

# MEET & MULTIPLY

Accelerating the Replication of Inclusive Businesses

## EVENT PROGRAMME

June 29, 2015 | Centro Banamax | Base Forum



CONNOVO



# Welcome

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JUNE 29, 2015 | BASE FORUM

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## Welcome to Meet & Multiply!

We are excited to have such an entrepreneurial and visionary group of people in the room today. We are excited about this chance for us to meet and spend the day exploring how to multiply the impact of successful inclusive businesses. This event is all about the interaction and collaboration between three groups of participants:

- **Originators:** Inclusive businesses with successful and replicable models. They seek partners to adopt or replicate their business model.
- **Adopters:** entrepreneurs or businesses with an interest in bringing proven inclusive businesses to their region.
- **Partners:** investors, banks, donors, consultancies, intermediaries, NGOs and experts who can support the successful replication of a business model

We are looking forward to this day of intense networking, learning and exploration. The event does not end today! We will be in touch with each one of you over the coming weeks and months to see which ideas and contacts made today evolve into partnerships that make a difference tomorrow. In the process we will keep the greater partners network up dated so they can support and accelerate this evolution.

The “Meet and Multiply” event is itself a pilot, which we hope to replicate at other events. It is therefore critical that you let us know what works and what can be improved. And if you want to add “meet & multiply” at your event, within your network or country, do not hesitate to contact us!

Tendai Pasipanodya and Germán Zubía

On behalf of the “Meet & Multiply” team



# Agenda

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Palacio de la Canal, Room 9  
 Centro Banamex, Avenida del Conscripto 311.  
 Colonia Lomas de Sotelo, Delegación Miguel Hidalgo  
 11200 Mexico City

13:00 — Networking Lunch

14:00 — Welcome & Keynote Address

**WELCOME:** Overview of the event and what to expect (Tendai Pasipanodya, Director, Endeavor)

**KEYNOTE ADDRESS:** salaUno shares their experience replicating an Indian business model in Mexico (Javier Okhuysen, Co-Founder, salaUno)

14:30 — Originators and Adopters Discussions

Small group discussions between Originators and Adopters

## Jain Irrigation Table

*Originator:* Dr. Dilip Kulkarni, President  
 Agri-Food Division, Jain Irrigation  
*Moderator:* Germán Zubía, co-founder of  
 Connovo

## eKutir Table

*Originator:* KC Mishra, Founder, eKutir  
*Moderator:* Maria Luque, Ashoka

## Ross Clinics Table

*Originator:* Devashish Saini, Founder, Ross  
 Clinics  
*Moderator:* Christina Synowiec, Senior  
 Program Officer, R4D

## Narayana Health Table

*Originator:* Viren Shetty, Senior VP of  
 Strategy and Planning, Narayana Health  
*Moderator:* Samuel Gonzalez, Partner, SGF  
 Asesores

**INTRODUCTIONS:** Two minutes each for originators and adopters to present themselves

**ABOUT THE MODEL:** Moderated Q & A session to learn about the originators' models

**BRINGING THE MODEL TO LATIN AMERICA:** Discussion of the challenges, opportunities, and potential partnerships

16:00 — Coffee Break

16:15 — Partner Pitches

Two minutes for each ecosystem partner to explain what support they can provide for replication.

16:30 — Supporting Replication

In response to challenges raised, ecosystem partners will offer advice, contacts and information on available resources and opportunities.

**FINANCING:** Eriko Ishikawa, Global Head of Inclusive Business, IFC

**PEOPLE AND PARTNERS:** Nicholas Chevrollier, Knowledge and Innovation Manager, BoP Inc

**INFORMATION:** Diego Angelino, Asesor, Emerging Market Multinationals Network for Sustainability, GIZ

18:15 — Moving Forward

Discussion of the next steps and commitments from participants

# Originators

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**Devashish Saini**

Founder  
ROSS CLINICS

Dr Devashish Saini is a Family Physician and Serial Entrepreneur. He completed his MBBS from the All India Institute of Medical Sciences, New Delhi. After pursuing higher studies in Health Informatics in the US, he returned to India in 2008, and has been founding and leading startups in the health care field since then.

In Swasth India, he helped design and implement financially sustainable health systems for the poor. In 2011, he founded Ross Clinics ([www.rossclinics.com](http://www.rossclinics.com)) to rejuvenate the tradition of the Family Doctor, providing trustworthy quality care for day-to-day illnesses and health needs of urban Indian families.



**Krishna Mishra**

Co-Founder  
EKUTIR

KC Mishra is an Ashoka Global Fellow for his innovation on the Last Mile Micro enterprise model for Social Development called PIE Model. PIE stands for Participatory, IT Enablement and Enterprise model. He has a vast experience in the space of development in the BoP Market as a development banker. He has established five for-profit social businesses in India and the USA, one of which is eKutir. He has designed various IT applications for the small and marginal farmers like Nutrient Analysis Tool, Seed Selection Tool, Farmer Risk Analysis Tool, and Crop Planning Tool, among others. He is a member of the Board of Trustees of Global Knowledge Partnership Foundation and a Director in the BoP Hub Singapore.



**Viren Shetty**

Senior VP of Strategy and Planning  
NARAYANA

Viren is one of the Executive Directors at Narayana Health. He is currently holding the position of Senior Vice President – Strategy and Planning. He is also one of the directors of the group's first major overseas venture, Health City Caymen Islands (HCCI).

Envisioning bed strength of 30,000 by 2020, Viren is responsible for identifying new growth opportunities for Narayana Health. He is also extensively involved in devising cost optimization measures, a distinctive characteristic of operations at Narayana Health. As the network of 26 Narayana Health hospitals are ready to be supplemented with more projects, Viren has been active in streamlining the Supply Chain across the network and strategizing the group's growth.



**Dilip Kulkarni**

President, Agro and Food Processing Group  
JAIN IRRIGATION

Dr. Kulkarni serves as the President of Jain Irrigation's agro and food processing group. Dr. Kulkarni has been instrumental in the development of Jain Irrigation's sustainability program across the value chain. He is involved in developing and implementing new programs in agriculture and food processing.

