www.imagineitskins.com. We put bright images in Hospital rooms for Children. Recent scientific studies demonstrate how critical it is for Children to have bright images which make them HEAL faster while also having a better experience. Deja and Canyon were able to identify this need. They are responsible for screening all the artwork that is submitted to us. "Your skins are awesome! Easy to apply and they improved the look and room immediately. The new images have created a more calming and interesting atmosphere in our treatment room. Everyone love them from staff to parents to kids! Thank you and we look forward to ordering more images!! "**Deja and Canyon Viau have demonstrated the strength of their invention(s) to make an immediate as well as permanent contribution to the well being of children at a crucial time in their lives. Deja and Canyon display a genuine desire to impact children for good. They could well have used thier invention in other arenas, yet they have focused on pediatrics due to their belief in their inventions ability 5**
	Entrepreneur	MARK PADILLA VIAU, CEO and Founder**, holds a Master's of Professional Accountancy, a Master's in Public Affairs and a Bachelor's in Finance. He is a retired Federal Special Agent and spent many years working for the U.S. Dept. of Health and Human Services and is considered a Subject Matter Expert in Health Care issues. He has been involved in several successful ventures in parallel to his Agent career. He is a U.S. Military Veteran and Officer in the Air National Guard. 2.1**

	Organizational/ founding information	
	Additional search	http://www.changemakers.com/healthbiz/entries/imagineitskinscom; http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Additions	Tuesday, December 6 Do it for the Children.... We often get wrapped up in the inventing process, in the money, and in the recognition. It's okay if our invention doesn't have some higher level purpose. But at some point in our inventing careers we should all take a moment and ask the question - Does my inventing have purpose? Inventing is an interesting endeavor. For most of us its part puzzle, part creativity, and part business. But for an inventor from Utah named Mark Viau, it's also about helping children. By all accounts Mark is a serial inventor. Items from kids backpacks, to hospital artwork, it's obviously a passion of Mark's to make life for kids just a little easier. Take a look at his Imagine It Skins product for decorating hospital rooms. It's a great example of how you can take technology, ingenuity, and creativity, and invent a smile on a child's face. http://inventoropinion.blogspot.nl/2011/12/do-it-for-children.html
	Analysis	2.1. education, degree 5. social mission
	Useful?	x
51	Name Source Search terms used Website	i^3: Innovative International Ideas Database HI
	Innovation	
	Entrepreneur	Arun Kuchibhotla
	Organizational/ founding information	**We sell better living solutions, such as our initial community stove product, to third world community government agencies who desire a better quality of life for their constituents. 6** The concerns our solutions will address are the negative costs be it financial, health, or otherwise, that many of the substandard realities of life in the third world bring down upon its people. The problems faced are anywhere in that range from annoying, to life saving, to cost saving. In terms of just cooking, fuel usage has the hidden costs of unhealthy smoke inhalation and the fact woman needs to go to the jungle (where she could potentially be raped and killed) to chop or gather wood. Our solution is to design a new way for them to cook which simultaneously burns less fuel and produces less smoke.
	Additional search	
	Additions	
	Analysis	6. for BoP
	Useful?	
52	Name Source Search terms used Website	Late Living - Senior Living Video Tour Directory...Late Living, LLC Database SI http://www.lateliving.com/
	Innovation	**We provide an amazingly simple solution to a complex and emotional problem that is a win/win situation for care facilities, the families of aging parents, and the elderly parent in need. 5**Never before has the search for senior living been as easily accessible to families and their elderly loved ones. A one sided decision making process for finding senior care has now been replaced by collaboration and involvement of an aged parent in spite of disability or distance.

		LateLiving.com's key distinguishing trait of floating motion video tours coupled with unique website features has significantly overshadowed current competitor online directories and will quickly become the most used and trusted resource of families searching for elderly care. **The LateLiving.com website directory is unique from current competition because it satisfies the needs of two important segments, the families of senior citizens and the facility marketing staff. 1.1** The current approach is to search for senior care with the use of placement agencies or online directories that sell your information to these agencies. These companies require in person tours and meetings that take three to four weeks. These individuals are influenced by money and friendships that do not put the well being of the patient first and compromise the integrity of the industry. Unlike competitor websites, we do not sell the information of our users and have developed decision making web tools, including the video tours, to cut the search time down to three to four hours.
	Entrepreneur	Christopher L Wilson Co-Founder Unconfirmed Mr. Wilson is a W.P**. Carey School of Business Alumni with degrees in Supply Chain and Management. He has an extensive background in lean manufacturing and Toyota production systems from his time with Fluke Electronics. His business skills and innovation have helped him to grow a profitable luxury wedding photography business and video production studio over the past four years. Chris is the first entrepreneur to pioneer the use of Floating Motion** **I love building small businesses through innovative digital marketing, cluture and passion for making the world a better place. Specialties: Digital Marketing, Marketing Automation, Product Management, Video Production, Video Analytics, Wordpress Design, Purchasing, Cost Reduction through VAVE and negotiations, Prototype Sourcing, Strategic Supplier Sourcing, Supplier Audits & Continuous Improvement, Kaizen, Kanban inventory management, Oracle (Linkedin)** **Ammon Curtis** **Co-Founder** **Unconfirmed** **Mr. Curtis has an undergraduate degree in business marketing and recently completed his MBA from the W.P. Carey School of Business at Arizona State University. He currently works in product development at Infusionsoft in Chandler, AZ. He has consulted for many clients on both strategy and marketing. He has previously worked for one of the leading chemical providers specifically servicing long-term care facilities throughout Arizona. 2.1**
	Organizational/ founding information	Chris Wilson, a small film maker, sat down with his grandmother in 2012 to search for assisted living online. He saw was is easy to book a hotel, buy real estate and even find love online but it was nearly impossible to find senior living with good decision making tools. **It was at that point he made it his mission to revolutionize the way people search for and make decisions about senior care. 4.**
	Additional search	http://aztechbeat.com/2013/11/startup-late-living-lands-deal-2nd-largest-senior-housing-provider/; http://www.linkedin.com/in/christopherleighwilson; https://gust.com/companies/late_living_llc; http://www.mac6.com/incubee/late-living/
	Additions	
	Analysis	1.3. ahead of trend 2.1. experience, knowledge, education 4.oppertunity recognition, traditional model 5. efforts for society

	Useful?	
53	Name Source Search terms used Website	Mental Care for street children in India (Alkimia Consulting) Database SI http://alkimiaconsulting.com/es/index.html
	Innovation	INNOVATION on the IDEA and MODEL: Extending health care of street children of India, including Mental Health Care. **A countless amount of children population in India live in the streets and seek for shelter in orphanages and assistance centers. They come from different scenarios: abandoned and orphaned children, sexually abused or exploited in many ways, addicted to drugs, begging children. We are conscious of the great need of integration of mental health care; while providing answers to the constant increase of mental disorders. We are implementing substantial changes that prioritize prevention and early intervention; through education in mental health and psychological support. 5,6.** **Don Bosco, a registered Charitable Organization in India, asked us for urgent training actions and cooperation to ensure proper assistance. 2.3.** Educators and social helpers in general lack the knowledge on mental health problems. They need psychosocial educative programmes to recover their emotional and psychosocial wellbeing. INNOVATION on the Understanding on the TARGET POPULATION Beyond their material needs, we need to provide strong systems around children and youth to build their resilience and help them move beyond their social exclusion, empowering them to become real actors of their communities. INNOVATION on the MODEL Creation of an international professional network cooperating with national mental health professionals on the exchange of Knowledge.
	Entrepreneur	Ms. Olga Martin: Lecturer at Binghamton University Ms. Marita Solá: Consultant and facilitator of communicative processes and consensus-building and negotiation
	Organizational/ founding information	We could never forget Arun, a three year old boy living in the slums, with a sad and disoriented look in his eyes. Arun, had been abused… Upon our return to Barcelona, we began to move guided by that look in his eyes, dreaming with a project that today presents psychosocial wellbeing to street children and youngsters in India. Team Alchemy Consulting comprises Spanish-German consultants, advises and supports companies in their internationalization processes in Spain and Germany. We offer our customers a wide range of services, in order to optimize your business efficiency. processes We specialize in selection of qualified professionals, executive search, dealers and partners in the Spanish-German market. Corporate Social Responsibility The inspiration for this section was Mumbai Smiles, friendly entity with which we collaborate: Mumbai Smiles **Our project is based on collaboration instead of competition. Since its a new service to be provided to the target population, psychological support for children in Indian orphanages and assistance centers, we can only hope to find other professionals rendering similar services. We would eventually collaborate with them exchanging knowledge and experiences. This is a win - win programme where potential competitors can only add value to the global proposal and will be invited to get involved in our professional and academic network. 2.3.**
	Additional search	http://www.changemakers.com/healthbiz/entries/mental-care-street-children-india; https://www.linkedin.com/pub/olga-martin/34/802/a3b; https://www.linkedin.com/in/maritasola; http://www.danceandhelp.com/en/alkimia-consulting
	Additions	
	Analysis	2.3. need of community 5. social mission 6. for the BoP

	Useful?	
54	Name Source Search terms used Website	Syamsi Dhuha Foundation (care for Lupus) Database HI http://www.syamsidhuhafoundation.org/
	Innovation	**Through Care for Lupus, Syamsi Dhuha Foundation is creating a support group for people living with Lupus and their family, to increase their quality of life and further educate the society about Lupus awareness. 5**
	Entrepreneur	Dian Wahdini Syarief: In the midst of struggle to fight against Lupus the unknown disease, Dian Wahdhini Syarief, a person living with Lupus and low vision, is building a supporting system engaging stakeholders to ensure the survival of people with Lupus in Indonesia. Dian was born in Bandung 46 years ago raised by a pharmacologist father and a general practitioner and MBA mother. She was active in scouting and student union at high school and her university at Pharmacy Department, Bandung Technology Institute. Dian learned a lot about life values from her parents, especially her mother. She is a survival cancer and yet with her perseverance and high motivation she continued studying at her 50 year old of age and graduated from her MBA studies. She taught her personal values in becoming independent and not to easily give up. Her father instilled in her values in spiritual strengths. These values equipped her along her life path. Especially when she got the chance to join a students exchange program to Braunschweig, Germany, she learned what being tough and firm means to her life. **After graduated from university, she began her career working in a private national bank. Over her ten years of career she assumed several positions in marketing and credit, and served as the Corporate Communications Manager for her final posting 2.1.** It was not until she reached 34 years old in 1999 that she had to quit the job. She got SLE, which has changed her life completely2.1). The following four years were her life struggle against the pains and suffering from having over 20 major and minor surgeries in her brain, removal of the bladder, uterus, etc. She had to fight her inner struggle against her faith in God questioning why she got all these. However, the experience eventually brought her valuable lessons that changed her life. She found herself being grateful that God loves her so that she could learn more about love and share and help other people (ashoka). Founder : Ir. Eko P. Pratomo, MBA: At the end of 2003, Dian and her husband established Syamsi Duha Foundation (SDF) with two main divisions: Care for Lupus (CFL) and Care for Low Vision (CFLV). Although the health conditions that go up and down, trying to develop SDF Dian. Melaksanan lupus activity in order to socialize and embrace fellow odapus. Seek cheaper drugs for odapus path. While the need to address the pain resulting from the breakdown of hose whipping VP shunt -tube to drain brain fluid into the abdomen-mounted head since operations brain abscess, he also introduced his foundation to an international forum. (http://sepetaklangitku.blogspot.nl/2012/06/sunrise-serenade.html)
	Organizational/ founding information	**Syamsi Dhuha Foundation was born from an expression of love and the gift of the Most Gracious which unexpectedly come through a sickness. Pain is often regarded as a misfortune, however it also represents an expression of affection of the Merciful in the form of another** 2.1 . Not many people recognize the disease Lupus. Direct experience as a patient and being companion of the patient, are valuable experience to be shared not only to fellow sufferers, doctors, nurses, hospitals that are directly related, but also to the broader public. Lupus patients will experience a change in personal and family life that sometimes seems very heavy. However, the Almighty has promised that He will not impose a test for His people beyond their limits. Syamsi Dhuha existence was initially emerged from the awareness of the above. Initial intention of Syamsi Dhuha, **through one of its programs "Care For Lupus" is to encourage the companions ODAPUS (people with Lupus) and with her family, through various activities that are useful not only for themselves but also for larger society 5**. In the future, Syamsi Dhuha has greater aims. According to his mission: "as a means to achieve happiness fields charitable world and the hereafter", Syamsi Dhuha aspires to provide opportunities to everyone, not just to ODAPUS, to grateful all the gifts that God has given to perform various activities that can be beneficial to himself as both personal and also for others. Syamsi Dhuha Foundation, was established based on Deed No. 15 dated October 11, 2003 from the office of Notary Dr. Wiratni Ahmad, SH and

