Milan to host the Global Finals of the international competition that awards social and environmental impact startups.

*Young impact entrepreneurs from all over the world run for US$80,000 in prizes to develop their business ideas.*

Milan, 28 March 2018

Nineteen social and environmental impact business ideas from all over the world will compete for US$80,000 in prizes awarded by the Global Social Venture Competition – with the support of Mastercard, Perkins Family Foundation and Dow - at the Global Finals to take place Milan from 11 to 13 April and organized by ALTIS (Graduate School Business & Society) of the Università Cattolica. The GSVC is among the first social venture competitions and is promoted by the Haas School of Business of the University of California Berkley.

Selected among 550 entries by prestigious international business schools, this year’s finalist teams come from France, Hong Kong, India, Italy, Lebanon, Philippines, Senegal, South Korea, Sweden, Thailand, Turkey, Uganda, and the USA, and put forward innovative solutions to address pressing social and environmental issues, such as waste management, preventive healthcare, social inclusion, and the use of new technologies as a response to social needs.

An international jury composed of key actors from the startup eco system, business angels, social venture capitalists, entrepreneurs, managers from accelerators and incubators, and academics, such as Luciano Balbo (Founder, Oltreventure), Bill Barber (Innovation Consultant, Intesa Sanpaolo; President and co-founder, INcube srl), Jeremy Nicholls (CEO, Social Value International and Social Value UK), and Julia W. Sze (Impact Investment Strategy Advisor, Arabella Advisors), to mention but few, will evaluate the business ideas.

As pointed out by Andrea Mezzadri, GSVC Italy Project Manager: «The Global Finals offer a concrete opportunity for aspiring and neo impact entrepreneurs to develop their business ideas - thanks to the prizes and the possibility of meeting up with potential partners and investors - as well as an important arena to debate on the potential of a rising sector which increasingly finds fertile ground in youths.»

«We are excited that the 19th Annual GSVC will be hosted by our partner ALTIS in Milan this year. Over 550 new social venture ideas sourced by our 16 partners in Asia, Africa, Europe and the Americas competed for the top spots at this year's global finals event. We look forward to learning more about their business solutions to address today's social challenges», Jill Erbland, GSVC Program Director, Hass School of Business of the University of California Berkley.

On the days of 12 and 13 April, the Global Finals will open the door to the general public.

On 12 April, at the Round Table “Fostering startup friendly eco systems” – hosted by the Regione Lombardia, main partner of the initiative – representatives of the startup eco system, the public administration, investors and academics will discuss and identify innovative and effective solutions to favour the creation and development of new businesses. The invited experts are: Alessandro Bruni, Business Innovation Specialist, Naima; Matteo Pedrini, Professor of Corporate Strategy, Università Cattolica and Deputy Director, ALTIS; Duncan Onyango, East Africa Director, Acumen Fund Cristina Tajani, Councillor for Labour Policies of the City of Milan; Massimiano Tellini, Head of Circular Economy project, Gruppo Intesa Sanpaolo; Julia W. Sze, Impact Investment Strategy Advisor, Arabella Advisors. The Councillor for Productive Activites of the Regione Lombardia will open the round table discussion, which will be moderated by Jennifer Walske, Social Impact Fellow, Haas School of Business of the University of California Berkeley.

In the words of Attilio Fontana, the newly elected President of the Regione Lombardia, «With this event, the first activity of our partnership with ALTIS Università Cattolica and the GSVC, we wish to state the commitment of the Regione Lombardia to stimulate innovation and make Milan and the Lombardia region a favourable environment for the creation and development of new social impact enterprises».