Dr. Kulkarni is also active in Jain's massive R&D operations, which focus on best applications of drip irrigation to a wide range of crops, and research into improved methods and inputs to maximize the impact of drip irrigation on productivity and water savings. He is responsible for developing linkages with other organizations including public private partnership programs with Government of States within India and internationally.

# Adopters

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KEYNOTE SPEAKER &amp; NARAYANA HEALTH ADOPTER

## Javier Okhuysen

Javier is a Co-Founder of salaUno, a social enterprise that seeks to eliminate needless blindness in Mexico through an innovative model that disrupts and breaks paradigms in the health sector to offer high quality services at accessible costs. In four years, salaUno has reached more than 100,000 patients and performed 11,000 surgeries that have prevented or reversed blindness in people living at the base of the pyramid. Javier started his career in investment banking and private equity funds in Madrid, London, and New York. He is an Industrial Engineer, Social Entrepreneur of the Year by the Schwab Foundation and the World Economic Forum 2015, winner of the National Entrepreneur Award in 2014, Endeavor entrepreneur and Entrepreneur of the Year CNN/Expansion in 2012.



NARAYANA HEALTH ADOPTER

## Daphne S. Leger

Daphne S. Leger completed a Bachelor's degree from American University (Washington DC) in International Relations, after which she joined the World Bank Results Unit. Daphne has always been passionate about business at the base of the pyramid, which drove her to pursue an MBA from Harvard Business School. She moved to Mexico in 2012 to join the social enterprise startup Frogtek as Director of Sales and Marketing. Daphne eventually became COO at Frogtek where she led the company's Mexico operations helping to grow the customer base significantly, while developing the company's culture and focusing on making operations more efficient and sustainable. She recently left Frogtek in order to pursue new projects.



NARAYANA HEALTH ADOPTER

## Carla Sarni

Carla is the President of the Sorridents Institute. Founded in 1995 as part of Sorridents Franchising, the Sorridents Institute is a nonprofit civil organization that grew from the early social work done by the company. Prior to joining the Sorridents Institute, Carla had already been involved in social work within poor communities, specifically within the far eastern area of São Paulo City. It was during her study at the Dental College in Alfenas, Brazil, that she learned a great lesson about life. The students of this program were required as part of their lessons to do social work with rural and poor communities. While in São Paulo, she provided free, quality dental care on the weekends to both children and adults in deprived areas, including in the violent slum of Pantanal. Her goal has always been to help others in need, regardless of their financial situation.



JAIN IRRIGATION ADOPTER

## Jorge Eduardo León Lozoya

Jorge Leon is a native of Durango, in northern Mexico and has lived in Monterrey for more than 10 years. He earned a mechanical engineering degree at Tec de Monterrey in 2004 and a Master's degree in Manufacturing Management at EGADE Business School in 2014. Jorge's expertise and skills have been developed over the last 10 years in his work with a global company. After spending 18 months in 2006-2007 living in the U.S. while taking a hands-on training, Jorge collaborated on the startup of a production center. During this startup, Jorge was responsible for technical support, people recruitment and training. His time volunteering at CONNOVO in 2015 has been a great source of inspiration to pursue the entrepreneurial opportunity that will allow him to make a meaningful impact on society.



## ROSS CLINICS ADOPTER

**Alba Zamora**

Alba is a Dentist determined to link Health + Technology + Innovation. She is the CEO and Co-Founder of DentAll, a Coworking space for Dentists at Guadalajara, and has worked there for 5 years. She loves public speaking and she loves to give talks on "Preventive culture in Dental care" at schools and companies. Alba has an Advanced Communication and Leadership certificate by Toastmasters International. Alba is enrolled in a Social Entrepreneurship program from TEC de Monterrey University, and has been an associate in Health Builder, a project that aims to give tourists better dental care with high savings that, at the same time, will help fund Mexican children's dental treatments.



## ROSS CLINICS ADOPTER

**Diohema Anlleu**

Diohema has had her own social enterprise for 15 years and, through this, has learned about the difficulties and common failures. She has worked with very challenging social realities in different communities across the country. Through listening to stories and discussing personal situations of the people, she discovered various issues affecting these communities. She felt that these issues are very important and require more attention in order to develop a solution.

Her focus is on education, health and development, specifically in programs for social entrepreneurship, scaling up social business and innovative solutions.



## EKUTIR ADOPTER

**Veronica Valdés Vega**

Born in Chihuahua, based in México City and educated in Monterrey, Mx. and Sao Paulo, Brazil. Veronica graduated in Industrial Design in December 2008. In 2012, she started a Design, innovation & sustainability Master program, and with that, formed an organization, Te Quiero Verde. Focusing on the development of solutions for creating a culture around sustainability, she worked in three projects for a local governmental institution, DIF Estatal Chihuahua. Two of these projects promoted urban agriculture and production awareness, and the third project was to design a strategy for linking various organizations trying to target health, culture and production projects in the Sierra Tarahumara. Veronica also worked for the private sector in the energy efficiency industry for a year, 2014-2015 in Mexico City.



## EKUTIR ADOPTER

**Miguel Ángel Ramón Lima**

Miguel has always been interested in agricultural issues, as well as sustainable and productive innovation projects that have positive social and economic impacts. His vision is that technology, communication systems and alliances between people and organizations can be used strategically as tools to help achieve the common good.

He worked in Financiera Rural, a banking institution dedicated to agricultural development, coordinated for the design of business models and socially responsible projects. Currently, he is working as a manager overseeing floral design and the purchase and sale of green supplies.



**EKUTIR ADOPTER****Paulina Acevedo Díaz**

Paulina is a social entrepreneur and a professional teacher.

She is the CEO of Verdura AC, a civil society association that works to care for the environment through technological innovations from youth. In 2014, Verdura AC received the Impulso Mexico prize in the category of Ecology and Altruism, from the Mexican Institute of Youth.

Paulina also hosts a weekly radio show where she promotes and raises awareness of ecological issues. She is a monthly collaborator for various local magazines. Furthermore, she gives trainings in school and companies.

**EKUTIR ADOPTER****Sara Crespo**

Sara is the Co-founder and CEO of SILATAM, a company that communicates between impact investors, social entrepreneurs and conscious consumers in an authentic and trustworthy way to enhance the best social business in Latin America.