		approved based on the Ministry of Justice and Human Rights No. C-186.HT.01.02.TH2004.
	Additional search	http://www.changemakers.com/healthbiz/nominations/care-lupus; http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html; https://www.ashoka.org/fellow/dian-wahdini-syarief
	Additions	Care for lupus. Your caring saves lives. Never give up. These are the favorite mantras coming from Dian Syarief Pratomo to enliven the spirits of people living with lupus. Through those mantras, she tries to let people know that a strong will and the attention of those close to you are keys to assisting those living with the deadly and incurable disease. Living with lupus, and surviving, is not a cause of regret for the 46-year-old woman, who was born in Bandung, West Java on Dec. 21. She lived a normal life — going to school, college and work before getting married to Eko Pratomo. Diagnosed with lupus in 1998 turned her life upside down. She struggled to survive the disease that attacked her blood circulation system and affecting her sight. She ended up suffering from low vision. "I was having a normal life like everybody else. Life as usual, going to school, work and getting married, all for me, not thinking of anyone else," she recalls. Surviving the critical period after going through abscess surgery, which suppressed her vision, was a blessing. She was flown to Singapore for the surgery. The abscess was blamed on consuming high dosages of steroids to treat her disease in the first year after being diagnosed with lupus. "I had the surgery at the same time as another man from Surabaya. He did not make it and his wife was crying. At that time, I realized that I was given a privilege, a second chance, to live my life," said Dian, who had a fine career in marketing and corporate communications at a major private bank before falling sick. Dian was aware that at that time, lupus was a rare disease. Her pharmacologist father could only cry facing her condition. At that moment, Dian was fully aware she could only help herself and learn more about her disease. She then launched a personal quest to find doctors and read more on the Internet. With her husband Eko, she later decided to dedicate her life to people living with lupus and low vision, setting up the Syamsi Dhuha Foundation in 2003. **The foundation is the only support group for people living with lupus and their families in Bandung. 1.1** As lupus is still rare — even doctors often misdiagnose it as kidney, typhus, joint inflammation or other diseases — patients and their families are badly in need of mental and physical support as they have to change their lifestyle to survive. Currently, the group has assisted 370 people living with lupus and 30 others suffering from low vision. **The group, a social foundation, is managed professionally, launching education and familiarization programs as well as conducting research on the incurable disease. It provides training for medical people, from nurses to doctors, as well as providing online services by phone, email and through social networking sites like Facebook. 2.3.** "The concept is to conquer boundaries and time. We had people from England and India contacting us online, just in search of friends or to share experiences," Dian says. A mother, who saw her on a talk show on TVRI, even contacted her child, who lives with lupus, to call her from Australia to become her friend, she added. Each year, her foundation sets a target to publish a book, an album or CD on lupus and the experience of people living with the disease. It also holds different activities such as the Walk for Lupus, Lupus Goes Green, Lupus Goes to Campus and Lupus Goes to School. "These familiarization and education programs are crucial since many people still think Lupus is a cursed disease since it leaves a butterfly-shaped rash on one's face," says the woman, who has undergone 20 surgeries since diagnosed with the disease. "A mother once asked me to look after her daughter, whispering a message not to say anything about her disease, fearing that no man would marry her," said Dian, one of 28 recipients of the Lifetime Achievement Awards from the committee of the 9th International Congress on SLE [Systemic Lupus Erythematosus] in Vancouver, Canada in June 2010. High treatment costs for lupus made Dian think there was a need to find cheaper but effective alternative treatments from the country's rich herbs, taking into account people's high interest in using herbal medicine, but there is little support to fund its research. For World Lupus Day, celebrated every May 10, the Syamsi Dhuha Foundation holds a research sponsorship program called the Care for Lupus SDF

		Awards 2011 to help finance research to find natural ingredients that can work as therapy supplements in the treatment and/or in controlling lupus. The sponsorship program, which aims to improve the quality of life for people living with the disease, netted five finalists, each entitled to Rp 30 million in research funding. The government's attention to the disease, which is not contagious but deadly, is still low. When meeting with the health minister back in 2006, Dian brought some 1,500 signatures to demand access to cheap medicine for people living with lupus. "The minister asked, 'how many patients were there?' I told her that at that time, it was around 200,000 people. She then replied, 'not much then'," said Dian, who claimed she was shocked by the minister's reply. Aware the disease has yet to become a government priority, she was not discouraged — believing that with or without government assistance, the number of people living with lupus would continue to grow and they have to survive. In order to get the foundation going, Dian and Eko, who have no children, donated their assets to the foundation's office in the DKK complex in north Bandung and its facilities. They also received donations from different donors to be channeled to poor people living with lupus and to organize the foundation's programs. "Back then, I worked from nine to five. Now I have to be ready for 24 hours, from taking phone calls and texts, handling orders for books and assisting sick patients from home to the emergency room," says Dian, who can only rely on her ears to do most of the jobs thanks to the Braille Reader program on her cell phone. In the future, the foundation is set to be financially independent with rental money coming from 25 boarding rooms that are ready to accept tenants sometime this year. Despite her bad vision and a rubber tube planted on her brain, and another brain surgery three months ago to cure an infection, Dian works enthusiastically, a smile never leaving her face. "My husband and I dream that someday, when we are gone, the foundation can grow into something like the Helen Keller Foundation, which does not work only in Bandung but internationally." — Yuli Tri Suwarni (http://www.thejakartapost.com/news/2011/05/15/dian-syarief-dream-big-with-her-heart.html)
	Analysis	1.1. ahead of trend 2.1. education, experience 2.3. community 5. social mission
	Useful?	x
55	Name Source Search terms used Website	OkCopay: Helping People Find Affordable Medical Care Database HI http://www.okcopay.com (Access denied)
	Innovation	OkCopay helps people who pay out-of-pocket for medical expenses find the right doctor at a competitive price. The OkCopay website allows users to view pricing information, compare health providers, and find local deals. **OkCopay is creating an open web-based portal that helps consumers quickly and easily identify cost-effective medical providers. 5** 50 million Americans are w/o health insurance. 130 Million Americans do not have either vision or dental coverage. Even worse, uninsured patients typically pay the most for medical care, which is why medical bills are the leading cause of personal bankruptcy. OkCopay is an elegant technology solution that empowers patients to understand their options for care, make more informed decisions, and save significant time and money. Users can now know their potential costs before they go to the doctor.

		We uniquely address 3 current problems that are contributing to the perpetual rising costs of health care: **1) Finding out pricing information prior to treatment is insanely difficult.** **2) Uninsured patients pay the most for medical care.** **3) Medical prices within the same geographic area have a tremendously wide variability. For example a cash-paying patient might pay as little as $430 or as much as $2600 for an abdominal MRI. 4** Consumers are already comfortable using websites to find good value for cars, electronics, and travel. OkCopay is applying comparison shopping dynamics to routine medical care. Through technology we can reach tens of millions of people who need to find affordable care. Without this transparency, there is no mechanism for people to easily find pricing info or market pressure to bring down or at least control costs. OkCopay exists to bring basic consumer rights and improve the sustainability of our health care system.
	Entrepreneur	Toure McCluskey: Founder OkCopay May 2011 – Present (3 years 2 months)Greater Chicago, Milwaukee & Indianapolis OkCopay is a ground breaking comparison search engine for medical care. With OkCopay you simply search for the procedure you need, compare providers, and view actual prices. You can finally "shop" for health care! Would you book a flight without first checking Kayak or Orbitz? If you are in need of medical care, first check OkCopay! Managing Director First Mile Health January 2008 – October 2011 (3 years 10 months) Eli Lilly & Co.Global Strategic Pricing July 2006 – January 2008 (1 year 7 months) **Stanford University Graduate School of Business** **MBA, Business** **2003 – 2005** **Harvard University** **BA, History, Int'l Relations** **1994 – 1998 2.1.** Biography Touré McCluskey is an entrepreneur who has worked extensively within the health care industry. He founded OkCopay to help Americans without adequate insurance find and access affordable local health care. Touré holds an AB in History from Harvard University and an MBA from the Stanford University Graduate School of Business. http://www.echoinggreen.org/fellows/toure-mccluskey
	Organizational/ founding information	 OkCopay was born out of the frustration of paying over $500 out-of-pocket for an X-ray that could've been had across the street for $80. Despite using the Internet to shop for travel & other services, I had no ability to compare local medical providers. **So I left my job in pricing strategy at a Pharma company to become an entrepreneur and figure out how to reduce the costs of health care 1.1.**
	Additional search	http://www.echoinggreen.org/okcopay-inc; https://www.facebook.com/pages/OkCopay/180288292038922?sk=info; http://www.echoinggreen.org/fellows/toure-mccluskey; http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode

	Additions	Why I'm Passionate About This: The fifty million Americans without health insurance pay the most for care, and medical bills are the leading cause of personal bankruptcy. As a pricing professional for a pharmaceutical company**, I recognized that cost is a main barrier to quality health care. I investigated further, and was shocked to find that procedure prices varied widely among providers. When I left my corporate job to become an entrepreneur, I lost my insurance, and paid over $500 for an xray available across the street for $80. 4** With OkCopay, anyone can easily search for the procedure they need, compare local providers, view provider prices, and make informed decisions as health care consumers. http://www.echoinggreen.org/okcopay-inc November 11, 2011|By Wailin Wong, Chicago Tribune reporter Toure McCluskey first tried his hand at a startup more than a decade ago, when he and his brother formed an online restaurant reservation service similar to OpenTable. That venture was short-lived, but he took the lessons from his early experiment to Stanford University, where he earned an MBA, and later to Chicago, where he recently launched OkCopay, an online comparison engine for medical procedures. McCluskey, 35, grew up in Bloomington, Ind., the son of Indiana University professors who taught African-American studies, English and women's studies. He studied history at Harvard and worked at drugmaker Eli Lilly before leaving the corporate world to start First Mile Health, a business that develops employee wellness programs for medium-size companies. Now McCluskey is looking to roll out OkCopay to more cities and raise money. We asked him about being one of just a few black founders of startups in Chicago, a group that also includes Seyi Fabode and Phil Nevels of electricity rate comparison site Power2Switch, Charisse Conanan and Adrissha Wimberly of online financial planning services provider Smarteys, and Collin Wallace of FanGo, a mobile platform for ordering concessions and merchandise at stadiums. http://articles.chicagotribune.com/2011-11-11/business/ct-biz-1111-bf-minority-qa-20111111_1_entrepreneur-scrap-iron-seyi-fabode
	Analysis	1.3. ahead of trend 2.1. education, degrees 4. opportunity recognition, traditional model 5. efforts for society
	Useful?	x
5 6	Name Source Search terms used Website	Patients' Rights Guidebook and Trainings Database HI
	Innovation	The patients' rights guide will aim to inform health professionals, NGOs working on health rights and health sector companies and associations and also patients. The guide will have different categories based on special case studies. Until now, in Turkey, all the books about patients' rights were purely or partially academic works. However this book aims to be a guide for various target groups, and a practical orientation guidebook in which information will be vulgarized. Also, the book will include deontological discussions that could be an important guide for medicine students. Living a transformation of the health system in Turkey nowadays, diverse case studies and their chronological evolution would procure an enlighten of weak and strong points of this transformation. The second step of the innovative project is to organize training programs about patients' rights for health professionals. Case studies mentioned in the guide will constitute a special part of trainings. HAYAD is the very first association working about patients' rights created in Turkey. **Since 1997, the organization have had the chance to collect many case studies from different regions and social backgrounds in Turkey. There is no other association or organization working in the field that have done such a collection of different cases. 1.1.**

		We think it is now important to share the knowledge that has been accumulated by a guidebook with different social groups and by trainings with health professionals.
	Entrepreneur	About the Authors **ASST. PROF. FULYA İLÇİN GÖNENÇ** Fulya İlçin Gönenç (born on 31 January 1968, Eskişehir-Turkey) studied Law at the Law Faculty of Marmara University. She has a Master of Law degree from the Law Faculty of University of Marmara, and in 2002 she obtained her Ph.D from the same university. She is assistant professor at Marmara University, Faculty of Law. Her scientific contributions in Roman Law, Civil Law Theory, Health Law consists of monographs, articles and many lectures, memberships and taken an active role in Turkey and international conferences. She is a founding member of Organization of Patients' and Patients' Relatives' Rigths (HAYAD). She also serves as a member of Marmara University Research Center of Health Law and İstanbul 8. Clinical Research Ethics Comittee. Fulya Ilçin GÖNENÇ **Eskişehir Anatolian High School, then graduated from Marmara University Faculty of Law.Marmara University Institute of Social Sciences at the master's degree (1996) and PhD completion (2002)2.1.** The affluent, in 1993 m.ü.hukuk faculty research assistant at the start as the academic life still Roman Law Department of the President in the same place continues. Patients and Caregivers Association (HAYAD-1997) organizations in the work of the affluent, medical / health law and ethics in the field working with associations and foundations work in maintaining and Clinical Research Ethics Committee member serves as the. Several universities, Roman Law, Medicine / health law and in different areas of undergraduate and postgraduate courses and training which provides Gönenç the work in the areas of national and international symposia presentations, articles and books are available Fulya Ilçin GÖNENÇ
	Organizational/ founding information	**In 1997, after having lost a beloved member of a friend group because of malpractice, his relatives distinguished there is no rules about patients' rights. "Aha!" moment was the wish to establish a reglementation of patients' rights. So relatives who have lost the patient joined with some doctors, lawyers and deontologists and discussed a possible patients' rights reglementation. 4** Who founded HAYAD `s? HAYAD these services at the time they are unsuccessful for various reasons, which is a mage or sensitivity and suffer from something done thinking about it coming together of persons who coincidentally has occurred. HAYAD different professions There are those who in the founders. Association between the founders and activists, patients, their relatives, lawyers, health professionals, architects, housewives, students, ie there is anyone who is interested in this subject. Association prior to the installation to be informed of these activists for a long time and none of such meetings should be comprised of a structure from discussion of the "association" to be decided.
	Additional search	http://heper.com/hayad/about.htm; http://books.google.nl/books?id=0Y3S7ii7bdwC&pg=PA92&lpg=PA92&dq=HAYAD+founders&source=bl&ots=tY-j2G3s_n&sig=m2RLkkjksCedvRRDmEwTvrlZaMs&hl=nl&sa=X&ei=ECexU8uOOsGsO-rOgKgK&ved=0CG8Q6AEwCQ#v=onepage&q=HAYAD%20founders&f=false