Day two of the Global Finals, 13 April, will see the team pitch their business ideas in the morning and the award ceremony taking place in the afternoon, following the keynote speeches of Massimiliano Magrini, Founder and Managing partner, United Ventures – who will give an overview of the Italian venture capitalists world – and of Matteo Alessi, Member of the Alessi Board of Directors and COO for Europe and North America - who will talk about his personal experience as an entrepreneur and about how it is possible to integrate shared value creation in company strategic decision-making. Professor Mario Molteni, CEO of the E4Impact Foundation - that has a longstanding experience in training impact entrepreneurs in Sub-Saharan Africa – will moderate the afternoon event.

In addition to the Regione Lombardia, Intesa Sanpaolo, long standing partner of the GSVC Italy, together with Impact Hub Milano, Prospera and Réseau Entreprendre Lombardia support the initiative confirming their commitment in favour of a young and socially responsible entrepreneurship.

«The Global Finals will represent an interesting opportunity to meet brilliant young people who have conceived innovative projects that have a high possibility of success in the global economy and learn more about their ideas», affirmed Vito Moramarco, ALTIS Director ahead of the event.

Please find below the finalist business ideas short descriptions.

Please fill in the press accreditation form: <http://bit.ly/GSVC-accredito-stampa>

Check the agenda: <http://altis.unicatt.it/altis-gsvc-global-finals-agenda>

**ALTIS, Graduate School of Business and Society of the Università Cattolica,** is the organizer of the [Global Social Venture Competition (GSVC)](http://gsvc.org/) Italian Round since 2008. The GSVC is a longstanding international competition launched in 1999 and promoted by the HAAS School of Business, UC Berkeley, to create synergies among the worlds of academia, enterprises and finance to favour the creation and development of companies that integrate economic sustainability and social and/or environmental impact into their corporate strategy, in a win-win perspective.

This year, for the first time in the history of the competition, the GSVC Global Finals will take place in Europe, in Milan (Italy) where 19 team will run for US& 80,000 in prizes (1°: 40.000, 2°: 25.000, 3°: 10.000 + special prizes - Priya Haji Award: $2.500; Quick Pitch Award: $1.000; People's Choice Award: $1.500). This year, the entries amounted to 550 from over 60 countries around the world.

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FINALIST BUSINESS IDEAS SHORT DESCRIPTIONS

1. **HEALTHCARE**

**Abal Therapeutics**USA

Abal Therapeutics developed a software and a tablet application that provide therapeutic support to children with autism and, at the same time, help therapists and caregivers to administer therapy from remote. While using their tablets for recreational activities, young patients are requested to complete therapist-assigned Applied Behaviour Analysis (ABA) exercises before returning to their original activity. The app incentivizes patients to complete the exercises, in line with the traditional methodology of “prompt, reward, repeat” skill training. Also, the tablet application automatically sends data on the patient's exercise progress and skill acquisition to the therapist, who can then make remote adjustments to the exercises and allow the patient to continue progression at home. As for caregivers, it allows them to upload behaviour reports, access therapy regimens assigned for home and lock tablets remotely so children know when playtime is over and they need to put their device away.

<https://www.abaltherapeutics.com/>

(also Education)

**Heartstrings**Sweden

Heartstrings is a non-invasive technology allowing an early detection and diagnosis of cardio-vascular illnesses and of potential heart attacks. Heartstrings is intended to work by holding it up against the chest where the heart is. Heartstrings has already been tested with over 500 patients. The minds behind this innovative device are those of Allen and Max Mohammadi two Iranian brothers migrated to Sweden to study.

<http://hippogriff.se/>

**mEryLo'**Italy

μEryLō is developing a compact microfluidic device, designed to trap drugs (chemotherapeutic agent) into patients’ Red Blood Cells (RBCs) in a fast, easy and efficient way, preserving the cells’ membrane integrity. The use of cells as carriers of patient-specific drug cocktails prolongs the presence of the therapeutic agent circulating in the body, allowing for a lower frequency of the therapy and reducing secondary side effects due to overdosing. The device is extremely easy to used and is being developed to work with whole blood. By means of an innovative single-use loading cartridge, the device will directly interface with the patient's circulatory system and will be used during the standard clinical chemotherapy procedure. Patients will receive the same drug treatment in a more tolerable version. The device first application will be for patients affected by leukemia, the most common cancer in children and teens.