Sara is also the Global Business Director of eYeka. eYeka enables leading marketers and their agencies to accelerate the creation and marketing of more relevant products by leveraging a wealth of creative ideas developed by a community of over +305,000 creative individuals in 160 countries.

**ROSS CLINICS ADOPTER****Asher Hasan**

Asher is the Founder and Chief Executive Officer of Naya Jeevan ('new life' in Urdu/Hindi; <http://www.njfk.org>) a hybrid social enterprise dedicated to providing low-income families in the emerging world with affordable access to high quality, healthcare. Naya Jeevan's operations are currently focused on Pakistan and Mexico with plans to replicate this model in India, Colombia, Brazil, Philippines and other emerging markets. Asher was most recently selected to join the World Economic Forum Global Agenda Council for Social Innovation for 2012-2014. He is a 2011 World Economic Forum/Schwab Foundation Asian Social Entrepreneur of the Year, a 2013 Synergos Senior Fellow, a 2009 TED fellow, a 2011 Ashoka US fellow, a 2011 Ariane de Rothschild fellow and an invited member of the Clinton Global Initiative for 2014, 2010 and 2009.

**EKUTIR ADOPTER****Carlos Azcuaga**

Carlos has deep industry experience in the CPG sector having worked for 20 years Unilever, in operational and executive positions. He developed and implemented new business units in Mexico that delivered growth and profit, as director and country VP over the last 12 years.

Recently Carlos has become an entrepreneur founding and developing a business model focused on developing value chains for smallholders to take their produce to the industry and retail, working with companies like Walmart and Nestlé, and some others from the private sector as part of their corporate social responsibility actions.

**ROSS CLINICS ADOPTER****Jaime Izzo**

Jaime played a key role in the pre-incorporation business planning and site selection of Médica Santa Carmen's first clinic, joining the team full-time in 2012 in the role of Facility Manager of this clinic in Querétaro, Mexico. In 2014 he took on the additional role of Manager for the San Miguel de Allende, Guanajuato clinic and is now Director of Operations, overseeing Santa Carmen's operations across four clinics, laboratory, materials, process improvement and IMSS client services. Previously he held project management roles with aerospace company SAFRAN/SNECMA and boutique consulting firm CloudStreak LLC. He is a graduate of the Spartan School of Aeronautics and is certified by B Braun Medical, Inc. and other manufacturers of specialized dialysis equipment.

**NARAYANA ADOPTER****Andres Gutierrez**

Andrés is Co-Founder and CEO of Médica Santa Carmen, a growing network of kidney dialysis, laboratory and nephrology clinics serving public and private pay patients in Central Mexico. As a CEO he likes to be known as the "Chief Experience Officer" by directing its commitment to radically change the life and wellbeing of people living with chronic kidney disease. Andrés holds Bachelor of Science in Mechanical Engineering and Master in Business Administration degrees both from the University of Texas at Austin. Andrés is nominated as an "Endeavor Entrepreneur," was named "30 Promises of Mexico" by Forbes Mexico in 2014, and is an "Innovator" of the global "Innovations in Healthcare" network founded by Duke University, the World Economic Forum, and McKinsey & Co.

**EKUTIR ADOPTER****Victoria Arciniegas**

Victoria is a sociologist specialized in nonprofit capacity building and social development for vulnerable communities. She is in charge of the Institutional Strengthening front in CCC since 2012.

She has experience in project planning, implementation and evaluation. My main area of interest is peacebuilding specifically in capacity building initiatives for local communities and programs for income generation for internally displaced persons. She earned a Master's degree in Humanitarian Interventions and Development Actions from the Panthéon-Sorbonne University (Paris) in 2008.

**ROSS CLINICS ADOPTER****Diego Gonzalez**

Diego is a social entrepreneur dedicated to collaborating to generate disruptive changes that produce a large social impact. He is an industrial engineer by profession with a high level of analytical skills and he is a quick learner.

Diego is always on the lookout for new, more effective solutions in emerging projects or companies. He is a mentor and presenter that uses his interpersonal skills, global experiences, and his excellent communication skills to effectively lead groups to achieve business goals.



**EKUTIR ADOPTER****Rene Sossa**

Rene Sossa is the Executive Director of Fundación Genera Desarrollo A.C. Genera's main project is called Development, Logistics and Commercial Integration Program for Small Farmers, whose main purpose is to give small farmers the means for selling their crops directly to retail and food processing industries. Rene has a B.A. in Economy (1998) by U.N.A.M. He has a Master Degree in International Cooperation by Instituto Ortega y Gasset and a Second one on Nonprofit Organizations by Universidad Autónoma de Madrid. René has 15 years of experience on the 3rd sector working in organizations like: Asociación Programa Compartamos, Un Kilo de Ayuda and Fundación Rebicam among others.

**EKUTIR ADOPTER****Gerardo Salazar**

Gerardo is a Logistics Manager in Fundación Genera Desarrollo A.C. Genera's main project is called Development, Logistics and Commercial Integration Program for Small Farmers, whose main purpose is to give small farmers the means for selling their crops directly to retail and food processing industries. v

Gerardo has a B.A. in International Relations (2005) by ITESM. He has 8 years of experience on the Logistics Sector, and for 7 years he worked in the Sales Area of Maersk Line, advising global companies of the logistic, electronic and retail sectors on their daily ocean operations

**ROSS CLINICS ADOPTER****Sergio Guerrero**

Sergio Guerrero is the co-founder and Chief Financial Officer of Quinta Bonita, a company created to overcome the lack of access to quality and affordable mental health services for the underserved population in Mexico. The company uses an innovative business model that significantly reduces costs while maintaining a desirable outcome. To provide affordable mental health services Quinta Bonita has adopted: i) the latest discoveries of neurosciences, which allow them to significantly reduce the average hospitalization time, ii) technology-based solutions to reach a larger customer base, and iii) low-cost drugs for their customers. In the following years Quinta Bonita will expand its coverage to some of the most violent cities in Mexico, where demand for mental health services is high, but supply of psychiatrists is limited. They will implement a tele-medicine model that has been piloted in two cities. Sergio started his career in microinsurance where he led the first large-scale health microinsurance project in rural Mexico, for which he received an innovation grant from the Microinsurance Innovation Facility. He holds a B.A. in Economics from the Autonomous Technological Institute of Mexico (ITAM).