	Additions	Organization of Patients' and Patients' Relatives' Rights How it was established Turkey is a developing country. And in this country there is a health system that almost insists on not developing**. This system is so inadequate that there is not a day passing by that in the news media we wouldn't hear stories about violations of health rights of people.It is the bitter truth that almost anyone who happens to turn in for help or services at a public or private health institute criticizes, even rebels about many situtations and events that they end up facing. 5** It is possible to accept all these issues by accepting them as fate and to begin with hoping that by constitution, there is a government that takes the responsibility of enabling everyone to lead a life with physical and mental health, however, incapable of putting together all the necessary regulations. yet, perhaps, this would be far from the easy way out, but dreaming! At this very point, figuring out that there is the need to do something about this and believing in the power of civil organizations we founded the Organization of Patients' and Patients' Relatives' Rights. In order to gain our constitutional rights for a healthy life we joined our voices and power under the roof of an organization which in turn is yet another constitutional right. HAYAD has been officially established as an enterprise in September 9, 1997 after an initial effort following the process of preparation.
	Analysis	1.3. ahead of trend 2.1. knowledge education, degree 4. opportunity recognition, traditional model 5. social mission
	Useful?	x
57	Name Source Search terms used Website	Sexual Assault Survivor Self-Care App...RAINN Database HI
	Innovation	RAINN has been serving survivors of sexual violence through the National Sexual Assault Online Hotline at rainn.org for almost 7 years. During this time we have assisted over 150,000 survivors, averaging over 3500 hotline visitors a month**. Something we here repeatedly is that survivors would like a way to manage the short and long term effects of their trauma through an app. Currently, there are meditation, prevention apps, etc. but no apps that are specifically created for sexual assault survivors . 4, 1.1.** In 2012, through a contract with the Department of Defense, RAINN created the DoD Safe Helpline app which provides sexual assault survivors in the military with free worldwide access to tools and resources to help self-manage the symptoms of sexual trauma. This app addresses these unique needs confidentially (all data is stored within the app) and can be used without internet access. The app features an interactive self-assessment tool ("PLAN"), which allows users to evaluate trauma symptoms through six basic questions. At the end of the assessment the app provides a list of recommended exercises to help manage these symptoms. Some of the exercises include grounding, guided visualization and breathing techniques. Catering to both male and female survivors, users can select audio in either gender's voice. The app can also connect a survivor to the Safe Helpline and local military sexual assault resources worldwide. RAINN would like to repurpose the Safe Helpline app for the general population, making this valuable tool available to those outside of the military.
	Entrepreneur	Mr**. Scott Berkowitz is the founder and president of RAINN (Rape, Abuse & Incest National Network), America's largest anti-sexual assault organization. RAINN created and operates the national Sexual Assault Hotline, educates more than 130 million Americans a year about sexual assault, and leads national efforts to improve services to victims and ensure that rapists are brought to justice. 5** In 2006, RAINN launched the National Sexual Assault Online Hotline, the web's first real-time, secure counselling hotline, which won the prestigious Technology

		Innovation Award from Npower and Accenture for being the best use of technology by a non-profit. Recognizing RAINN's effectiveness, efficiency, and professionalism, Worth magazine selected RAINN as one of "America's 100 Best Charities." RAINN operates the National Sexual Assault Hotline in partnership with 1,100 local rape crisis center affiliates across America. RAINN's national hotlines (telephonic and online) have helped more than 1.9 million victims of sexual assault since 1994. RAINN also operates the DoD Safe Helpline under contract with the Department of Defense. Mr. Berkowitz is also the CEO of A&I Media, a firm that specializes in media start-ups, acquisitions and management. Previously, Mr. Berkowitz worked for seven years for Campaigns & Elections magazine, serving the last four years as publisher. As publisher of the country's largest political magazine, Mr. Berkowitz was a frequent spokesman on television, radio, and in print. **Mr. Berkowitz holds a BA from Hampshire College in Amherst, Massachusetts. 2.1.** (http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf)
	Organizational/ founding information	**After having a close friend assaulted Scott Berkowitz was moved to action. He saw the need for a national resource and in 1994 the National Sexual Assault Hotline was launched and RAINN was founded. 1.2.** Since launch, the telephone hotline, in partnership with over 1100 local sexual assault providers, has assisted almost 1.7 million people. What made you start this wonderful organization that has done so much to help too many? Like everyone, I had some friends in college who had been assaulted. But to be honest, I had a whole lot to learn when I started. It was through conversations with thousands of survivors and volunteers and others over the years that I really got a better understanding of the issue. Nineteen years later, we've accomplished a lot, but there's still lots more to do https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additional search	http://www.changemakers.com/healthbiz/entries/rainn-mobile-app; https://rainn.org/million/message-scott-berkowitz.ph; https://www.linkedin.com/profile/view?id=3152719&authType=NAME_SEARCH&authToken=kGqq&locale=en_US&srchid=903182761404122922487&srchindex=1&srchtotal=11&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A903182761404122922487%2CVSRPtargetId%3A3152719%2CVSRPcmpt%3Aprimaryl http://responsesystemspanel.whs.mil/Public/docs/meetings/Sub_Committee/20140226_VS/Materials_Presenter/Biography_Berkowitz.pdf; https://veterans.house.gov/witness-testimony/scott-berkowitz; https://rainn.org/news-room/rainn-hosts-its-first-qa-with-founder-scott-berkowitz
	Additions	
	Analysis	1.5. ahead of trend 1.6. personal need component 2.1. knowledge, education, experience 4. opportunity recognition, traditional mode; 5. social mission
	Useful?	x
58	Name Source Search terms used Website	Sweet Mothers Inc
	Innovation	The innovation uses ideas from two sectors, health insurance and mobile money to build a social enterprise that delivers essential health services for women through a micro health insurance for maternal health services. **Health insurance has long been for the upper class who can afford the institutional price of the products and the professional class who are able to procure insurance through their employers. The poor have long been ignored by this sector and left to deal with financial ruin each time someone in their family gets ill or needs maternal health services. Also, the mobile money sector is growing in Nigeria and there are various firms offering services for the unbanked poor. Our**

		innovation allows poor pregnant women to buy micro health insurance for maternal health services using the banking services they can easily access. 5. 6. The business model is different because of our target market, products and business model. We target an untapped market of low income and middle income women who are pregnant and are at a stage in their lives where health seeking behaviour is at the highest. We are committed to our dual mission, to make money so that the business is sustainable and to provide social services by delivering access to maternal health services for this un-served and underserved population**. Our company introduces Innovative products delivered through an innovative channel using the paradigm of social entrepreneurship and dual bottom lines 1.1.**
	Entrepreneur	Temie Giwa: INFO Operations Manager bij The Lagos State Government Previous: Millennium Villages Project and Global Health Corps **Education Monterey Institute of International Studies** **Past: Minnesota State University Moorhead en Osseo Senior High School 2.1.** Lives in Lagos (Nigeria) Comes from Arigidi, Ondo, Nigeria Married to Kola Tubosun
	Organizational/ founding information	A young girl gave birth to a baby at a private health centre in Lagos. After delivery, the hospital detained her because she could not pay. She fed her baby kerosene and drank some herself. The baby died and she was charged with the murder. The tragedy shows how inability to pay leads to financial catastrophe for Nigerian families. If this girl had the chance to save up for the birth of her child,
	Additional search	http://www.changemakers.com/healthbiz/entries/sweet-mothers-inc; http://www.lagosstate.gov.ng/; https://www.facebook.com/temi.giwa; http://www.ynaija.com/temie-giwa-tubosun-on-self-government-ynaija-frontpage/?utm_source=dlvr.it&utm_medium=facebook; https://www.facebook.com/LifeBankApp/photos/a.389269847862999.1073741829.356716547784996/389269931196324/?type=1
	Additions	
	Analysis	1.1. ahead of trend 2.1. degree 5. Social mission 6. for BoP
	Useful?	
59	Name Source Search terms used Website	"Clean Birth Kit 2.0" – Targeting Facility Births for Bigger, Cheaper Impact..AYZH Database HI https://www.ayzh.com/~ayzhus1/
	Innovation	**AYZH AIMS TO ADDRESS MILLENNIUM DEVELOPMENT GOAL 5 (REDUCING MATERNAL MORTALITY) BY APPLYING PROMISING TECHNOLOGY (CLEAN BIRTH KITS) TO AN UNTAPPED MARKET (HEALTH INSTITUTIONS) CAPABLE OF EFFICIENTLY REACHING MILLIONS OF WOMEN, SAVING MORE LIVES AT A LOWER COST. 5** "Clean Birth Kit 2.0" is a game-changing model for distributing clean birth kits to health facilities, integrating innovative education/evaluation strategies to ensure quality, affordability, and scalability throughout our supply chain. Our model also provides meaningful employment and **empowerment opportunities for low-income women who package our products 6**. This revolutionary approach has unique potential to advance progress towards maternal health outcomes in facilities, making significant contributions to critical research gaps surrounding the cost-effectiveness of clean birth kits and their overall potential to standardize/replicate clean birth practices on a global scale. This model has successfully commercialized AYZH's signature, award-winning $2 Clean Birth Kit, focused on financial sustainability through products sales. Our innovation is characterized by: Education and Awareness initiatives to increase the acceptance of, adherence to, and demand for clean birth practices in health facilities; a Monitoring and Evaluation program, to rigorously monitor quality and affordability of our products, and assess overall social, environmental, and economic impact; and innovative New Product Development processes to identify and meet new needs of

		existing customers through "kit style" product extensions. ` **Breaking away from traditional clean birth kit solutions, AYZH is one of the only companies (1) utilizng a "market-based approach" and (2) delivering birth kits to health facilities. 1.1.** Our distribution model has unique potential as a platform for scaling the efficient distribution of commodities that lead to clean birth practices and improved maternal/newborn health outcomes. Organizations have worked with different versions of CBK for over 25 years, but these efforts remain largely ineffective, expensive, and unsustainable because they depend on grants, target home births, and lack efficient access to resource-poor markets. AYZH maintains unique understanding of and access to the Indian health market, and a sustainable source of revenue scaled via repeat sales to health institutions.
	Entrepreneur	Zubaida Bai (founder and Chief Executive) holds a 3-in-1 role functioning as a Leader, Manager and Entrepreneur – guiding ayzh to be Effective, Efficient, and Innovative. Zubaida Bai (India) Having once been one of the "silent victims" with whom she now works: a woman who, as a result of unsanitary birthing conditions and practices, contracted an infection that caused her to suffer for years, Zubaida Bai used her passion and experience in the social development sector to found AYZH, a social enterprise aimed at bringing technology solutions to rural women. **Now, after being chosen as a TED India Fellow in 2009, obtaining her MBA, and spending five months in the field investigating birthing hygiene and education 2.1** , Zubaida has invented an improved version of the clean birth kit. Her kit is produced and distributed by local women and uses attractive packaging to help women understand how and why to use it. Zubaida is currently working to distribute the kit through the country's system of rural clinics and hospitals. Zubaida's experiences demonstrate her passion for empowering underserved women and her match with an Ashoka Fellow will enable her to envision a model for widespread social change. (Ashoka)
	Organizational/ founding information	After experiencing an infection after childbirth, Zubaida founded AYZH on the belief that every woman has the right to a clean and safe birth. Based on unique experience at the intersection of engineering, women's health, and business she immediately recognized untapped opportunity to significantly impact maternal health in health institutions in India, where unhygienic births are on the rise. ayzh is a for-profit social venture providing health and livelihood solutions to impoverished women worldwide. We develop low-cost, appropriate technology designed to meet the unique needs of women in resource-poor settings. Signature to the ayzh brand is a convenient, "kit style" product. In 2010, ayzh launched its first product, JANMA, a clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. Additional products under development include: a newborn kit, a post partum hemorrhage kit, and a groundbreaking sanitation and hygiene solution for women. ayzh products are assembled and packaged by local women, creating economic opportunity in the communities we serve. ayzh operates an innovative B2B business model, selling to health-based businesses (for-profit and non-profit) that are capable of giving ayzh significant and scalable access to its target beneficiaries (underprivileged women). ayzh serves two key customer segments: medical institutions (hospital pharmacies, health care centers, and slum clinics), which resell ayzh products to women, and non-profit aid organizations (working to improve the health and wellbeing of women and families in developing countries), which supply ayzh products to women
	Additional search	http://www.linkedin.com/pub/zubaida-bai/7/978/69a; https://www.ashoka.org/zubaida-bai-rebecca-onie; http://www.changemakers.com/healthbiz/entries/janma-transforming-distribution-clean-birth-solutions; http://social.yourstory.com/2013/11/zubaida-bais-quest-save-lives-thousands-women-innovative-birthing-kit/

