

Name of social enterprise: Ilumexico

Mission: Proveer asequibles e incluyentes soluciones energéticas a comunidades marginadas en México (Providing affordable and inclusive energy solutions to marginalized communities in Mexico).

Webpage: <http://www.ilumexico.mx>

GSBI (2013) business plan presentation:

<http://www.scu.edu/socialbenefit/entrepreneurship/gsbi/alumni/curr ent.cfm> (click on Ilumexico box)

Headquarters: Mexico City

Location(s) of beneficiaries served: rural communities in the Mexican states of Guerrero, Veracruz and Campeche, and in early 2014, in Chiapas.

Action research needed: Ilumexico seeks to sell solar home lighting systems to Indigenous and marginalized communities in rural Mexico that are beyond the reach of the power grid. They are requesting a report evaluating their marketing strategy for rural communities in Chiapas.

Student skills needed:

This action research project is restricted to students fluent in Spanish, but they will have to do much of their work in translation. Many of the communities with which they will interact have an Indigenous language as their mother tongue, and Ilumexico employees will have to translate this into Spanish. After a week of orientation in Mexico City, students will spend 6+ weeks working out of two "Ilucientos" (solar energy centers) to be opened in rural Chiapas state in early 2014. Students will live in small towns in rural Chiapas and travel by bus and foot with local Ilumexico employees to visit Indigenous and marginalized rural communities to assess their interest in purchasing solar home systems. Students will be traveling from the Iluciento into new potential communities for market research in new areas. Students for this placement will have to be physically fit (able to walk long distances) and able to operate semi-independently in rural southern Mexico.