**JAIN IRRIGATION ADOPTER****Alicia Muñoz Chavez**

Alicia has twelve years of experience in the agricultural sector. She is the General Manager of FOFECHA a family company dedicated to the commercialization of grains and fertilizer in the states of Michoacán, Guanajuato, Puebla and Veracruz working with more than 3,000 small producers. During this time she has been coordinating the general administration, national and international purchases, credit and agricultural credits negotiation, cash-flow and payments.

# Partners

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## Dr. Maren Breuer

Acting head

**INCLUSIVE BUSINESS ACTION  
NETWORK (IBAN)**

### About Maren

Dr. Maren Breuer is head of the Responsible and Inclusive Business Hubs (RIBHs) as well as the acting head of the Inclusive Business Action Network (IBAN). She previously worked as advisor for climate change policy and private sector cooperation in Indonesia.

### About IBAN

The Inclusive Business Action Network (IBAN) was created in 2014 on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It connects inclusive businesses with multilateral institutions, initiatives, investors and other stakeholders working in this vast field, and offers learning and exchange formats. An online platform provides access to detailed information, services and training offerings as well as direct contact to potential partners.

### WHAT CAN IBAN OFFER?

- Facilitated access to IB Knowledge and Information
- B2B Peer-Learning Workshops
- Support to partnerships
- Network of local hubs



## Nicolas Chevrollier

Senior Programme Manager

**BOPINC**

[www.bopinc.org](http://www.bopinc.org)

### About Nicolas

Nicolas is a senior programme manager, specialized in inclusive innovations and strategy development. Nicolas is managing the BoPInc Inclusive innovation and the Inclusive Business Accelerator programme, and was the programme manager of the 3 Pilots for pro-poor innovations programme. A passionate International leader with professional experiences at the intersection of innovation, business and development, he initiates, builds and nurtures partnerships with industrial partners, international organizations, public authorities, NGOs, and social entrepreneurs to develop and scale BoP ventures.

### About BoPInc

BoPInc's main target groups are Dutch and local businesses that want to explore inclusive business and institutional donors seeking for inclusive business opportunities. They support customers in realizing sustainable financial and social return on investment. Their services range from innovation to partnership brokering and implementation.

### WHAT CAN BOPINC OFFER?

- Scoping and intelligence
- Business marketing and planning
- Piloting
- Attract co-funders
- Financial analysis
- Acceleration



## Jeroen W.J. van der Linden

Manager Inclusive Business

**SNV MOZAMBIQUE**

[www.snvworld.org](http://www.snvworld.org)

### About Jeroen

Jeroen has broad international experience in designing and implementing commercially sustainable and innovative business mechanisms for entrepreneurs in Europe, Africa and Asia. Building up his career around the central themes of sustainable value chain development and inclusive business, he has been assisting clients from the private and public sector in inclusive business planning and management, designing and appraising investment plans, setting up new ventures, and financial acquisition for commercially oriented investment concepts in developing countries and emerging markets.

### About SNV

SNV is an international not-for-profit organisation active in the field of development cooperation and private sector development. Founded in 1965 in the Netherlands, it currently is present in countries across Asia, Africa and Latin America. SNV has close to 40 offices worldwide including a partnership office in Washington DC.

### WHAT CAN SNV OFFER?

- Identify IB investment (start-up, up-scaling, diversification) opportunities
- IB business modelling and implementation
- Design and provide IB Support tools and service packages
- Market intelligence; demand creation
- Create IB ecosystems of strategic partners and BoP service providers
- IB Fund design and management



## José María Buitrago S.

Advisor Inclusive Business, Nicaragua

**SNV NETHERLANDS**

[www.snvworld.org](http://www.snvworld.org)

### About José

José María Buitrago has broad regional experience in designing and implementing inclusive business in Central America as well as management of rural credit and microfinance. For over 25 years he has worked in public institutions linked to development as an officer, consultant, researcher and teacher. He has directed development projects in the agricultural, forestry, and Micro, and SME development of the private sector.

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#### WHAT CAN SNV OFFER?

- ▶ Identify IB investment (start-up, up-scaling, diversification) opportunities in the BoP market
- ▶ IB business modelling and implementation
- ▶ Design and provide IB Support tools and service packages
- ▶ Market intelligence: validate and market IBDS tools and services
- ▶ Demand creation: build evidence, promote services and test assumptions
- ▶ Create IB ecosystems of strategic partners and BoP service providers
- ▶ Fund leverage from third parties
- ▶ IB Fund design and management



## Germán Zubía

Co-Founder

**CONNOVO**

[www.connovo.org](http://www.connovo.org)

### About Germán

Germán is the co-founder of Connovo and director of Ashoka's Monterrey Chapter in México. He is trained as an Industrial Engineer and holds a MSc in Local Economic Development from the LSE. Germán has over 5 years of experience in the private sector and 10 years in the socio economic development field in Mexico, Canada, South America, UK and India working with organizations such as IBM, GDP Global, ProMéxico, Ternium and Vitro.

### About Connovo

Connovo is a 'social venture builder'. We develop unique partnerships with successful social businesses to scale their impact from other geographies to Mexico. The ventures we build help to solve the most pressing global social and environmental challenges and create value for successful social entrepreneurs, impact investors and professionals who want to make the world a better place.

#### WHAT CAN CONNOVO OFFER?

- ▶ Deep knowledge of the social entrepreneurship sector in Mexico and internationally
- ▶ High-level relationships with various stakeholders (investors, corporates, governmental entities, sectorial experts)
- ▶ Significant entrepreneurship experience either as entrepreneurs and/or in accelerators
- ▶ In-house methodology to find and select co-founding teams and incubate them
- ▶ Key Resources: Team of co-founders, Financing, Training & Incubation, Mentors and Shared services.