	Additions	How Zubaida Bai invested her jewellery and family savings to build a clean birthing kit that saves thousands of lives ... Growing up in in a middle class household in Chennai, Zubaida Bai was exposed to the typical social and economic hardships faced by women in India. She saw her mother working hard everyday. Her female cousins and friends, not given the opportunity to study, were married off early. Finances in the family were also limited. Bai, though was a rebel. She went against the grain and got an engineering degree and through sheer persistence, she snapped up a full scholarship from the Dalarna University in Sweden to do a Master's in Mechanical Engineering (product development and design) . When she was 24, she married Habib Anwar and moved to Canada. But soon she was back in Chennai, after the company where Anwar worked, decided to set up an offshore unit in India. She joined Rural Innovations Network (RIN), a non-profit that incubates rural innovations (now known as Villgro) , to work on product innovation and assisting individuals and organizations to make their product ideas commercially viable. At RIN, she saw good innovations not getting commercialized. Bai wanted to change this. Based on her extensive product innovation and Anwar's financial expertise, the two decided to take action. The epiphany: Bai had always wanted to find a way to give back to women, especially rural women. Incidentally, this resonated with Anwar, who had lost his mother and aunt to ill health and suffering. Around that time, a chance meeting with a professor in Boston, ended up with her doing MBA in Social and Sustainable Enterprises from the Colorado State University in Fort Collins, Colorado. During a field trip to test several products for her business plan, Bai witnessed the unclean surroundings of a hospital and unsterile instruments that were being used at the time of childbirth. For Bai, this was deja vu, she was reminded of the infection she suffered when her first child was born, that had taken her an entire year to recover. "I suggested to Habib to consider maternal health as an area of focus and in 2009, we registered ayzh in the US," says Bai, about the decision to co-found a healthcare product company along with her husband Anwar. Problem identification, a precious investment and the impact: As part of her research, whilst talking to obstetricians and gynecologists, maternal health advocates and village elders, Bai and Anwar discovered an inconvenient truth- they realized that the poor couldn't afford the cost of cleanliness and sterility. This insight led to the birth of JANMA clean birth kit, which provides women all the components recommended by the World Health Organization for a safe and hygienic birth, using environmentally friendly and culturally appealing materials. "We put in all our savings and my jewelry to an unknown path. Partnering with Kuthambakkam Village on the outskirts of Chennai, we provided employment to their women to help assemble JANMA– the clean birth kit," reminisces Bai. To date, with minimal marketing efforts and a small, informal sales force, ayzh has sold 50,000 kits in India, Haiti, Afghanistan, and several countries in Africa. Demand from other countries continues to grow. JANMA is sold directly to customers, and also to hospitals and health institutions. Other than their flagship product – JANMA – Ayzh has other products under development. They include: a newborn kit to be bundled with JANMA (prototyped, 1,000 units sold); a post partum hemorrhage kit (R&D); a sanitation and hygiene solution for women (R&D); and a household water filter (prototyped, 100 units sold). Crowdfunding campaign on Indiegogo: In August, this year, they kicked off a crowdfunding campaign on 'Indiegogo' to raise $50,000 to do an impact analysis of the product and to scale a mobile phone training program to educate rural healthcare workers on clean birth practices via voice messages on cell phones. "We chose crowdfunding as a platform not only to raise funds, but also to raise awareness of a pressing global health issue. To date, ayzh has raised start-up funds primarily through social impact investors. At the time we decided to raise an additional $50,000 to fund two innovative initiatives, we wanted to try something different. With product sales and demand for our Clean Birth Kit in a Purse growing around the world, we felt the time was ripe to engage a larger audience of "change makers" and launch a global movement to give every mother and newborn a clean and safe birth," remarks Bai. Scaling up and looking ahead: Founded in 2010, ayzh now has eight employees and is looking to scale operations throughout India and in Africa. In order to keep up with demand for JANMA, they are currently working to hire and train a larger sales team, improve management systems, pilot new products, secure extra office space and launch a rigorous monitoring and evaluation program. "As we scale up over the next five years, our primary focus will be on product sales and establishing additional "regional hubs" (production/distribution facilities) in India and Africa, enabling us to reach ambitious sales targets and achieve breakeven point," points Bai. In order to scale production and distribution, ayzh is developing a franchisee model, whereby partners will set up their own ayzh facility, employing low-income women. The products assembled will be distributed to customers in a regional market created by the ayzh sales team. Bai's biggest challenge is not funding or

		other problems that social enterprise faces. Its more to do with a lack of awareness of the problem of maternal/infant mortality due to infection at time of childbirth and lack of understanding and knowledge around the need for clean birth practices. Does ayzh need funding? ayzh's primary source of revenue is through its product offering of simple, low cost, high quality technology for which both its customers and women target beneficiaries are willing to pay. With approximately 20 million births each year in India, the company has predictable revenue with affordable products sold to a large market. But in order to scale, they are also close to closing a second round of investment funding by end of 2014. Looking back and ahead: Bai has a big goal of bringing five million products to the market over the next 5 years, and impacting approximately 25 million lives by 2018. "Looking back, I feel the impact of all our hard work is just beginning to show as more and more women, families and health care practitioners realizing the need for cleanliness and sterility after having used the kit and spoken to one of ayzh team member… but there is still a lot of work yet to be done and it reminds me of the famous last para from Stopping by Woods on a Snowy Evening by Robert Frost: The woods are lovely, dark and deep. But I have promises to keep. And miles to go before I sleep. And miles to go before I sleep," remarks Bai. ... read more on social.yourstory.com Biography Zubaida Bai is widely regarded as an expert and a leader in the field of engineering design for low-cost health products customized for the developing world. Zubaida's work at the bottom of the pyramid demonstrates her passion for empowering underserved women, and has led her to be selected as the TED India fellow for 2009 and the Maternal Health fellow for 2010-2011 by Ashoka among many others. She has a Master's in Engineering (product development and design) and an MBA (social and sustainable enterprises). http://www.echoinggreen.org/fellows/zubaida-bai
	Analysis	1.3. ahead of trend 2.1. education 5. social mission 6. for the BoP
	Useful?	x
60	Name Source Search terms used Website	SELCO Database HI
	Innovation	SELCO believes that modern energy services if provided in a sustainable way can uplift the quality of life among the underserved: our primary clientele. One **of our main energy services is providing reliable and safe electricity using solar power. 5.** Electricity is then used to power lights, or/and small motors for income generating activities. The safe and reliable solar lights have led to better light conditions for children to study, thus leading to better education. Earlier while cooking people used to inhale the dangerous smoke of the kerosene lamps, and that has now been replaced by clean solar lights. Solar lights have also led to increased working hours thus enabling the households to do income generating work in the evenings. For example people do tailoring or weave baskets. Lights have also increased business for local petty shops and road side eateries. On the social side, bright lights at home have had an effect on the general morale, benefits that cannot be easily measured in terms of economics. In some households, SHS has also replaced diesel generators, another polluting agent in the local environment. SELCO?s work also has created a tremendous awareness among the locals and some policy makers. SELCO INDIA has pioneered numerous innovations (both financial and technical) in order to link modern energy services to better quality of life. SE**LCO INDIA is solar energy services company that sell, installs and services solar lighting systems to the underserved in rural India. 6** SELCO is headquartered in Bangalore, India and has 25 solar service centers offices in the states of Karnataka, Andhra Pradesh and Kerala. With a staff of more than 150, SELCO has installed more than 45,000 solar lighting systems. SELCO has also partnered with more than 12 local financial institutions. SELCO has ensured that its clients can get door-step service and door-step financing: two key components for the successful

		dissemination of modern energy services in the underserved areas. SELCO?s primary mission is to uplift the quality of life among the underserved and also create enabling conditions for income generating activities. Solar lighting has led to better education, smokeless environment and longer working hours; thus uplifting the quality of life of the beneficiaries. Most of the residents in the area were underserved and belonged to low income groups. The socio-economics of the target group prevalent in the its area of operations motivated SELCO to create a local service network and partner with local financing institutions to create many innovative financing models.
	Entrepreneur	Dr. H Harish Hande, Managing Director, SELCO-India, which he co-founded with Neville Williams in 1995. Dr. Hande earned his Doctorate in energy engineering (solar specialty) at the University of Massachusetts (Lowell). **He has an undergraduate degree in Energy Engineering from the Indian Institute of Technology (IIT), Kharagpur.** 2.1. Dr. Hande serves on the boards of many organizations, both national and international. Neville Williams, Former Chairman and Board Member a solar energy pioneer, has promoted solar power applications around the world since 1988. He founded a non-profit organization specializing in solar for the developing world, and has launched various companies in five countries to sell and install solar electric systems. He founded the Solar Electric Light Fund (SELF), a non-profit organization based in Washington DC. SELF continues to facilitate solar rural electrification worldwide.
	Organizational/ founding information	About Us **SELCO Solar Pvt. Ltd, a social enterprise established in 1995, provides sustainable energy solutions and services to under-served households and businesses. It was conceived in an effort to dispel three myths associated with sustainable technology and the rural sector as a target customer base:** **1) Poor people cannot afford sustainable technologies;** **2) Poor people cannot maintain sustainable technologies;** **3) Social ventures cannot be run as commercial entities. 6** SELCO aims to empower its customer by providing a complete package of product, service and consumer financing through grameena banks, cooperative societies, commercial banks and micro-finance institutions. SELCO's key features: Creating products based on end user needs: going beyond just being a technology supplier but customizing our products based on individual needs. Installation and after-sales service: dedicating regional energy service centers to ensure prompt maintenance and service. Standardized financing packages: creating channels for end users to afford systems based on their cash flow. SELCO currently employs about 295 employees in in Karnataka, Gujarat, Maharashtra, Bihar and Tamil Nadu spread across 40 energy service centers. Since 1995, we have sold, serviced and financed over 1,50,000 solar systems to our customers.
	Additional search	http://www.changemakers.com/competition/FEC/entries/selco-india-linking-energy-services-better-quality; http://en.wikipedia.org/wiki/SELCO_India; http://nexus.som.yale.edu/design-selco/?q=node/91
	Additions	History Dr. Hande after graduating from IIT Kharagpur conceptualized SELCO India during his PhD on sustainable energy at the University of Massachusetts. During a field visit to the Dominican Republic, he was surprised to see the poor using solar lights. This prompted him to think if a similar model can be used for poor households in India too. After brief study on poverty and opportunities for solar intervention in Sri Lanka he returned to Massachusetts and met Mr. Neville Williams. Williams was the founder of SELF (Solar Electric Light Fund), a U.S.-based nonprofit organization facilitating rural electrification worldwide, and his interests were directly aligned with Hande's work in his home state of Karnataka. In 1995, http://nexus.som.yale.edu/design-selco/?q=node/91 as an energy services company focused on meeting the needs of people lacking adequate access to energy. Initially, SELF took a majority stake in the new company, with Williams as Chairman, while Hande retained a minority shareholding

		position and the role of Managing Director.[4] When Hande established SELCO-India in Bangalore, he was looking to dispel three myths: Poor people cannot afford sustainable technologies; Poor people cannot maintain sustainable technologies; Social ventures cannot be run as commercial entities.[4] SELCO India eventually came into being in 1995 under the leadership of Hande and Neville Williams, president of Solar Electric Light Fund (SELF). Financial backing was received in December 1996 from Winrock International which released a conditional loan of $150,000 under the USAID Renewable Energy Commercialization project. This was however on a condition that SELCO INDIA created couple of solar service centers and install a minimum number of systems. SELCO started with a financial model in which each customer would pay 25% of the cost upfront as down payment and will further pay a monthly installment which is affordable and within the average monthly budget of a family in the region. Along with this, the SELCO INDIA also provided a year's guarantee to the warranty of the manufacturer along with free service for a year and a 90-day money back guarantee. The loan to Winrock was paid back by 2000. SELCO INDIA got good backing with E+Co initially investing US $107,500 to become SELCO India's first investor. The company has expanded into the United Kingdom, operating as a builder's merchants from 2006. (Wikipedia)
	Analysis	2.1. degrees 5. sustainability 6. for the BoP
	Useful?	x
61	Name Source Search terms used Website	Prahba foot www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf prothesen in ontwikkelingslanden/Prosthetics in Developing countries
	Innovation	The word Prahba means “superior energy” and due to its outstanding qualities, allows much of the patient’s energy expenditure to be reduced. This foot looks very natural and can be worn barefoot or with shoes. **The foot is durable, maintenance free, and cost-effective making it very affordable for low income patients**. **The Prabha foot is a lightweight (2 kg), above-the-knee prosthetic limb. It is easily repairable with local parts, and costs approximately $50 USD. With government subsidy, Indian patients pay as little as 38 rupees (<$1 USD). 5, 6** Designed by: Dr. Vijay Kumar Naik in 1999 at the Artificial Limb Centre in Bhavnagar, India Manufacturer: Parsanben Narandas Ramji Shah (Talajawala) Society For Relief and Rehabilitation of the Disabled Manufacturer location: Bhavnagar, Gujarat, India
	Entrepreneur	**The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated land mine victims from conflict areas, such as Sudan and Afghanistan. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan. 2.1.**
	Organizational/ founding information	The Prabha foot was designed in India for use by Indians. It is manufactured and distributed in India. Dr. Naik (Inventor/Designer) has also treated land mine victims from conflict areas, such as Sudan and Afghanistan. He has also set up prosthetic workshops in Bangladesh, Nepal and Pakistan.
	Additional search	http://www.appropedia.org/Prabha_Foot; http://www.harmonyindia.org/hportal/VirtualPageView.jsp?page_id=2212; http://www.pnrsociety.org/
	Additions	
	Analysis	2.1. experience, knowledge 5. social mission 6. for the BoP
	Useful?	x

