

SESSION SUMMARY

Conference: SOCAP 2011

Panel Topic: Pitch session in sustainable consumer products and services

Panel Description: A toy business founded to address unemployment, under-utilized natural and human resources and the need for entrepreneurship in Honduras; a crowd funding platform that enables you to invest in farmers and artisans behind products that do good for the world; a social enterprise providing retail price opportunities to micro and small market products in Brazilian communities; and a business model operating like a global farmer's market, connecting organic farmers in Latin America directly to you. Hear from these social entrepreneurs as they pitch their take on sustainability within the consumer products and services industry. Each presenter will receive on-the-spot support from mentors who will commit to providing tangible resources, offer network connections, and give concrete advice

Moderator & Panelists:

Moderator: Suzanne Biegel, Investors' Circle

Supporting Mentors: Regina Ridley, Stanford Social Innovation Review; Betsy Densmore, Academies for Social Entrepreneurship; Miguel Granier, Invested Development

Entrepreneurs who are pitching:

William Haughey, Tegu; Patrick Donohue, The Hoop Fund; Tiago Dalvi, Solidarium; Maria Pacheco, Kiej de los Bosques

Main Panel Discussion Points:

William Haughey, Tegu:

Summary: Founder and Chief Blockhead of Tegu a premium toy company that sources and manufactures in Honduras. It is a for-profit toy company with operations in Honduras and the US. The company is serving as a catalyst for social change in Honduras by vertically linking user-driven design in the Developed World with world class manufacturing in Honduras. Tegu blocks are the world's first magnetic wooden blocks and are sold at approximately 500 retail stores. Part of the Agora Accelerator program and are in the growth stage.

Needs: exposure, channel partners, education market contacts, contacts for potential board members that would be ideal and innovative such as Patagonia, Apple, IDEO, and top manufacturing organization contacts

Audience members suggested: forums related to education market and relevant contacts for his board members

Patrick Donohue, The Hoop Fund:

Summary: The Hoop Fund is a unique crowd-funding platform that enables everyday people to enjoy ethically produced products and invest microloans in the farmers or artisans who make

those goods. With the Hoop, customers build a portfolio of impact all over the world, while discovering great products to share and enjoy. They consider themselves a mash-up between Groupon and Kiva. They are part of Hub Ventures portfolio and are in the early stage.

Needs: Team building specifically someone for technology, sales pipeline introductions, help getting the word out on their business; advice on business strategy

Audience member suggested: on-line partner contacts in Air-bnb, Lohas market, and Dialy worth

Tiago Dalvi, Solidarium Fair Trade:

There are two million local producers living with less than two dollars per day in Brazil. Solidarium's mission is to get these people out of poverty by providing unrivaled market channels for the products they produce. During the past 4 years, Solidarium has been working with 1,600 local producers and distributed their products through the top 5 retailers in Brazil, including companies like JC Penney and Wal-Mart. They have achieved \$210 thousand in revenue and helped 10 thousand producers out of poverty. They are part of the Unreasonable Institute accelerator and are in expansion stage

Needs: Branding strategy, marketing campaign development, contacts with US retailers, strategic partnerships, social media help

Audience members suggested: contacts with US retailers

Maria Pacheco, Kiej de los Bosques:

Founder of Kiej de los Bosques, a company that designs and exports products made by rural companies (mostly women) to 12 companies. Under the brand Wakami, it creates artisanal products about the people of earth hand made by rural women. Kiej has been growing 100% over the last three years, incorporating now a total of 15 rural companies comprised of 270 people, 80% women. Through the Wakami Value Chain, Kiej is able to transform cycles of poverty into cycles of prosperity, where the income to the rural women is automatically transformed into education and nutrition for their children. Currently selling in wholefoods, museums, on-line, and secured a recent contract with Ralph Lauren. They are a part of the Agora Accelerator program and are in expansion stage.

Needs: Strategy and corporate governance, team members to manage growth and expansion, social media help

Audience members suggested: contacts in the on-line gaming world, contacts in micro-finance as strategic partners, places she can pitch with women philanthropy focus.