## Tendai Pasipanodya

Director

**ENDEVA**

[www.endeva.org](http://www.endeva.org)

### About Tendai

Tendai brings a wealth of experience in the implementation of projects on the ground. She has over 10 years of experience in economic development and has worked in Europe, West Africa and the US. She is an expert on entrepreneurship promotion and wealth creation at the base of the economic pyramid. Tendai has previously served as a Youth Entrepreneurship Expert for the International Labour Organization (ILO) in Berlin where she advised and guided various teams on the design and implementation of various innovative youth entrepreneurship initiatives.

### About Endeva

Endeva, is a company of experts with the mission to create wealth for low-income groups through the promotion and acceleration of inclusive business. We unlock opportunities for low-income people and companies by creating insight, providing advice and facilitating collaboration.

#### WHAT CAN ENDEVA OFFER?

- ▶ Facilitate partnerships between originators and adopters, as well as support institutions (investors, donors etc.)
- ▶ Document and share successful business models
- ▶ Help companies to document standardize processes
- ▶ Conduct market research, support market selection and build business plans
- ▶ Advise companies on their replication strategies



## Valentina Echeverry

Analyst

**INTERNATIONAL DEVELOPMENT  
BANK (IDB)**

[www.idb.org](http://www.idb.org)

### About Valentina

Valentina Echeverry joined the Opportunities for the Majority (OMJ) at the IDB in 2010, where she works on the analysis and structuring of loans and credit guarantees for private companies with business models that aim to serve the base of the pyramid in Latin America.

Before joining the IDB, Ms. Echeverry worked at the Organization of American States in Washington (OAS), providing assistance in the formulation of result-oriented objectives and performance indicators to different departments of the Organization.

Ms. Echeverry is an Economist from the Universidad ICESI in Colombia, holds a Master's degree in Development Studies from the London School of Economics, a Graduate Diploma in Corporate Finance from Georgetown University in Washington and a Certificate in International Economics and Finance from Tilburg University in the Netherlands.

### About Opportunities for the Majority

The Opportunities for the Majority (OMJ), created in 2007 by the Inter-American Development Bank (IDB), promotes and finances market-based, sustainable business models that engage private sector companies, local governments and communities in the development and delivery of quality products and services for the Base of the Pyramid in Latin America and the Caribbean.



## Eliana Villota

Director for LATAM

**MINKA-DEV**

[minka-dev.com](http://minka-dev.com)

### About Minka-Dev

Minka Dev is the first online marketplace of business opportunities with social and environmental impact.

We generate strong networks with potential actors in a scenario of inclusive markets. These actors are connected by a common goal of creating business solutions to tackle a need generated in a community in context of poverty or inefficiency trap. All of these gear towards resolving factors of poverty and stimulating the development of a new logic of business development.

The Minka-Dev platform promotes equal access to opportunities, favouring the creation of economic development ecosystems that are comprehensive, inclusive and sustainable.

We connect markets, population, and organizations willing to attract inclusive business to solve their needs and companies interested in boosting this type of business as a new path of innovation, business development and sustainability.

### WHAT CAN MINKA-DEV OFFER?

- Tools and algorithms (in the marketplace) to identify local organizations willing to attract inclusive business es that want to be replicated. Therefore measure the potential market eager to adopt the inclusive business.
- Our Tools and algorithms can also identify most suitable context and organizations in which originators can replicate their model.
- Originators and other supporting organizations can use Minka-Dev's Tool Kit to structure replicas of inclusive business.



## Armin Bauer

Principal Economist

**ASIAN DEVELOPMENT BANK**

[www.adb.org](http://www.adb.org)

### About Armin

Armin Bauer is Principal Economist in ADB's Sustainable Development Department, a think tank department on sector and cross cutting thematic issues, where he is heading the poverty and inclusive growth team. He also coordinates the Inclusive Business initiative of ADB, in cooperation with ADB's private sector investment department.

Mr. Bauer works with ADB since 1995 in knowledge, strategy, and operations departments. He also managed various poverty funds. Mr. Bauer, a German national, has a Ph.D. in development economics, a M.A. in Political Economy, and a B.A. in Administrative Science.

### About ADB

Since its founding in 1966, ADB has been driven by an inspiration and dedication to improving people's lives in Asia and the Pacific. By targeting our investments wisely, in partnership with our developing member countries and other stakeholders, we can alleviate poverty and help create a world in which everyone can share in the benefits of sustained and inclusive growth.





## Iliana Molina

Representative in México

**MINKA-DEV**

[minka-dev.com](http://minka-dev.com)

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### WHAT CAN MINKA-DEV OFFER?

- By opening inclusive Business opportunities for replica in MinkaDev's marketplace we can attract adopters but also other supporting organizations that create a suitable inclusive business ecosystem around that replica. Minka-Dev's business opportunities allow attractive strategic allies with a common purpose and role.
- Through Minka-Dev's tools, the models' key factors of success to be replicated can be matched with the most suitable partners and context, thereby reducing risk and increasing efficiency and effectiveness.



## Christina Synowiec

Senior Program Officer

**RESULTS FOR DEVELOPMENT INSTITUTE (R4D)**

[r4d.org](http://r4d.org)

### About Christina

Christina Synowiec is a Senior Program Officer supporting overall project management for CHMI. Christina leads research and analytics, and develops strategic partnerships and innovative mechanisms to evaluate health programs in order to better understand what works, why it works, and what support programs need to continue to improve over time.

### About R4D

R4D is a non-profit whose mission is to unlock solutions to tough development challenges that prevent people in low- and middle-income countries from realizing their full potential. Working across multiple sectors including Global Education, Global Health, Governance and Market Dynamics, R4D supports the discovery and implementation of new ideas for reducing poverty and improving lives around the world.

One of R4D's flagship initiative is the Center for Health Market Innovations (CHMI; <http://healthmarketinnovations.org>) which promotes programs, policies and practices that make quality health care delivered by private organizations affordable and accessible to the world's poor.

### WHAT CAN R4D OFFER?

- CHMI database and web platform
- Regional innovation partners
- Knowledge and research on adaptation of innovation
- Peer to peer learning opportunities



## Maria Luisa Luque

Team Leader

**ASHOKA**

[www.ashoka.org](http://www.ashoka.org)

### About Maria

Maria Luisa Luque joined the Mexico and Central American team at Ashoka in September 2012, and leads the Full Economic Citizenship / Walls No More team. She is passionate about social innovation and the new role of the private sector and the skills, tools, conversations, leadership models and cocreation systems necessary to find their space in a changemakers world.