62	Name Source Search terms used Website	EB1 foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The EB1 foot is well-designed and can be cosmetically appealing. The foot is very resilient and has an expected lifespan of at least 3 years. **The feet are made in Vietnam and are priced below $5 USD (Pye). The EB1 is a single piece of vulcanized rubber shaped to resemble the human foot. Aluminum and wood are used to reinforce the foot. The model is designed to last for three years, to be manufactured locally using local materials, and to cost less than $5.00 USD. 5** Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, US
	Entrepreneur	The EB1 is designed for use in Vietnam and is currently manufactured in that country. Prosthetics Outreach International is expanding the manufacturing program to Sierra Leone, Haiti, and Bangladesh.
	Organizational/ founding information	Designed by: Prosthetics Outreach Foundation Manufacturer location: International Headquarters in Seattle, Washington, USA **In the mid-1990s, the Mobility Outreach International (MOI), in collaboration with the Vietnamese Institute of Orthopedic Rehabilitation Sciences (IORS) and the Ha Tay Orthopedic Technology and Rehabilitation Center (OTRC), began an ambitious effort to design and manufacture of an artificial foot that could be made in Vietnam . The foot had to meet the following criteria: Durability of 3 years Functionally and cosmetically acceptable to amputees 1.1.** Manufactured using locally available materials and equipment Affordably priced for the local economy (price target: less than USD 5.00) The Development Process Analysis of existing components In 1996, Mr. Pham Minh, a senior mechanical engineer with over 20 years experience in rehabilitation, was assigned as the IORS manager for the project. He interviewed many of the workshop technicians and amputees to document that current status of foot components available in Vietnam. Particular attention was paid to identifying durability issues (materials, adhesion) and patient preferences (function, cosmetics). Selection of locally available materials and manufacturing equipment Next we located and evaluated sources of local materials that were appropriate and affordable to manufacture the foot component. A vulcanized latex rubber compound was identified as a material with proven durability. Experienced local rubber manufacturing staff was recruited to assist with equipping and renovating the production facility in the small town of Ba Vi located 50km west of Hanoi. Sources of local hardwood, metals and woven reinforcing materials were also found. Definition of foot function and cosmesis (appearance) The team's goal for foot function was to design a simple foot with a reinforced but compliant toe section that would provide a smooth and comfortable gait pattern for the amputee. A single durometer vulcanized rubber was used to mold the foot. The durometer of the rubber was chosen to compromise for a softer heel and reinforced to produce a stiffer but compliant toe section of the foot. The rigid wood keel provides many important design features of this foot:

		Easily shaped, affordable and locally available With the addition of a primer and mechanical features, adhesion to the vulcanized rubber is excellent A stable structural connection to the prosthesis; the ankle surface and the bolt hole have been reinforced with a steel plate and an aluminum bushing, respectively Design of foot testing equipment To test the foot for function and durability, two test machines were designed and manufactured in Hanoi. A hydraulic static force machine allowed the engineering staff to measure the force-deflection characteristics of each prototype foot design and to compare this with a patient's evaluation. A simple deflection machine that cycled at 1 hertz (1 cycle /sec) is used to test for materials and adhesion durability. Failure analysis of laboratory and field-tested feet is also vital to improving our design method. As part of the self-reliance program, it was also decided that all production equipment would be manufactured in Vietnam. Cyclic Component TesterMold and manufacturing development The foot molds were made from cast aluminum in 2 halves. Achieving the higher quality of surface on the molds was a major challenge for the staff at BOTC. Persisting that the molds be made locally was an important step in the self-reliance plan. Seven foot molds from size 16cm- 25 cm have been produced. As part of the self-reliance program, it was decided that all production equipment would be manufactured in Vietnam. To process and mold the rubber two additional machines were required, a compounding roller, made in Hanoi, and a heated hydraulic mold press, made at OTRC. Prototype testing A series of prototype feet were molded, tested, and fitted on patients to determine the features that patients preferred and the designs that proved to be the most durable. The final design has been documented with drawings, material specifications and manufacturing procedures to assure that the molded feet are produced to a consistent standard.
	Additional search	http://mobilityoi.org/local-prosthetic-and-orthotic-component-development/the-eb1-foot/; http://www.appropedia.org/EB1_Foot;n http://www.patchproject.net/eb1-foot/
	Additions	
	Analysis	1.1. ahead of trend
	Useful?	X
63	Name Source Search terms used Website	All Terrain Foot (ATF) http://www.oandp.org/publications/resident/pdf/DevelopingCountries.pdf Prosthetics in Developing countries
	Innovation	The All-Terrain Foot (ATF) is not a new concept; however, it has been improved significantly for occupational, recreational and practical uses. The foot is made of a durable rubber that is compression molded around a stainless steel washer (see Figure 1 and Figure 2). The convex surface on the bottom was designed to allow for a smooth transition throughout the gait cycle. and photographic analysis of gait was used to determine the heel contact angle (1). The ATF can also be interchanged with the Seattle Lightfoot™ without requiring any height or alignment changes. **People with amputations who work in a wide variety of occupations have found the ATF to be a beneficial alternative to newer prostheses.** **5** Loggers in the Pacific Northwest have difficulty with the conventional foot because of uneven terrain and climbing over logs. through brush, vines and fern. The uneven terrain frequently encountered by farmers (see Figure 3) and landscapers also makes the ATF functionally appropriate for them since it improves maneuverability, and the foot does not get stuck, caught or tangled. The ATF functions well for water-related activity as well,

		including showers, swimming and beach walking. Stream fishermen find it convenient for wading. Also, it is much easier to get out of a kayak should the craft turn over. To date, few problems have been identified with the device. The attachment hole through the bottom may fill with mud or snow, but this can be remedied by plugging the hole with a commercially available material such as neoprene cord or Shoe Goo™ It has also been noted that the ATF can be slippery on smooth surfaces unless the surface "skin" on the bottom is worn off or sanded initially.
	Entrepreneur	
	Organizational/ founding information	Can't find the website or any other additional information about the founding or development process
	Additional search	http://www.oandp.org/jpo/library/1993_01_029.asp http://www.scientiareview.org/pdfs/309.pdf; http://www.oandp.org/jpo/library/2005_04S_047.asp
	Additions	
	Analysis	5. social mission
	Useful?	x
64	Name Source Search terms used Website	Niagara Foot http://www.oandp.org/publications/resident/pdf/DevelopingCountries.p Prosthetics in Developing countries http://www.niagarafoot.com/
	Innovation	**The Niagara Foot is a new, affordable, high-energy and durable prosthetic foot intended for the active individual 5**. The Niagara Foot was designed by Robert Gabourie (Niagara Prosthetics & Orthotics International Ltd.), with support from industry partners Hippo Design (Montebello, Québec), Précicad (Québec City, Québec), and DuPont (USA) and a team of engineers from Queen's University (Kingston, Ontario). The Niagara Foot may soon be the foot of choice around the world. (See: "A Canadian Solution for Victims of Land Mines")
	Entrepreneur	It was developed as part of the landmine **victims' relief program of the Canadian Centre for Mine Action Technology by Niagara Prosthetic & Orthotics International Ltd. (Ontario, Canada) with support from industry partners Hippo Design (Montebello, Québec), Précicad (Québec City, Québec), DuPont (USA & Canada) and a team of engineers from Queen's University (Kingston, Ontario) 2.3.**
	Organizational/ founding information	The Niagara foot was developed as part of the landmine victims relief programme of The Canadian Centre for Mine Action Technology (CCMAT) by Niagara Prosthetics and Orthotics (St. Catherines, ON) and Queen's University (Kingston, ON) with the collaboration of Dupont Engineering Polymers (Wilmington, DE) and Recto Molded Products (Cincinnati, OH). With the assistance of the Thailand Mine Action Centre (TMAC), a study team visited Aranyaprathet Hospital from November 1, 2001 to November 10, 2001 to perform a clinical trial on 15 volunteer subjects. A follow-up protocol was developed to permit a patient review at 3 months by local prosthetists with communication of results by electronic and air mail. At 6 months, a study team from Canada visited the clinic to interview patients and to observe the foot components directly. The one-year study will be completed in a final visit to Aranyaprathet in December 2002. The results of the initial study are detailed in a separate document: Technical Report – Niagara Foot Pilot Study in Thailand. (January 2002). This report documents the results of the 3-month and 6-month follow-up studies. **The Niagara Foot is a low-cost energy-return system. The biomechanical advantages of the device compared to SACH designs were evident in initial trials and continue to improve with time. Patients are able to detect and appreciate the performance offered by this device, particularly in its ability to return energy during the gait cycle, thereby decreasing the muscular effort required for walking. 1.1** These conclusions are partially borne out by objective measures of walking performance indicating a reduced cadence and increased stride length compared to the original SACH foot in patients. The flexibility of the heel is a concern for some patients. Increased flexibility under load and during standing suggests to some a lack of stability for activities on uneven terrain. However, the gait performance results at six months suggest that patients are becoming more confident with the foot.

		The Niagara Foot also increases the loading to other components in the prosthetic system, sometimes causing failure. As such, its use as a retrofit device on older systems should be carefully considered. The durability of the device is evident. In contrast to the SACH device currently used at the Aranyaprathet Clinic, there were no failures of the keel after six months in all patients, which is consistent with laboratory testing. Devices showed a limited amount of wear in contact regions and a small permanent upward deformation in the heel region. However, there were a number of failures in the cosmetic foot cover. In the next phase of the project, this will be redesigned to reduce the tendency to rip, retain water, and make it difficult to fit into athletic and dress footwear.
	Additional search	
	Additions	
	Analysis	1.3. ahead of trend 2.3. external help and funding 5. social mission
	Useful?	X
65	Name Source Search terms used Website	Building a Sustainable Venture:The Mountain Institute's Earth Brick Machine Oikos; Base of the pyramid Via Casecenter.org found Oikos http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/mountains-institutes-earth-brick-machine.html
	Innovation	**The Mountain Institute (TMI), a Washington, D.C.-based non-profit organisation, received a patent for a machine that makes environmentally friendly bricks from dirt, allowing for low cost construction of housing and other structures.5** TMI saw this technology not only as an environmental win but also as a tool for economic development in emerging economies, and as a vehicle for serving the housing needs of the poor at the base of the economic pyramid. **In February of 2002, TMI received a U.S. patent for its machine, designed by TMI board member Jim Underwood. Like many other machines, TMI's machine produces interlocking tongue and groove blocks** 1.1.. Unlike other machines, **TMI's is intended for manufacture in simple, developing country machine shops. 6** When he designed the TMI machine, Underwood believed that existing machines, particularly engine-driven machines, were not appropriate for the populations that needed them the most. They were "unnecessarily complicated and difficult to repair in places without appropriate materials or training." Of his design, Underwood said the following: Our machine resulted from an effort to design an interlocking block machine that was safer, lighter, more portable, ergonomic in use, less expensive, adaptable to local power sources, and capable of local manufacture and repair. In essence, this machine was specifically designed for use in developing countries, with an emphasis on simplicity and engagement of local populations. (see Exhibits 2 and 3 for more background on TMI's Compressed Earth Block Machine)
	Entrepreneur	Elsie Walker
	Organizational/ founding information	In the Spring of 2002, Elsie Walker of The Mountain Institute (TMI) visited a leading business school in the United States in search of an entrepreneurial, graduating MBA student. TMI, an international non-profit organization, wanted to investigate launching a for-profit entity to promote a machine for which it had recently received a patent. Using dirt as the main ingredient, this machine makes high-quality building blocks (or bricks) appropriate for construction of homes and other one- and two-story dwellings. **Walker and TMI believed the machine was ideal for construction in developing countries, particularly for poor populations, who are often accustomed to using earth in home building. Relative to other technologies serving this market, TMI believed that its compressed earth block (CEB) machine was price competitive, allowed for low-cost construction, and was environmentally-friendly . 5** TMI began testing use of the machine in Tibet in 2000. Early efforts involved three prototype machines manufactured in the U.S. and shipped to Lhasa. The machines were used for the construction of two cottages in Tibet's second largest city, Shigatse. This construction served as training for

