

VIDYA KAIPA

OpenIDEO New Business and Partnerships Associate

I'm a design-focused business strategist whose passion is combining design thinking with a global perspective to create sustainable long-term solutions. I have extensive experience in the startup ecosystem, both having run an accelerator and using growth hacker techniques to build companies, and have worked with 30+ corporate partners to bridge innovation efforts with rising technology companies. I enjoy connecting those who can with those who do and providing them the tools and expertise needed to do their job well.

Below are a few examples of my most recent business development and partnerships experience. On the next page, I include a detailed list of organizations with whom OpenIDEO might consider partnering. I am excited to continue my trend of connecting those who can with those who do at OpenIDEO.

BUSINESS DEVELOPMENT EXPERIENCE



Million Women Mentors

Managed the rollout of the Million Women Mentors pilot from California to national. Handled customer success and business development for deals closed through MWM partnership.



The Indus Entrepreneurs - TiE Silicon Valley

Developed extensive outreach list of potential clients by interviewing and researching well-connected TiE members and requesting personalized introductions. Result: \$125K ARR.



MentorCloud Outreach

Curated list of 100 prospects based on existing clients, built email templates and designed outreach strategies, created unique landing pages and forms, implemented CRM to handle incoming deal flow.

PARTNERSHIPS EXPERIENCE



Taproot Foundation

Developed partnership with the Taproot Foundation to host a series of workshops and discussions to help startups explore pro bono volunteering. Sponsored Taproot at events.



SF Mayor's Office of Civic Innovation

Supported the planning and implementation of the San Francisco Entrepreneurs-in-Residence Program at Runway and created the template for future partnership documents.



Runway Incubator Programming

Created independent pipeline of events, workshops, and panels earning Runway \$7K/month and developed partnerships with every major startup-related meetup group in the Bay Area.

MY VISION: OPENIDEO PARTNERSHIPS



Patagonia -

Rick Ridgeway <rick.ridgeway@patagonia.com>

Vice President, Environmental Initiatives & Special Media Projects

Patagonia has been a strident ambassador of corporate social responsibility, and over 31 years has granted \$70M towards environmental projects, \$6.2M in the last year alone. It would be an ideal sponsor for any OpenIDEO challenge that addresses conservation, resource reduction, and/or supply chain management.



The Nature Conservancy -

Glenn Prickett <gprickett@tnc.org>

Chief External Affairs Officer

The Nature Conservancy is a frequent collaborator on both non-profit and for-profit environmental initiatives. It could easily complement and extend the impact of the current water.org project. In addition, it would be an appropriate sponsor for any challenge regarding conservation, wildlife, and climate change.



Pearson -

Bill Triant <bill.triant@pearson.com>

Vice President, Strategic Partnerships and Investments

Pearson supports a diverse portfolio of projects, ranging from female literacy initiatives to startup accelerators to conservation research. It donated \$21M in 2014, sponsors a "Women and Girls" series in The Guardian, and would make an excellent partner for challenges regarding gender gaps, education, and literacy.



Google -

Jacquelline Fuller <jfuller@google.com>

Director, Google.org

Google has earned its reputation as the most famous philanthropic tech company. It has sponsored projects in almost every focus area that OpenIDEO addresses, and donates an annual \$100M in grants and 200K in volunteer hours. Google.org could sponsor projects about tech, access, infrastructure, and so on.



Alcoa -

Daniel Fried <daniel.fried@alcoa.com>

Grants Manager, Alcoa Foundation

Alcoa, primarily known for its production of aluminum and other metals, operates the Alcoa Foundation to "fund both local efforts led by Alcoa employees around the world as well as Initiatives by leading global nonprofit organizations." It emphasizes environment and education, but can address manufacturing as well.