



# PORTFOLIO 2009

Brad Michaels - Founder

SocialLab



### SocialLab's role:

- Devising a new financing strategy
- Leading implementation of the new strategy
- Facilitating a 'telemedicine' partnership with the leading telecoms companies in Sri Lanka
- Fostering other strategic partnerships and self-financing strategies

### About World Children's Initiative – WCI:

- A nonprofit, dedicated to improving the global standard of children's healthcare.
- Responded to the tsunami-hit Sri Lanka by rebuilding a state-of-the-art children's health facility that will, uniquely, minimize the spread of disease amongst patients.
- Is a model for cross-ethnic collaboration: created by three Sri Lankan friends, who come from the major ethnic groups (Sinhalese, Tamil and Muslim) that have been in serious conflict for decades.

### The opportunities:

- \* ***Project Peds Sri Lanka, needs additional \$750,000 to rehabilitate a pediatric facility in southern Sri Lanka***, post-tsunami. (WCI has raised over \$650,000, mostly from former Pres. Clinton & Bush's Tsunami Fund)
- \* ***Technology for Health, needs social media partners (for messaging content) and investors to connect Sri Lanka and USA via "telemedicine" to provide critical health information***: project partners include mobile phone companies in Sri Lanka and National Children's Hospital in Washington along with WCI's new hospital in tsunami-hit area of Sri

## ONEROOF

### SocialLab's role:

- Raising financing by leveraging our social venture and investor contacts
- Making key introductions, and coaching the management team on presenting to investors
- Providing input on term sheets and other financing documents

### About One Roof:

- Provides a software-as-a-service solution for public access computing (the 1,000,000 cyber cafés and telecenters worldwide used daily by some 100 million people.)
- Provides comprehensive, timely information needed to increase **profits, sustainability, and social impact.**
- Enables telecenters to meet the increasingly demanding anti-terrorism regulations.
- **Sells OneRoof Reports:** recurring, fee-based software that builds upon CyberCafePro (owned by OneRoof),
- **By 2009, OneRoof Reports** will reach Brazil, Chile, Colombia Mexico and Spain; By 2013, OneRoof's network will reach 20 million people daily.

### The opportunities:

- \* **Needs \$3 million in additional funding for a software service.** (Already raised over \$6million from nationally prominent angel investors.)
- \* **Needs investors** who will achieve a solid financial return while helping bridge the digital divide.



### SocialLab's role:

- Raising the \$3 million in grant financing from foundations; this will support the larger private financing effort.
- Making key introductions to investors and strategic partners
- Providing input on proposals and financing documents

### About CareCross Health:

- Will extend healthcare access to South Africa's lowest paid workers by adapting existing private sector solutions.
- CareCross of South Africa will offer the groundbreaking managed care program.
- Coverage options will include both prevention and treatment of HIV/AIDS.

### The opportunities:

To invest up to \$3 million in grant funding to create a health care option for low income workers.  
Grant funding will:

- \* Subsidize member premiums (\$2 million)
- \* Educate Members never insured before (\$500,000)
- \* Document results and benefits achieved (\$500,000)



dissigno

### SocialLab's role:

- Raising \$100,000 in grant financing from Foundations to finance the project in full.
- Making key introductions to investors and strategic partners.
- Providing input on proposals and financing documents.

### About Dissigno

- Dissigno is a company for social benefit ; it builds sustainable enterprise opportunities by linking technology with developing world customers.

- Its partners with the community to clearly identify specific problem/solution models, creates innovative investment structuring & enterprise operation, and continues monitoring to measure not only investment return but social impact.

### The opportunities:

**Seeking \$100,000 investment to create a self-financing power system for a slum-based health clinic.**

\* About the investment opportunity: to create Reliable photovoltaic (PV) power system for a Medical Clinic on one of the world's largest slums. (Power in Kenya is limited and unreliable, and can damage expensive medical equipment and endanger patients.)

\* Excess power will be generated and re-sold to slum residents now lacking access **to power**; the funds generated will provide a job-creating local enterprise.



### SocialLab's role:

- Raising \$300,000 in grant financing from Foundations to finance the annual program.
- Making key introductions to investors and strategic partners.
- Drafting proposals and donor outreach documents.

### About Global Medic Force:

- Places volunteer HIV and infectious disease medical experts in clinics in the developing world.
- Train local health workers to provide a new standard of care, after which, Global Medic Force withdraws its resources. Has sent more than 2000 healthcare trainers to Africa, Asia and Latin America.
- Programs active in: Afghanistan, Bangladesh, Bolivia, Cameroon, China, Guatemala, Haiti, Honduras, Kenya, Nigeria, Sierra Leone, Sudan, Tajikistan, Tanzania, and Yemen.
- Dr. Marie Charles, founder, received the Medal of Freedom in Vietnam for Global Medic Force's work.

### The opportunity:

**Grants will provide training on HIV and Infectious disease care in developing countries that request it**

- \* Investors' funds are matched more than three times by the medical volunteers plus cash contributions from the developing world, providing \$3.5 billion in first world medical expertise to low income groups.
- \* Investors to date include: WHO, Elton John AIDS Foundation, IFC, The Aspen Institute, McKinsey & Co, Harvard University, UBS Wealth Management, Bristol Myers Squibb

## money solutions

### SocialLab's role:

- Worked as part of a startup team to launch the company
- Led corporate branding, marketing and Business development, which has resulted in relationships with leading organizations and corporations (such as Starbucks.)

### About Money Solutions Intl. INC.

- Key product is a MasterCard-branded debit card geared to workers without a bank account who now pay predatory fees to check cashers and money transfer agents.
- The MoneySolutions Card<sup>®</sup> is a multi-purpose debit card that provides employees with free payroll direct; the card also allows them to easily pay their bills or send money to friends and family at substantially discounted rates.
- MoneySI also provides a network of ATMs – no surcharge for employees. There are no employer costs with the MoneySolutions Card<sup>®</sup>; saves money for both employees and companies.

### The opportunities:

- \* Companies and organizations with “unbanked” workers can provide this no cost- benefit to their workers, and gain improved retention and productivity.
- \* The MoneySolutions Card<sup>®</sup> saves money for both employees and companies.



### SocialLab's role:

- SocialLab is an affiliate of BWT
- SocialLab can help your company or organizations become more 'carbon neutral' and lower telecom costs with BWT service.

### About Better World Telecom:

- The only nationwide, full-service voice and data telecommunications carrier solely focused on serving businesses and organizations that support social justice and sustainability.
- Products range from traditional local calling and long distance, to leading-edge unified communications and VoIP- based communications platforms.
- The First US telecommunications carrier to be certified carbon-neutral

### The opportunities:

#### **Environmentally and cost conscious customers can:**

- \* Save an average of 28% off of other mainstream providers.
- \* Get the industry's only 100% no-questions-asked guarantee.
- \* Know that 3% of BWT revenues are donated to causes that benefit children, education and the environment.