		10 to 15 small and medium-sized developers interested in learning about building with CEB. After the training, the machines were loaned to two of the developers who attended. Since the initial building, several additional structures have been built by these developers (see Exhibit
	Additional search	http://www.mountain.org/; http://www.cmi-gear.com/index.jim.asp; http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Additions	Jim Underwood, A Tribute Jim Underwood died this winter after a relatively short illness, leaving a rather large hole in our small community here in Pendleton County. As we look around the Spruce Knob Mountain Center it seems that there is hardly an item or a place that doesn't bear his fingerprints, either literally or figuratively. In so many ways this place remains the manifestation of Jim's work. Some of us worked directly with him, building yurts, patching things together, doing more with less. But while we think of Jim building things with his hands (and he was constantly building beautiful things with his hands) his real art was in inspiring others. That may have been by the loan of some tool, but it was as likely through the loan of a book, or some piece of advice or wisdom he had picked up along the way. Above all he was a thinker, a believer in the dignity of work, and the ability of a small group of people to accomplish the impossible; to quite literally transform the world. In the early nineties there was quite a group of us who congregated here on Spruce, and last fall when it became apparent that Jim didn't have long to live many of us reconvened here to talk with him again. http://www.mountain.org/sites/default/files/attachments/sprucenews2007.pdf
	Analysis	1.3. ahead of trend 5. social mission 6. for the BoP
	Useful?	X
6 6	Name Source Search terms used Website	Living homes Oikos "social entrepreneurship and sustainability" http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/living-homes.html
	Innovation	Modern Modular Prefab Homes
	Entrepreneur	**Steve Glenn, a successful internet start-up entrepreneur, returned to his love of architecture and commitment to sustainability by creating a company that would provide signature, green, prefabricated homes to the "cultural creative" market. 5** The case outlines the state of both the housing industry and the green building industry in 2007. Students will learn about the environmental impacts of buildings, the certification programs to build green buildings, and the critical elements of creating a sound business that capitalizes on the green building industry. **Glenn spent most of his career in technology. Glenn founded and served as CEO for PeopleLink, a leading provider of enterprise e-community solutions to clients which included Oracle, GE, MTV, Paramount, Reuters and CBS. He is also a founding Partner of idealab!, a business incubation firm that raised over $1 billion in equity, and founded or invested in a number of successful companies including GoTo/Overture (OVER), NetZero/United Online (UNTD), CitySearch (TMCS), Tickets.com (TKTS), eToys and CarsDirect. Prior to idealab!, Glenn worked for Walt Disney Imagineering as co-director of the Virtual Reality Studio. Glenn co-founded Clearview Software, which was sold to Apple Computer, where he briefly served as a Marketing Specialist 2.1.** Steve Glenn created LivingHomes in Santa Monica, California, 16 miles west of Los Angeles. He is no stranger to starting companies—his first was started as an undergraduate at Brown University, and was quickly sold to Apple. But after thirteen years of founding successful internet technology companies such as the highly successful PeopleSoft, Glenn wanted to return to a longstanding fascination—architecture. He had given the profession a try in college, attending a summer Career Discovery program at Harvard's Graduate School of Design. However, he had left there with the realization that he "lacked both the talent and temperament to be an architect."48 Still, this did not diminish his interest or fascination, which he had developed as a child while playing with Legos and reading books on Frank Lloyd Wright. Glenn quickly realized that a developer held more control in the building process. He could hire his favorite architects to "do some good in the world," just as his hero Jim Rouse had done with the revitalizations of Faneuil Hall Marketplace in Boston and South Street Seaport in New York City. Regardless, Glenn's official title on the LivingHomes'

		website is “Wannabe Architect. ” See Exhibit 12 for Glenn’s bio.
	Organizational/ founding information	LivingHomes’ target market included people who “drive Priuses, buy Bosch appliances and Design Within Reach furniture, shop at Whole Foods, and give money to the [Natural Resources Defense Council].”4 To serve these customers, LivingHomes selected brand-name architects who specialized in a modern aesthetic. The homes’ luxury provided every convenience for the high-end consumer. The homes’ “green” attributes provided higher performance, less waste, a healthier environment to live in, and greater energy efficiency than normal construction. And prefabrication embraces mass-production and scale benefits through the notion that customers should be able to buy a house no differently than the way they buy a car—in choosing a product that matches their market segment. Glenn approached LivingHomes in the same way he approached his other startups; plain and simple, he “loved developing products.”49 He wanted to make a “portfolio play” with a product line that met a range of customers’ needs. After a long look into the sustainable real estate market, he decided that the time was ripe for this product in this market sector. Just like developing consumer products, his business plan outlined the target customer needs, and matched them to his proposed product strategies and features. Here's what we're doing. We work with leading architects to create lines of homes that feature modern form and functionality and an unprecedented level of healthy/sustainability materials and energy systems.
	Additional search	
	Additions	
	Analysis	2.1. knowledge, experience 5. sustainability
	Useful?	x
67	Name Source Search terms used Website	(VisionSpring) Scojo Foundation: A Vision for Oikos Social enterprise, BoP http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/scojo-foundation.html
	Innovation	
	Entrepreneur	
	Organizational/ founding information	**The original idea for Scojo Foundation was driven by the need Jordan and Scott saw for reading glasses in low-income communities in the developing world. 4. Jordan, an optometrist by training, spent a year after optometry school volunteering at the Aravind Eye Hospital in India, one of the most creative models of ophthalmology serving the poor in the world. 2.1.** After working with Aravind, he had split his time between international public health work and an optometric practice in New York City. Scott, a businessman and senior executive of a large family business, was attracted by the idea of combining his interest in entrepreneurship with his passion for public service. **On a visit to India in 1998, Jordan and Scott saw first-hand the huge market for reading glasses for the poor. 5** **In 2001, they created Scojo Foundation to provide affordable reading glasses to people with presbyopia living in low-income communities. Presbyopia is a natural condition whereby the lens of the eye loses its flexibility, resulting in blurry up-close vision (see text box). 5** During this time, Jordan and Scott also formed Scojo Vision LLC, a for-profit company in the United States that targeted the “affordable luxury” niche of the reading glasses market. From the beginning, they designated that 5% of profits from the LLC would funnel into Scojo Foundation. Jordan felt that he and Scott were a strong team whose skills and experiences complemented one another. Jordan knew about eye care, public health, and fundraising. Scott knew about sales, marketing and business management. Although they were both integrally involved in designing and building the LLC and the Foundation, they agreed that Scott would take the lead in the LLC and Jordan would run the Foundation. **Scojo Foundation’s primary business model was relatively straight forward: select local community members to become Vision**

		Entrepreneurs (VEs), 4 train them in basic eye screenings for presbyopia and other vision-related problems and provide them with a "Business in a Bag", containing the materials, stocks, and information they need to run a business. Each entrepreneur was a Scojo Foundation franchisee. Scojo Foundation took a non-refundable and belowcost deposit of 500 Rs (US$11) from each entrepreneur for the "Business in a Bag". The bag included an initial inventory of 40 pairs of reading glasses (given on consignment) of different magnifications and styles, screening materials, marketing materials, and paperwork to manage sales and inventory. Each pair of glasses included a cover and cloth. Reading glasses came in 5 strengths: +1.00, +1.50, +2.00, +2.50, and +3.00. See Exhibit 2 for the contents of each "Business in a Bag".
	Additional search	http://www.fastcompany.com/social/2008/profiles/scojo-foundation.html; http://en.wikipedia.org/wiki/VisionSpring; http://visionspring.org/founders-story/
	Additions	Founder's Story (Jordan) When I was 23 years old I spent two months in the Alaskan wilderness with two close friends. Midway through the trip, we found ourselves deep in the Brooks Mountain Range pummeled by horizontal rains that drove us into our tent. After two days of being stuck inside the tent, I had enough and decided to venture out by myself. I hiked for three hours to get to the top of one of the myriad of nameless mountains in this vast wilderness. The summit was well above the tree line, and I found myself alone on the mountaintop, confronted with high winds and driving rains; I was awed and humbled by the enormity of the universe. It was in this moment that I had that pivotal experience many have when it becomes painfully obvious just how small and insignificant we are in this world. But at 23 I was not ready to resign myself to a life of insignificance quite yet, and I made a proclamation to the universe on that mountaintop that my life did matter. To be honest, I did not quite know how I mattered but I was convinced that I did. That moment stayed with me, and as pursued my optometric studies I continued to grapple with this idea of how to lead a life that mattered and what it meant to truly make a difference in the world. So when I learned of a trip to Mexico to participate in a medical mission, I jumped at the opportunity. On the first day of the trip, we arrived at our site to find 2,000 people in line waiting to have their eyes checked. One of those in line was a 7-year-old boy who was carrying a brail book. The boy's family explained that he was blind but as I started to examine his eyes I soon realized that the boy was just extremely myopic. His prescription was a -20.00D and, incredibly, we were able to fit him with a pair of donated glasses with a -19 prescription. As I placed the glasses on the boy's nose, I watched as the blank stare of a blind person transformed into an expression of unadulterated joy -I was witnessing someone seeing his world for the first time. At that moment, I remember looking up to the heavens and rebelliously stating "See, I DO MATTER!" This was a defining experience in my life –it was a beautiful exchange of value. I provided this boy with sight, and he provided me with a keen sense of purpose. I decided then and there that if I could replicate that moment 1,000 times over I would have led a meaningful life. Now came the hard part, making it happen. - See more at: http://visionspring.org/founders-story/#sthash.2ZHykrcn.dpuf
	Analysis	2.1. education, 4. opportunity recognition, entrepreneurial plan 5. social mission 6. for the BoP
	Useful?	X
68	Name Source Search terms used Website	ALTIS: A Microfinance Startup in Nepal Oikos Entrepreneurship http://oikos-international.org/publications/altis-a-microfinance-startup-in-nepal/
	Innovation	**ALTIS is conceived as a non-profit company that will offer micro-loans coupled with technical and agricultural training targeted to the**

		specific needs of small, rural farms (see Exhibits 9 and 10) 5. Loan interest rates would be capped at slightly less than existing microfinance institutions in Nepal, but higher than the 12%-14% average rate from government-subsidized development banks. Although it was necessary for ALTIS to charge a higher rate of interest than government-subsidized banks, Sanjay expects little direct competition in the chronically underserved, remote communities where the company hoped to do business. **ALTIS also will be the only agricultural lending institution in Nepal to offer embedded technical services and the first to specifically target high-value crops 1.1.**
	Entrepreneur	Greene/ Marshall ALTIS: A Microfinance Startup in Nepal 1 In Sanjay Karki's role as Deputy Director for the Nepal office of Mercy Corps, he had worked on a number of poverty reduction programs. But his current initiative presents the most daunting challenges he has yet faced. One of the most promising **innovations in poverty alleviation was the concept of microfinance, the provision of small-scale loans and other financial services to poor entrepreneurs. And although the government of Nepal strongly supported microfinance models, a decade-long civil war ending in 2006 had severely disrupted government services and worsened poverty. In the *terai,* or plains, of Nepal, government and non-profit microfinance institutions are able to access the population densities and transportation infrastructure necessary to operate poverty relief programs. 4** However, in the rugged and undeveloped mid-mountain and high-mountain regions where Sanjay is hoping to establish microfinance activities, little is being done to help the poor.
	Organizational/ founding information	Sanjay is considering launching a for-profit social enterprise focusing on agricultural microfinance and technical services for the rural poor, one formed with the assistance of Mercy Corps that could extend the reach of Mercy Corps' programs. **In a unique approach, and with the full support of potential donors, 2.3** the organization would start as a non-profit until it became financially self-sustaining, at which time it would transition to a for-profit social business model. Such an organization might be better positioned than the government and private, purely for-profit institutions that had previously failed to deliver essential financial services. However, starting a social enterprise was risky even in developed nations, and in a geographically rugged, developing nation recovering from a recently ended civil war, it seemed nearly impossible. Aside from the normal questions of market size, which customers to target, what products and services to provide, how to obtain startup funding, and how to manage competition, Sanjay faced the near total collapse of the national financial system. And yet, some of the very same conditions that increased the difficulty of starting a new business or securing funds spoke to the desperate need for basic financial services. Confronting some of the most daunting challenges to business formation in the world, could a for-profit social enterprise be established to help impoverished farmers improve their livelihoods?
	Additional search	
	Additions	
	Analysis	1.4 ahead of trend 2.3. external funding 4. opportunity recognition, traditional model 5. social mission 6. for the BoP
	Useful?	X
69	Name Source Search terms used Website	Trevor Field
	Innovation	The PlayPump was a child's roundabout (merry-go-round) attached to a water pump, a storage tank, and a tap. As children played on the merry-go-round, the system pumped water to the storage tank and communities living nearby could use this clean water. The four surfaces of the storage tanks also doubled up as billboards for commercial and public education/social messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. "**It's a win-win situation….Children enjoy riding on it, particularly as these are places with no toys. Villagers no longer have to walk hours to the nearest well… The beauty of the roundabout pumps is that they are really simple, low-tech, and exactly what Africa needs," 5, 6** said Trevor Field (Field), the social entrepreneur who visualized the concept and gave up his well-paid job with an established publishing house to pursue it.