Malu was born in Spain but grew up in Brussels, and has had the chance of living in Rome, London, New York and now Mexico City. She initiated her career in Investment Banking where she developed an analytical and business perspective that she leverages in her everyday work at Ashoka today. Moreover, she holds a Master in Business Engineering from Brussels' Solvay Business School, as well as Master of Public Administration from Columbia University.

### About Ashoka

Ashoka is the global association of the world's leading social entrepreneurs – individuals with system-changing solutions for the world's most urgent social problems. To date, we have elected over 3000 social entrepreneurs as Ashoka Fellows, in 72 countries in five continents. Our goal is not to just elect social entrepreneurs, but to create a world where everyone has the confidence and ability to change their community – a world where everyone is a changemaker.

### WHAT CAN ASHOKA OFFER?

- Connection with SE that are working in your field in Mexico & Central America
- Invitation to our networking events in Mexico
- Connection to strategic partners in Mexico



## Angelika Roth

Venture and Fellowship Co-ordinator

**ASHOKA**

[www.ashoka.org](http://www.ashoka.org)

### About Angelika

Angelika has been working for Ashoka in Mexico since 2011, where she has been responsible for the identification of new social entrepreneurs in Mexico and Central America and the design of a support program for the network of more than 200 leading social entrepreneurs.

Previously to Ashoka, she has worked in Berlin, Germany in the organization of international events, conferences and meetings on a national level. She has also worked in different social organizations in Argentina and Ecuador and has been involved in development aid projects with the German Development Cooperation (GIZ) in Brazil and Germany.

Angelika is originally from Germany and received her degrees in International Cultural and Business Studies from the University of Passau and in International Relations from the University of Córdoba in Argentina

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- Invitation to our networking events in Mexico
- Connection to strategical partners in Mexico



## Eriko Ishikawa

Global Head of Inclusive Business

**IFC**

[www.ifc.org](http://www.ifc.org)

### About Eriko

Ms. Eriko Ishikawa is Global Head for Inclusive Business at IFC, a member of the World Bank Group. Eriko has over 20 years of development finance experience in the World Bank Group. At IFC, she leads IFC's initiative to support private sector companies that reach populations at the Base of the Pyramid (BOP) and she has co-authored several publications on this topic. During her career at IFC, Eriko spearheaded several new practice areas including Business Linkages – providing technical assistance and advisory support to IFC clients to strengthen their local supply chain in emerging markets (Guyana, Peru, Nicaragua, Brazil, India, Mozambique, Cote d'Ivoire, Kenya).

### About IFC

IFC is the largest global investor in inclusive businesses, with over US\$11 billion committed to more than 400 companies in 90 emerging market countries since 2005 – across a number of industries including the financial sector, agribusiness, telecom, housing, health and education. The Inclusive Business practice was set up to encourage more investment to companies that have a direct impact on the BOP, and to measure results and capture field based evidence of successful models used by IFC clients.



## Stefan Maard

Co-Founder

**DIVA**

[www.diva.ventures](http://www.diva.ventures)

### About Stefan

Stefan is an intrapreneur and business developer with a passion for building strategic partnerships to achieve large-scale positive societal impact on commercially attractive terms. At Novozymes he led the development of the innovate and multi-award-winning corporate impact venture CleanStar Mozambique, and as head of Sustainability Innovation he has built an organization to serve as an internal incubator and training ground to pursue high-impact business opportunities through strategic partnerships.

### About DIVA

Corporate impact venture incubator. DIVA is a not-for-profit venture incubator that co-develops and co-invests in for-profit impact ventures in partnership with large corporations. DIVA focuses in particular on early-stage business development activities that require innovative business models and partnerships.

### WHAT CAN DIVA OFFER?

- a venture incubation partner that co-develops and co-invests in your opportunities for impact
- enable you to reach further by building coalitions with the right players





## Kellie Auman

Project Associate

**INNOVATIONS IN HEALTHCARE**

[www.innovationsinhealthcare.org](http://www.innovationsinhealthcare.org)

### About Kellie

Kellie divides her efforts between innovator engagement and communication projects. She leads and coordinates event planning and works directly with innovators. Previously at Duke University Health System, Kellie managed and supported other offices and projects. She also held positions in commercial design firms. She has a Bachelor of Science degree in Design from East Carolina University.

### About Innovations in Healthcare

Innovations in Healthcare (formerly the International Partnership for Innovative Healthcare Delivery) is a nonprofit organization hosted by Duke University and founded in 2011 by Duke Medicine, McKinsey & Company, and the World Economic Forum. We aim to improve healthcare worldwide by supporting the scale and impact of promising innovations. We receive support from and collaborate with a global and diverse group of organizations, including corporations and foundations that are committed to strengthening and increasing the scale of healthcare innovations.

### WHAT CAN INNOVATIONS IN HEALTHCARE OFFER?

- ▶ Tap into a network of 55 innovative organizations that are increasing access to healthcare around the world
- ▶ Framework for replication and what is needed at each state from each stakeholder
- ▶ Rapid cycle evaluation methods that can be used to test adaptations, get quick results, and make mid-course corrections
- ▶ Help with sourcing innovations with potential for replication



## Erin Escobar

Research Manager

**INNOVATIONS IN HEALTHCARE**

[www.innovationsinhealthcare.org](http://www.innovationsinhealthcare.org)

### About Erin

Erin is part of the research and knowledge development team at Innovations in Healthcare. She leads research in innovative models of care, including the development of innovator case studies. Before joining Duke University, Erin worked at the University of California, San Francisco, most recently within the Global Health Sciences division. She holds a Master of Public Health degree from the University of North Carolina at Chapel Hill.

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## Andrea Escalante

Director of Communications

**ANGEL VENTURES**

[angelventures.vc](http://angelventures.vc)

### About Andrea

Prior to Angel Ventures, Andrea studied at the University of Monterrey, graduated in December 2012 with a degree in International Tourism. Currently, she is doing a specialized course in marketing at ITAM. She has worked at the Convention Center in the city of Monterrey in the area of social events, and family businesses. She is the Director of Public Relations and Events at AVM responsible for the events as BP-Xpress Workshop Business Plan, Investor Academy, Startup Drinks networking event, intellectual property, among others. Besides organizing events she makes the link between new entrepreneurs and potential investors.