<http://www.merylo.it/>

**NeMo**USA

NeMo offers a low-cost, scalable, wearable device that empowers mothers and families living in rural areas to accurately and frequently monitor the vital signs of newborns at home. NeMo also provides a pre-programmed smartphone to help mothers identify and assess danger signs. The pilot project has been conducted in Uganda where mothers have been trained by Village Health Teams (VHTs) on how to use the device.

<https://www.mnh.musph.ac.ug/neonatal-monitoring-empowering-mothers-to-identify-danger-signs/>

**Nemo Care Wellness**India

NemoCare developed an integrated diagnostic tool, wearable on the newborn, that continuously monitors key vital parameters used to detect Apnea and Hypothermia. It connects wirelessly to a central platform which ensures that caregivers - both in hospital and at home - can monitor babies’, and be alerted in real time if distress conditions are detected for providing timely intervention. NemoCare provides for a unified platform for the collection and management of data that can be accessed later by the doctor. It is portable and low cost tool and requires no specific training, making it a suitable solution for all caregivers, from nurses to mothers.

<http://www.nemocare.in/>

1. **COMMUNITY DEVELOPMENT**

See also: Konexio

**Acarí**USA

Acarí is working to change the perception of the catfish that in Mexico is called devil fish for its veracity of algae and for being highly invasive. The catfish, which is usually thrown away by Mexican fishermen, is a very nutritious and tasty fish. Acarí has thus developed a franchise system where they train local fishermen and provide them with the equipment to process the fish into fillets that are then packaged and sold, creating a new source of employment and revenue for them.  The Acarí team, inspired by giving food to Central American migrants, began conducting experiments that led to the production of jerky fish in bold teriyaki and kickin' chili lime flavours. The official launch of the fish jerky brand, El Diablito, will be in April or May 2018.

<https://www.acarifish.com/new-index/>

(also: Education; Environment; Solidarity)

**LAND TITLE SOLUTIONS (LTS)**Philippines

LTS provides an integrated one-stop shop estate management service that aims to resolve the problems faced by the entire ecosystem of lands in the Philippines. The venture aims to focus on helping marginalized land owners who own small plots of land and are often overlooked by the industry. The service will educate land owners on the title cleansing processes and requirements through a comprehensive consultation with one of LTS project managers. The service will also assist land in the entire title cleaning process. This venture is still at its very early stages.

**Musana Carts**Uganda

Musana Carts designed and developed solar energy powered carts for African street food vendors. These carts allow small entrepreneurs to develop their business ensuring better hygienic and sanitary conditions at all stages of street food production – from storage to cooking. The carts are modular so to be tailored to meet the requirements of each vendor and are supplied with a working station - that can include an eco-friendly stove, a lockable storage space – that can host a small fridge, and electrical outlet socket. Musana Carts generate a positive social, economic and environmental impact, On top of improving the hygienic, sanitary and safety conditions both for vendors and clients, and reducing the impact on environment thanks to the use of eco-friendly stoves compared with the coal ones normally used and highly polluting, the carts offer a legalized form of employment and source of income.

<http://musanacarts.com/>

(also: Environment)

1. **EDUCATION**

See also: Abal Therapeutics

**CREATORS LAB**

South Korea

Creators Lab produces safe educational toys for preschool children. Among them “CowToy”, a playing kit with is 100% edible clay produced 100% with milk, which proves to be safe for kids that tend to put everything in their mouth.

<http://creatorslab.co.kr/>

**Ecoles au Sénégal**Senegal

Ecoles au Sénégal promotes education by making developing and offering on their website a number of video lectures by notable teachers in the country aiming to improve the proficiency of secondary school students in the country. The platform has over 50,000 visits a month.