	Entrepreneur	**The Birmingham-born Field had a career in advertising and marketing. He had also worked extensively in the printing and publishing industries, both in South Africa and the UK. Between 1971 and 1974, he worked with British Telkom and trained as Senior Technician in transmission. 2.1.** The following year, he immigrated to South Africa and later settled down in Johannesburg. He had initially come to South Africa to install TV microwave links at a time when there was no TV in South Africa. Thereafter, he joined the publishing house First General Media (FGM) in 1980 and was National Sales Manager for the Penthouse Magazine both in South Africa and the US. Field soon took a liking to the life and people in the country, but he was distressed to see the hardships that people, especially those in the rural and peri-urban areas of South Africa had to go through to get drinking water. The plight of women and girl children was especially troubling as they had the burden of collecting the water. They often had to trek long distances carrying heavy buckets. As he saw them toiling day after day for this precious resource, it became Field's burning desire to do something to solve this problem. In 1989, on a casual visit to an agricultural fair in Pretoria (on the outskirts of Johannesburg) with his father-in-law, Field chanced upon a roundabout designed by an engineer and professional borehole-driller Ronnie Styver (Styver) that had a water pump attached to it. **As it turned, the small roundabout pumped water from beneath the ground. Field soon realized that this innovation could be used to benefit millions of lives 4**. He carried the idea around in his mind, thinking of improvements he could make. And he came up with the concept of a water system with a big water storage tank that could provide four spaces for outdoor advertising.10 "I had seen 100 people battling to obtain water in various parts of the country. And I just thought it was a really good idea in a very simple way, and an environmental friendly way of providing water to people. If you look at rural African schools, they haven't got swing sets and the kind of playground equipment that European and American kids have got. So it was like killing two birds – or, since then, about six birds – with one stone. That's what turned me on to pursue it,"11 explained Field.
	Organizational/ founding information	**The water crisis in the African countries is quite severe with two out of five people lacking access to improved water supply. The implication of this problem goes beyond diseases and deaths due to water-related disease. Particularly in peri-urban and rural areas, women and girls have to commute long distances (up to 8 kilometers) and spend hours collecting water from water sources that could be contaminated. In places where people rely on bore-wells, pumps may break down forcing them to go back to unsafe water sources. Since, the responsibility of fetching water in Africa is linked to gender, women and girls spend a disproportionate part of their time hauling water. This prevents the girl child from attending school regularly and women from indulging in other economic activity or spending more time with their family. 6** Touched by the hardship faced by these people, Trevor Field (Field) a UK-born advertising professional who had immigrated to South Africa, sought to do something to address this problem. In the late-1980s, he chanced upon a child's roundabout (merry-go-round) fitted with a pump that could pump water as it turned. Field worked with the inventor of this roundabout to bring about improvements in the system and later developed the PlayPump Water System (PlayPump) that was attached to a high-capacity storage tank and a tap. Thefour surfaces of the storage tank were used as billboards for commercial and public education/social (such as HIV/AIDS prevention) messages. Revenue earned from the advertising helped maintain the water systems for up to a decade. Field co-founded a for-profit organization with a social mission, Roundabout Outdoor Pty Ltd. (RO) to install and maintain these PlayPumps in various parts of Southern Africa. The funds for installing the PlayPumps were arranged by PlayPumps International (PI), a nonprofit organization also co-founded by Field. By the end of 2007, more than 1,000 PlayPumps had been installed in four countries in Southern Africa. Experts felt that the PlayPump was a social innovation that was also sustainable. Field had succeeded in scaling up installations of the water system across five countries in Southern Africa by adopting an innovative business model based on collaboration with individuals, corporations, governments, foundations, and non-governmental organizations, they said. However, Field faced a number of challenges in scaling up further as he aimed to install 4,000 PlayPumps in ten African countries by 2010. Roundabout Outdoor Pty Ltd. (RO), a for-profit organization with a social mission cofounded by Field, installed and maintained these PlayPumps

		while PlayPumps International (PI), a non-profit organization also co-founded by Field, helped arrange the funds for installing the water systems. Over the years, RO and PI were able to build innovative partnerships with individuals, corporations, governments, foundations, and nongovernmental organizations (NGOs) to donate PlayPumps to African communities. Field worked with Styver to design a much bigger version of the roundabout and also brought about further improvements. For instance, one of the initial versions moved in only one direction but the children wanted it to move in both directions. In 1994, Field received funding from the Umgeni Water Company to set up the first two water systems in Masinga12. Consumer packaged goods major Colgate-Palmolive came forward to advertise its toothpaste on the storage tanks. The installation of the pumps was supervised by Field's wife, a therapist by profession, as Field was caught up with his regular job. "I had no idea how it would work…. It was pretty crude to start with,"13 Field recalled. However, the system caught the imagination of the people in Masinga. Field decided to give up his job with FGM in 1995 and dedicate all his time and effort to providing such water systems to disadvantaged communities. In 1996, Field convinced his long-term business colleagues, Paolo Ristic and Sarel Nienaber,to invest in the water system. Together they obtained the license for the product from the inventor, patented it, and started a small venture called 'Roundabout Outdoor Pty Ltd.' (RO) to market the product in 1997 (4* IP).
	Additional search	
	Additions	4. opportunity recognition, traditional model 5. social mission 6. for the BoP
	Analysis	http://pyxeraglobal.org/?s=Pump
	Useful?	
70	Name Source Search terms used Website	Alisa Society for the Disabled http://www.virtueventures.com/files/cicases.pdf
	Innovation	
	Entrepreneur	**Mischenko attended the Teachers Faculty of Ukraine College and the Economics College in Kharkov. 2.1.** Prior to starting Alisa Society, Mischenko worked as an economist for a brick plant. She left to stay at home with her children when they were young. *"My children were both quiet and I got bored, so I started the organization,"* she says, with a smile. In truth, Mischenko was on a personal quest to rectify social attitudes about what people like her were capable of doing. **It was not just a matter of influencing the community and public perceptions about the disabled, but also changing what they thought of themselves. 5** When pressed on the claim that Mischenko is not an entrepreneur, she merely shrugs and says, "*in fact, I'm smart.*" This simple statement captures the essence of what her intelligence and can-do attitude has accomplished
	Organizational/ founding information	This association for the disabled created training and job opportunities for their clients by starting more than five business ventures, including a wooden door factory, a plant that manufactures artificial limbs and a clothing production operation. Revenue and profits from the ventures are used to help people with physical disabilities, provide jobs and mental health services to the disabled. The organization was conceived in 1991 at the time of Perestroika when its founder, Svetlana Mischenko, herself disabled, **saw an opportunity to help people with physical disabilities as government regulations and society relaxed in Ukraine. 4** Mischenko observed that disabled people were marginalized, were not being fully integrated into the workforce or educational institutions, and public access for them was limited. Initially, the Alisa Society sought to clothe and feed this population, but quickly learned that humanitarian efforts created dependence on handouts. The rapidly deteriorating economic environment and diminishing state support exacerbated clients' needs, and as a result, Mischenko decided to refocus the organization's activities on economic development
	Additional search	http://books.google.nl/books?id=F1fhvklyl-

		IC&pg=PA87&lpg=PA87&dq=%22Alisa+Society%22&source=bl&ots=L49v85V1Rw&sig=zP5Bwf9r32KUv_uX2EEVwLlw4T0&hl=nl&sa=X&ei=7JqyU-iAEIGvO9btgLgP&ved=0CCoQ6AEwAQ#v=onepage&q=%22Alisa%20Society%22&f=false
	Additions	
	Analysis	2.1. education, degree 4. opportunity recognition, traditional model 5. social mission, efforts for community
	Useful?	X
71	Name Source Search terms used Website	Venture Realized Changemakers
	Innovation	Vantage Realized has developed an attachable, universal retrofit wheelchair accessory that helps mitigate debilitating repetitive strain injuries common to wheelchair users. **Furthermore this device allows users greater mobility over slopes and rough terrain. 5** Our device utilizes a planetary gear set integrated with the wheels and driven by levers to provide users with a much needed mechanical advantage without the added weight and limitations of battery powered electric wheelchairs. The drive levers on our device are activated using an ergonomic rowing motion that keeps joints inline to mitigate joint damage and improve user comfort
	Entrepreneur	Co-founder Nicholas Gough has been exposed to the hardships wheelchair users face everyday from a young age. His **father, Dana Gough is a long time wheelchair user. After many years it became apparent that the conventional wheelchair is inherently flawed and is long overdue for creative disruption. Realizing the potential impact, childhood friends Nicholas Gough and Gordon Freirich joined with JJ Tang to create Vantage Realized with the goal of allowing wheelchair users the same level of freedom and independence most people take for granted 4**
	Organizational/ founding information	Vantage Realized is an established LLC that strives to provide wheelchair users the same level of freedom and independence others take for granted. We are committed to reaching this goal with our highly motivated multidisciplinary team**. JJ Tang graduated Arizona State University class of 2012 with a BS in Finance. Mr. Tang is in charge of all business aspects of the company. Gordon Freirich also graduated from Arizona State in 2012 with a degree in Mechanical Engineering. 2.1.** Mr. Freirich handles the company's engineering needs. Nick Gough has studied transportation design and is currently studying Industrial Design at Arizona State University. Mr. Gough is responsible for the industrial design needs of the company including aesthetics and ergonomics
	Additional search	http://www.changemakers.com/intrapreneurs/entries/vantage-realized; https://asunews.asu.edu/20120921_vantagerealized
	Additions	**A team of recent Arizona State University graduates and current students is among finalists for Entrepreneur Magazine's 2012 College Entrepreneur of the Year Award. Called Vantage Realized, the eight-member team is developing a customized wheelchair designed to prevent injuries and physical ailments that often afflict long-term manual wheelchair users. 5** The start-up venture has already earned the support of ASU Edson Student Entrepreneur Initiative, and last year finished second in the ASU Innovation Challenge in which student entrepreneurial projects compete for support. **The co-founders of Vantage Realized are Gordon Freirich, who earned a degree in mechanical engineering from ASU's Ira A. Fulton School of Engineering, JJ Tang, a finance graduate of ASU's W. P. Carey School of Business, and Nick Gough, an industrial design major in the university's Herberger Institute of Design and the Arts. 2.1.** Other members are graduates Ami Bui (marketing) Teddy Lewis (visual communication design), Colin Ho (mechanical engineering), Kris Guiang (biomedical engineering) and graduate student Wade Gyllenhaal (mechanical engineering). **Vantage Realized is refining a method of propelling wheelchairs with the use of levers that produces less stress on the joints of users, who often develop infirmities such as carpal tunnel syndrome and rotator cuff injuries due to the physical strenuousness of using conventional manual wheelchairs. 1.1.** During the past summer the team built a prototype and worked with long-term wheelchair users to test its effectiveness.

		"We performed research to confirm that a lever system was physically better for the body," says team member Ho. "Right now we are taking the feedback from our tests and developing a production-viable product," Gyllenhaal says. The next step is to refine the product and develop a manufacturing plan to either sell the parts of the wheelchair separately or to partner with a company to develop wheelchairs with the parts as factory add-ons Vantage Realized is one of five teams vying for the Entrepreneur Magazine Award. A winner is to be announced in January and will be featured in an issue of the magazine. "**We are confident in our project because it has a social value. It is not purely for profit," Freirich says.** **"It's always nice to win competitions, but it is not the bigger picture. We are much more concerned about what we actually achieve," 5** he says. The supportive environment of the Edson Initiative operations at SkySong, the ASU Innovation Center in Scottsdale, has helped boost Vantage Realized, Freirich says. "When you first get into the program the money seems really important, but the real benefits are the resources – the mentorship and the connections you make at SkySong," he says. "It is a very open community. The other start-up companies are happy to share their connections and resources. We all work together," he says. Read more about Vantage Realized, the College Entrepreneur of the Year Award and the Edson Student Entrepreneur Initiative. Vist the Vantage Realized website. Written by Natalie Pierce and Joe Kullman https://asunews.asu.edu/20120921_vantagerealized
	Analysis	1.1. ahead of trend 2.1. education, degrees 4 opportunity recognition, traditional model 5. efforts for society
	Useful?	
72	Name Source Search terms used Website	d.light Acmunfund http://dlightdesign.com/
	Innovation	**d.light manufactures and distributes solar lighting and power products targeting the 2.6 billion people globally without access to reliable electricity. 5,6** Our entire product line is as simple to use as a mobile phone, offers maintenance-free reliability and short payback periods based on our affordable design. **d.light's small-scale, distributed renewable energy solutions designed for households and small businesses are transforming the way people all over the world can access and pay for power. 1.1.**
	Entrepreneur	Sam Goldman, Chief Customer Officer & Founder Sam co-founded d.light in 2007 and served as the company's founding CEO. During his tenure as CEO, **he raised over $11 million in funding, 2.3.** started the India sales and marketing division, and oversaw multiple launches of products, including the award-winning S250 and S10. Sam has been selected as an Ashoka Fellow and World Economic Forum Young Global Leader; he was also recognized by Forbes as one of the world's top 30 social entrepreneurs. Prior to d.light, he founded and managed multiple ventures in Africa, including improved agriculture and construction businesses, a for-profit NGO cultivating the miracle tree Moringa oleifera, and the distribution of low-cost latrines, cook stoves and rain water catchment cisterns. Sam has lived in Cameroon, Mauritania, Pakistan, Peru, India, Rwanda, Canada, Hong Kong, and the United States. After graduating with degrees in Biology and Environmental Studies from the University of Victoria, Canada, he earned an MBA from Stanford Ned Tozun, President & Founder Ned co-founded d.light in 2007 and has served as its President since then. Ned partnered with Sam to secure private investment for the company,

		built up the manufacturing operations, and oversaw the expansion of distribution into over 40 countries. Ned has been recognized by Forbes as one of the world's top 30 social entrepreneurs and was selected as an Asia 21 Young Leader by the Asia Society. Prior to d.light, Ned founded several consumer product start-ups in Silicon Valley. His most recent position was as CEO and founder of a media technology company, where he designed and patented technology used to develop several products launched in the mobile content and specialty gift markets in the United States, Europe, and Japan. **Ned graduated from Stanford with degrees in Computer Science and Earth Systems, and returned to Stanford to earn his MBA 2.1.**
	Organizational/ founding information	d.light is a for-profit social enterprise whose purpose is to create new freedoms for customers without access to reliable power so they can enjoy a brighter future. We design, manufacture and distribute solar light and power products throughout the developing world. We aim to empower the lives of at least 100 million people by 2020. d.light serves over 60 countries, through over 12,000 retail outlets, 10 field offices, and five regional hubs. The company employs over 300 people directly, and indirectly employs hundreds more worldwide. In 2004, during d.light co-founder Sam Goldman's Peace Corps service in Benin, Africa, his neighbor's son was badly burned by an overturned kerosene lamp.This incident, along with the knowledge that 2.3 billion people in the world still do not have access to reliable electricity, inspired Sam to participate in a class called Entrepreneurial Design for Extreme Affordability at the Stanford Design School, where he met co-founder Ned Tozun. That's where they developed their initial prototype solar lantern and an ambitious plan to bring safe, bright, and renewable lighting to people around the globe. . Founded 2006 in Palo Alto, California, by a socially-motivated team of entrepreneurial businesspeople And engineers: Sam Goldman, Ned Torun, Gabriel Risk, Xian Wu, and Erica Estrada. CEO Sam Goldman, President Ned Torun, and Senior Project Manager Xian Wu currently remain with the company [..] Key Events in Delight History January 2006 Founders Sam Goldman, Ned Torun, Xian Wu, and Erica Estrada form a project team to examine energy needs in developing countries at the Has so Platter Institute of Design at Stanford University. Late 2006 Founder Gabriel Risk joins the team, now known as Delight Design. Team members travel throughout South and Southeast Asia to conduct field research and test prototypes. Early 2007 Delight Design wins several business plan competitions, including the Draper Fisher Jurvetson Venture Challenge and the Stanford University Social E-Challenge. June 2007 D.light is incorporated and secures seed funding from prestigious venture capital firms Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group, Nexus Venture Partners, and reputable social funds Acumen Fund and Gray Matters Capital. Early 2008 D.light relocates operations from the United States to New Delhi, India (Sales and Marketing) and Shenzhen, China (Manufacturing and Production). June 2008 D.light officially releases its first product line, featuring the Nova and the Solata. October 2008 D.light secures Series A funding from the original investors, with Nexus Venture Partners as the lead investor. The company opens an East Africa sales office in Dar es Salaam, Tanzania.