### About Angel Ventures

We are a Venture Capital firm that seeks to link great ideas with capital.

AVM's main objective is to provide intelligent capital. We add value to every investment we make by promoting its development through continuous monitoring, connecting entrepreneurs to our network of investors and providing range of services to entrepreneurs including mentorship.

### WHAT CAN AVM OFFER?

- ▶ Incubator
- ▶ Co-investment Fund
- ▶ Consulting and risk analysis
- ▶ Workshops for entrepreneurs and investors



## Susana Ogando

Director of Media and Communication

**ANGEL VENTURES**

angelventures.vc

### About Susana

Susana completed a degree in Communications at the Universidad Anahuac del Norte, and most of her professional experience developed in Editorial Televisa, as editor of printed publications and public relations. Subsequently she joined Condé Nast Latin America as co-editor and later worked for Editorial Expansion. She currently works as Director of Media and Communication of Angel Ventures México.

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## Antoine Cocle

Co-Founder

**SVX MEXICO**

signup.svx.mx

### About Antoine

Antoine is a co-founder of SVX Mexico, where he is in charge of Investment Readiness Services for social entrepreneurs and impact investors. Previously, Antoine has done consulting work for a Mexican High Net Worth family developing an investment thesis for a Mexican early stage impact-investing fund and was Director of Entrepreneur Services at Agora Partnerships, where he managed the accelerator and the Capital Advisory Services area. Before dedicating himself to fostering social entrepreneurship, he was working in the financial sector, at AXA and JPMorgan.

### About SVX Mexico

SVX Mexico is a boutique consulting firm that aims to increase the volume of investment in social and environmental impact in Mexico. We catalyze investments into social businesses and impact funds with market-validated business models as well as measurable social and environmental impact. Our value added comes from our experience working with social enterprises, high-net worth families and Impact Investment funds. Practically speaking, we offer to social ventures the following services:

### WHAT CAN SVX OFFER?

- Financial Model Creation & Validation
- Valuation Analysis
- Investor Matchmaking
- Term Sheet Analysis & Advisory work
- Due Diligence Support
- General Support



## Laura Ortiz

Co-Founder

**SVX MEXICO**

signup.svx.mx

### About Laura

Laura is a co-founder of SVX Mexico, where she is in charge of the Investor Network as well as of Impact Investing Education programs. Laura's mission is to make Impact Investing mainstream in Mexico and to use private capital as a tool for reducing inequality and other major issues in Mexico. Laura is bringing the SVX.CA model to Mexico, with the goal to connect social entrepreneurs with impact investment funds & private capital and to educate investment professionals to the standards and practices of sustainable/social/impact investing. Previously, Laura worked for over 8 years in Mexico's two largest banks developing relationships with both individual and institutional investors.

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## Juan Salvador Sandoval Esparza

Managing Director of the Venture Capital Fund

**NACIONAL MONTE DE PIEDAD**

[www.montepiedad.com.mx](http://www.montepiedad.com.mx)

### About Juan

Juan is Managing Director of Nacional Monte de Piedad's Venture Capital Fund, focusing on impact investments. Previously, he was founding partner of Alza Capital, a boutique investment bank and was Director of Corporate and Investment Bank at Banamex. He has a wide experience in corporate finance, specifically in M&A, valuation and financing. He is currently a Board Member of Médica Santa Carmen and Advisor of the Association of Mexican Entrepreneurs in the USA.

### About Nacional Monte de Piedad

Nacional Monte de Piedad, I.A.P. is a Non Profit Institution dedicated to financial services, founded on February 25th, 1775 by Don Pedro Romero de Terreros under the name of "Sacro y Real Monte de Piedad de Ánimas".

With the remains from its financial services operation, Nacional Monte de Piedad supports more than 500 Non Profit Institutions, in projects regarding health, education, house holding, catastrophes, and social problems, favoring up to 2 million families each year.

### WHAT CAN NACIONAL MONTE DE PIEDAD OFFER?

- VC funding to achieve growth through capital support



## Katia Dumont

Co-Founder

**ANDE**

### About Katia

Katia joined part of the ANDE team in 2012. During this time, Katia has been working to facilitate and interconnect the regional ecosystem actors that support small and growing businesses in the region as well as globally. Katia has been actively working in the different challenges that certain entrepreneurs face in Latin America and creating information relevant to the local market necessities. Katia has been part of various entrepreneur selection panels conferences and working groups to support the development of entrepreneurship in Mexico and Central America.

Previously to ANDE, Katia worked for two years at MTQ Consulting with economic and social development programs in her native El Salvador and the Central American region. While there, she proposed, systematized and evaluated a variety of projects focused on economic inclusion for at-risk youth artisanal fishermen and talent within the plastic industry. During her time in El Salvador, Katia was an entrepreneur herself, being on the founding team of a business and a social impact project to support the education of kids through play time. Katia has an MBA in Cultural/ Creative Enterprises from the Complutense University in Madrid, and has a B.A. in International Affairs and Sociocultural Anthropology from George Washington University.



## Marivi Gonzalez

Analyst

**ADOBE CAPITAL**

[nvgroup.org/adobecapital](http://nvgroup.org/adobecapital)

### About Marivi

Marivi Gonzalez has experience in accounting, finance, supply chain and customer service. Prior to Adobe Capital, Marivi worked in Bebitos, an Ecommerce startup that sells baby products. As Finance Manager, she was responsible of financial planning, control and analysis, preparation of financial statements, costing, inventory control, and supplier relationship.

Currently as part of the Adobe Capital Team, the first triple bottom line impact investment fund in Mexico within the New Ventures Group, she is primarily responsible for the generation of investment opportunities, the evaluation of business models and the analysis of potential equity and mezzanine debt investments. Marivi has an undergraduate degree in Industrial Engineering from Universidad Iberoamericana.