<https://www.ecolesausenegal.com/>

**Konexio**France

Konexio offers training programmes in computer literacy addressed in particular to refugees in France. Through a skills building programme, which focuses on providing digital and code skills, and apprenticeship, the Paris-based non-profit organisation offers trainees the concrete opportunity to increase their professional prospects and have a first connection with the professional world, which ultimately means promoting their socio-economic long term integration into the community. Konexio was founded in 2016 by Jean Guo, a Chinese-American student living studying migrant health in Paris.

<http://konexio.eu/>

(also: Community development; Solidarity)

**Önemsiyoruz**Turkey

Önemsiyoruz (We Care) is an Istanbul-based social initiative whose 20 active volunteers aim to design specialized play items for children ages 0-6 years old who are raised under vulnerable circumstances. Their main objective is to develop products that support children's self-awareness as well as their interactions with their environment. Önemsiyoruz also develops training manuals that help adults learn how to successfully interact with such specialized products and at-risk children.

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

**Street Smarts VR**

USA

Street Smarts VR (SSVR) designs and creates original virtual reality (VR) training content that simulates the most difficult policing encounters to help improve officer decision-making and reduce avoidable police-citizen violence. SSVR products are designed to be used in the officers’ home precinct to maximize access to training.

Conceived in early 2017 at the New York City Media Lab by a former Marine Corps officer, Oliver Noteware, and a former emergency responder, Alice Formwalt, SSVR is a prototype and pilot testing is being conducted with police departments near New York and Philadelphia. So far, 12 virtual reality scenarios have been created and a repeatable, scalable content-production process has been developed.

<https://www.streetsmartsvr.com/>

**Thinkerbell Labs (Project Mudra)**

India

Thinkerbell Labs aims to help visually impaired to learn and use Braille language through an audio-tactile device that makes self-learning and classroom teaching of Braille possible. It runs on a Raspberry Pi – a tiny and affordable computer - and consists of hardware components such as a refreshable Braille display, a digital Braille slate, and a Perkins style Braille keyboard - all in one device. This combination helps students learn how to read, write, and type, with all modules complementing one another.

<https://www.projectmudra.com/>

1. **ENVIRONMENT**

See also: Musana Cart, Acarí

**FRESH SHRIMP FARM**Thailand

Fresh Shrimp Farm designed and developed an innovative system of water treatment and depuration for shrimp farming which improves removes sludge and improves water quality.

**Solidarity**

See also: Acarí

**FabricAID**Lebanon

FabricAID created a system for collecting, recycling and redistributing second-hand clothes to marginalized communities. At FabricAID they collect second hand clothes from schools, universities and businesses as well as by purchasing them from NGOs organizations. Clothes are then aggregated graded, sorted and cleaned to be sold through a number of distribution channels such as pre-existing second hand shops, markets and shops that FabricAID create through a social franchising program. Those that cannot be used any longer are instead recycled to produce the stuffing of mattresses, for example. FabricAID reduces the environmental impact of textile waste and generates social impact by creating employment and offering concrete support to youth and marginalized communities.

<https://www.fabricaid.me/>

(also: Community development; Environment)

**Helperbit**Italy

Helperbit developed a platform that utilizes the analytical potential of the GIS and the blockchain technology to allow people to donate crypto and local currencies to charities and to people in need all over the world, trace their donation and how it is used, offering full transparency of economic flows. It even reverses the traditional home insurance model for natural disasters, thanks to a service powered by blockchain that empowers users to customize their premium, allowing also microinsurance, and offers a fast, fair and transparent refund.

<https://app.helperbit.com/>

**HEYCOINS**Hong Kong

HEYCOINS has invented and developed kiosks turn coins into virtual currency, which can be used for online purchases or charity donations.

<http://heycoins.com/>

**Reflect**Turkey

Reflect is an activist clothing brand that aims to transform fashion into a medium for social change through sustainable and collaborative way of design.

<https://www.reflect.ist>