		March 2009 D.light releases the Nova Mobile S200, a solar-powered LED light that also provides mobile phone charging. October 2009 D.light releases the Kiran, the most affordable quality solar-powered LED lantern in the world. January 2010 D.light opens an International Sales and Product Design office in Hong Kong. (http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf)
	Additional search	http://www.dlightdesign.com/dataDoc/media/dlightpresskit-updatedJan10.pdf;
	Additions	
	Analysis	1.2. ahead of trend 2.1. education 5. social mission 6. for the BoP
	Useful?	x
73	Name Source Search terms used Website	Husk Power
	Innovation	
	Entrepreneur	
	Organizational/ founding information	Pandey and Yadav, childhood friends, had faced the problem of non-availability of electricity as both hailed from rural Bihar. Even after they moved to different cities– Pandey was in Los Angeles, US, and Yadav was in New Delhi, India – **the electricity problem that they faced during their growing up years in Bihar, remained a point of discussion between them. They wanted to supply electricity to the rural areas at a low price as conventional electricity system was unable to deliver power to everybody especially in remote, and undeveloped areas, and to people in the Bottom of the Pyramid segment who earned less than US$ 2 per day. 5,6.** The duo came to the conclusion that there was a need for a cheap, village-based non-conventional system to produce & supply electricity in place of the power grid system which required huge investment and a trained manpower. **They realized that only a non-conventional system would be able to produce electricity in the least possible cost without much capital investment and without educated and skilled workers. Pandey said, "The conventional technologies and grids had failed to deliver for the pervasive energy starvation in the country and I wanted to find an environmental-friendly non-conventional source and low cost of energy." [..] 4** However, just having the right technology was not enough to ensure successful business model. Neither Pandey nor Yadav had the experience to know how to go further, and to expand and run business, nor had they studied business management. It was at this juncture that Pandey's friend Sinha stepped in to help**. At that time, Sinha was studying business at Darden Graduate School of Business associated with University of Virginia in the US. 2.3**. Sinha and his friend Ransler put their experience to good use and presented their business plan for the project at various business plan competitions and forums (Refer Exhibit I for various award and recognition to HPS) in 2008. Their idea was highly appreciated and they won several of those competitions. To achieve its objectives, HPS carried out a detailed study before setting up the husk power plant. It first tried to understand the types of electricity, existing source of energy, and the per kWh (kilowatt hour) cost to the target customers. After understanding the target customers and their energy needs, HPS did a feasibility study of the potential for using a husk power plant in the target area. It tried to understand the target locality's access to

		biomass and the total energy need of the target locality, the availability of rice mills in nearby areas, the size and operation period of the rice mills, what the different uses of rice husk in the target locality were, and the use of diesel generators, specifically for providing electricity, cost of diesel, , and the cost of electricity provided by diesel generators per kWh (Refer to Exhibit IV for detailed questionnaire used to assess the feasibility of HPS plants
	Additional search	http://huskpowersystems.com./innerPage.php?pageT=Our%20Solution&page_id=77; ://www.theweekendleader.com/Innovation/515/Illuminating-villages.html#sthash.ExmrIxiS.dpuf
	Additions	Growing up in a remote village in West Champaran district of Bihar where dusk meant groping in darkness, Gyanesh Pandey wanted to bring light to the lives of the people. "The people of the village didn't have any choice and there was no rural development," says the 34-year-old US-returned Gyanesh. Though his education took him to places far away from the dim rural hinterland, this Electrical Engineer from IT BHU (Institute of Technology Banaras Hindu University) returned after doing his higher studies at the prestigious Rensselaer Polytechnic Institute in New York, and working in Los Angeles in the Semi Conductor Industry. Power hungry: Gyanesh Pandey wants to set up 2014 rice husk power plants in the next three years It was on a visit to his village, he, with his friend Ratnesh Yadav, felt the need to electrify the village, where the power lines of the state run Electricity Board do not reach. "We ruled out solar and wind energy as it would prove very costly," says Gyanesh, who was doing research in organic solar cells in the US. However, they soon hit upon the idea to establish small scale power systems by burning renewable farm waste. The villages had plenty of rice husk - a waste product of rice milling - that could be used as fuel in the micro power plants. The clean technology of biomass gasification was used to generate gas to run generators that supplied electricity. In 2007 the first power plant was set up in a village called Tamkuha in Bihar through a NGO they set up for the purpose, Samta Samriddhi Foundation. A year later they established a separate company to run their power plants, Husk Power Systems (HPS). The company presently has 80 power plants, each generating 35-100 Kilowatts of electricity, lighting 350 villages in the districts of West Champaran, East Champaran, Lakhisarai and Muzaffarpur in Bihar. Powerhouse: Gyanesh Pandey's company has 80 power plants supplying electricity to about 350 villages in Bihar "We have been training the local youths for running and managing the plants thus providing rural employment," says Gyanesh, adding that Bihar has to improve its antiquated police and administrative set up that is least sympathetic to development. Gyanesh has brought electricity at very low cost to villages in a state where majority of the villages are still under darkness. It is a 'pay-for-use' service where each house or business is directly connected to HPS power station. "We charge about Rs 100 per month, which is the basic charge for lighting a house, and as per their requirement the charge increases," says Gyanesh. As per the requirement electricity could be supplied for 6 hours to 14 hours in a day. According to Gyanesh, the break even period for a power plant is roughly about 4-5 years. Their income comes through sale of electricity, rice husk char (RHR) – a by-product of rice husk used in making of incense sticks etc, and door-to-door selling of general consumer goods at village homes. His company has won many awards in a short span of time, the first being the 2008 University of Virginia Business Plan Competition where they came first and the Social Innovation Competition at the University of Texas, Austin. More awards and recognition followed. Gyanesh says they would trade for carbon credits from next year. "We are saving 100-150 tonne of carbon dioxide per year per power plant," he explains. As 1 carbon credit earns 10-12Euros, they would be earning from carbon credits. Each carbon credit represents one tonne of carbon dioxide either removed from the atmosphere or saved from being emitted. By 2014 HPS proposes to set up 2014 power plants and save 200,000 tonnes of carbon dioxide per year. "We are planning to have 500 power plants in Bihar and the rest outside the state," says Gyanesh

	Analysis	2.3. external knowledge 4. opportunity recognition, traditional model 5. social mission 6. from BoP/for BoP
	Useful?	X
74	Name Source Search terms used Website	Ndlovu Oikos Entrepreneurship http://oikos-international.org/publications/ndlovu-the-clock-ticks/
	Innovation	
	Entrepreneur	Born in the Netherlands in 1960, **Hugo Tempelman earned his medical degree in1990**. Rather than becoming a specialist, he believed he could put his medical degree to better use in South Africa. His wife, Liesje, also liked the idea, so they moved to Groblersdal, two hours north-east of Johannesburg, and Hugo signed on as chief medical officer at the Philledelphia hospital near Dennilton. After three years he became Head of the Paramedical Services in the department of Health of the former homeland KwaNdebele.
	Organizational/ founding information	This case discusses the situation at Ndlovu Care Group (NCG) in July 2008. The group, founded by Dutch social entrepreneur Dr Hugo Tempelman, has been running a very successful health care facility – Ndlovu Medical Center (NMC) – in the township of Elandsdoorn in rural South Africa. The case discusses NCG's plans to expand that success to other locations in the country.
	Additional search	http://modernehelden.wordpress.com/2009/11/01/hugo-tempelman-kwajongen-met-een-missie/; http://www.ndlovucaregroup.co.za/index.html
	Additions	
	Analysis	
	Useful?	
75	Name Source Search terms used Website	Hippo Water International (HWI) Oikos Social entrepreneur; developing countries http://backup.oikos-international.org/academic/case-collection/inspection-copies/alphabetical-list/so-you-want-to-be-a-social-entrepreneur.html
	Innovation	Wello manufactures and distributes a product that significantly reduces the physical and time burdens associated with traditional water collection. This tool, known as a 'WaterWheel,' makes it possible to collect 20 gallons of water – approximately four times the amount possible using traditional methods – in less time and much more easily. The WaterWheel is manufactured from a high quality, durable plastic and has a large screw cap, which allows users to thoroughly clean its interior. **WaterWheels are a major improvement on the toxic, re-purposed fuel containers ('jerry cans') that are typically used to collect water. 1.1** One WaterWheel carries enough water to meet the basic needs of four people per day. Access to sufficient amounts of water enables people to practice better hygiene and stay healthy.
	Entrepreneur	**Cynthia Koenig, a young social innovator, decided to create a new way to make this chore less arduous. She designed a device to transport water in a more efficient and hygienic way: the Water Wheel 4**, a round **50-liter container that enables people to roll water from water sources rather than carry it on their heads. This allows for three to five times more water to be transported at one time compared to traditional methods. 6** (http://asiasociety.org/texas/events/cynthia-koenig-wello-water)
	Organizational/ founding information	Cynthia founded Wello in January 2008. However, her involvement actually began nine months earlier, when she participated in a University of Michigan course that focused on emerging market economies, and included a trip to South Africa. **In the spring of 2007, Cynthia completed a Master's degree in environmental studies. 2.1.** A post-graduation fellowship gave her the opportunity to spend several months in South Africa, where she lived in a rural community, and learned about the challenges people faced on a daily basis. For example, due to the devastating impact of HIV/AIDS, it was not uncommon for a family to adopt one or more orphans, or for grandparents

		to take responsibility for raising their grandchildren. Economic opportunities were few and far between. With an unemployment rate hovering around 80%, many families survived on the pension of a single family member. In many cases, one or both parents would migrate to urban centers for work for months at a time, leaving their children behind in the care of friends or relatives. Rural areas, like the one Cynthia lived in, often lacked basic services, like health care, higher education, electricity and physical infrastructure. "By the time I left South Africa," Cynthia explained, **"I was convinced that the concept of rolling water had the potential to make a positive impact on a global scale. However, existing efforts to distribute such tools were very localized and donor-dependent. I had a few ideas about what a business model should look like for this type of product, but not much confidence to back up my vision." [..] 5** "But what was your real motivation for getting involved" asked Max. "From what you've told me, it seems as though you didn't have a particular interest in water issues before you launched your organization." "True," said Cynthia. "For the past ten years, I've worked in the field of sustainable development with a focus on environmental sustainability. But I'm fortunate to have had the opportunity to travel widely, and have spent long periods of time living and working in rural communities where conveniences like water and electricity were not always readily available. As a result, I know what it means to wake before sunrise, walk to the nearest water source (in Mexico, a 25-foot deep cenote; in Guatemala, a murky pool of water with a thick film of algae and family of resident crocodiles), and trudge home trying not to spill the entire contents of a 5-gallon bucket before I arrived. But my experiences of these hardships were short-lived – I was always able to return to my comfortable life where water conveniently flows from the tap and opportunities abound. I can only imagine what its like to collect water every day. I've never had to wonder where my next meal will come from, or been told that my dreams were unattainable simply because of my gender." Wello's starting point is the *Business in a Barrel* strategy, which empowers end-users to use the WaterWheel as an income-generating tool. For example, a water entrepreneur might use the WaterWheel to collect large quantities of clean water and sell smaller amounts to her neighbors, making a small profit on each trip. Conservative estimates suggest that a water entrepreneur could easily earn more than $80 a month, which represents a 33% increase over the average income of people living on approximately $2 per day. Wello's goal is for the WaterWheel to pay for itself in the short term, making it accessible to the people who are most in need of it, but have the least ability to pay. In the long term, it can provide them with a sustainable income while improving their health as well as the health of their communities. An added benefit of the WaterWheel is that it has the potential to carry much more than water - it can carry all kinds of goods to and from market. A simple, inexpensive modification to the design could add refrigeration, which would allow farmers to sell milk at better prices, since they wouldn't have to sell at the cheapest price once they got to market for fear of the milk going bad. A WaterWheel would also enable a micro-entrepreneur to purchase goods like kerosene, rice, or gasoline in bulk (at cheaper prices), then easily transport the load back to his or her village where a small profit could be made on each transaction.
	Additional search	http://wellowater.org/; https://www.linkedin.com/in/cynthiakoenig; http://asiasociety.org/texas/events/cynthia-koenig-wello-water
	Additions	
	Analysis	2.1. education. 4. traditional model 5. social mission 6. for the BoP
	Useful?	