### About Adobe Capital

Adobe Capital is Mexico's first triple bottom line impact investment fund, focused on investing in Small and Medium Enterprises that maximize social, environmental and financial returns. Adobe is part of New Ventures, the leading social and environmental business accelerator in Mexico, recognized as the top business accelerator in Mexico during 2011 by the Mexican Ministry of Economy.

### WHAT CAN ADOBE CAPITAL OFFER?

- Support for the development, consolidation and success through its programs and strategic allies.
- Promote business and their industries through the creation and operation of strategic projects.
- Boost growth and success of companies through flexible financing and technical assistance.



## Zarai Salvador Matar

Co-Founder

**TRANSFO**

[www.transfo.org](http://www.transfo.org)

### About Zarai

Zarai studied international business (ITESM) and she concluded a master in management and sustainable development (Ecole Supérieure de Management en Alternance). Zarai worked as the Operations Director at Ashoka Mexico & Central America for 3 years. As well, she served as the Ashoka Latin American Operations and Finance Responsible for more than 2 years. Zarai is an entrepreneur and in 2009 she founded Alter Buy, a Mexican company that produces and distributes Mexican bikes and sports articles; currently the company produces the only folding bike made in Mexico.

### About Transfo

Transfo is a social business that aims to mobilize the social business ecosystem in Mexico and Latin America. We have developed three main strategies: 1) we specialize in converting projects (mainly in the form of non-profits), into social business; 2) we adapt and replicate already working models of social business in other places and 3) we are planning to launch in 2016 a non-interest (only inflation) impact investing fund for early stages social business.

### WHAT CAN SNV OFFER?

- Connecting models from other countries in the world, with local social entrepreneurs.
- Exchanging better practices within both organizations models.
- We are doing research and we would like to keep doing it. We would like to partner with organizations interested.



## Samuel Gonzalez

Asesor

**SGR ASESORES**

[www.asesoresgr.com.co](http://www.asesoresgr.com.co)

### About Samuel

Samuel has a degree in Business Administration, from ITAM. For 30 years he has been adapting, launching and operating businesses of different nature in Latin America, USA and Spain. A year ago he decided to apply all his experience to the Impact Investment Sector.

### About SGR Asesores

SGR Asesores is a group of independent professionals that supports resource implementers of the General System of Royalties

Asesores en Sistema General de Regalías – ASESORES SGR es un grupo de profesionales independiente que apoya a las entidades ejecutoras de recursos del Sistema General de Regalías - SGR en sus procedimientos, de modo que la ejecución se ajuste a la normativa vigente en pro del beneficio de la comunidad con el logro de las metas en los planes de gobierno de las entidades territoriales.

### WHAT CAN IBAN OFFER?

- Facilitated access to IB Knowledge and Information
- B2B Peer-Learning Workshops
- Support to partnerships
- Network of local hubs



## Malika Dreyfuss

Country Director

**LA TABLÉE DES CHEFS**

[www.tableedeschefs.org](http://www.tableedeschefs.org)

### About Malika

Malika Dreyfuss has been working for la Tablee des Chefs since 2013 in order to replicate the original Canadian model in Mexico. Before, she has been working in Mexico at the International Labor Organization (ILO) in the International Programme on the Elimination of Child Labour (IPEC) and at Ashoka Mexico & Latin America. She completed her studies in Lyon, France at the ESCD 3A Business and International Development School.

### About La Tablee des Chefs

La Tablee des Chefs is an international nonprofit organization that aims at fighting food insecurity and food waste, working with chefs, cooks, and foodies. Our main activities are food recovery in the HRI industry (Hotel, Restaurant and Institution) and culinary education.

### WHAT CAN LA TABLÉE DES CHEFS OFFER?

- Personal experience and good practices in the replication of a model in Mexico.



### **Amanda Jacobson**

Senior Associate, Partnerships &  
Impact Metrics

**VILLAGE CAPITAL**

[www.vilcap.com](http://www.vilcap.com)

#### **About Amanda**

Amanda is a Senior Associate at Village Capital (VilCap), focussed on Latin America operations and global metrics collection. With VilCap, she managed the Boston Health accelerator and launched the first Mexico program for FinTech ventures. Prior to VilCap, Amanda was an IDEX Fellow in Social Enterprise with the Sankalp Forum in Mumbai, creating a finance pipeline and managing workshops for high impact startups. For the Fellowship, she developed an impact assessment tool for UTMT and completed coursework from Monterrey Institute. She earned her degree in Business and Psychology from Emory's Goizueta Business School. She is also passionate about rock climbing and dancing; she was integral to developing the Salsa dancing community at Emory University.



### **Sungwoo Kim**

Regional Head of Climate Change &  
Sustainability

**KPMG ASIA PACIFIC**

[www.kpmg.com](http://www.kpmg.com)

#### **About Sungwoo**

Sungwoo Kim has a master in Civil & Environmental Engineering from Duke University in US, and PhD in Business Administration from Seoul School of Integrated Science and Technology. For last 21 years, he developed his career in business development and investment at POSCO (World Top 5 Steel Maker) and KPMG ASPAC having led 12 countries' climate change & sustainability practices focusing on investment/strategy/policy consulting related to environment & energy. He now is a member of expert committee for the President of KOICA, a member of external advisory group for World Bank, an external technical expert for Green Climate Fund, and an adjunct professor of Inha University in business administration & MBA.



This event is made possible through the financial contribution of:



IBAN

The Inclusive Business Action Network creates a vibrant and dynamic global pivotal point for the global inclusive business community.



BOP INC

The BoP Innovation Center provides services and tools to develop, learn about and accelerate inclusive businesses in BoP markets.



SNV

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And the in-kind contribution of:



IDB

The IDB is the main source of multilateral financing in Latin America.



CONNOVO

Connovo is a social business builder. It scales the impact of successful social businesses through a unique replication process.



ENDEVA

Experts in accelerating inclusive business innovations.



R4D

Results for Development Institute (R4D) is a non-profit organization whose mission is to unlock solutions to tough development challenges that prevent people in low- and middle-income countries from realizing their full potential.



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Marketplace of business opportunities with high social environmental impact.



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We welcome additional partners seeking to use this format for future conference events. For more information contact Tendai Pasipanodya at [t.pasipanodya@endeva.org](mailto:t.pasipanodya@endeva.org)