



GLOBALSOCIALVENTURE
C O M P E T I T I O N

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adDesign

Short Project Description: The idea is to create an enterprise whose aim is to project, create and sell eco_friendly object made using industrial scrapes taken from factories and industries.

One-Line Pitch: Recovery and refinement of industrial production waste through design.

Business Summary: The company's aim is to take advantage of design tools to recover high quality industrial production wastes (as for example Corian, stainless steel, composite materials, glass) throw away from industries. The final aim is to give a new identity to wastes through redesign and regeneration.

Customer Problem: Customers of the company would be industries and consumers whose problems are: -wrong view and preconception of recycled design often associate with shortage of aesthetic quality; -High costs for waste disposal; - Search for products with high aesthetic value; -Absence of cooperation between designer and industry.

Products and Services: Service to industries: Study, select and order wastes and typical manufacturing of the company with the aim to design and then realize new products to launch so creating brand extensions. Products: Products can be launched in several fields but all of them with similar characteristics as originality, contemporary aesthetics, ethical value, high quality comparable with those realized with new materials.

Target Market: Private firms, industries, public body, with an internal production. All of them produce industrial wastes to throw away. The typical customer of this company appreciates the uniqueness of these objects and generally does not stand banality of what finds on the market. The field is eco-design with a medium-high target.



Agenzia Lavoro Disabili

Short Project Description: Agenzia Lavoro Disabili è la sfida economica e sociale di un disabile uditivo convinto che sia possibile fare impresa includendo nell'utile d'esercizio anche un utile collettivo. www.agenzialavorodisabili.it è una piattaforma gratuita (anche in caso di assunzione) che presenta i candidati disabili al mondo del lavoro. Nel sito non esiste una bacheca ma, secondo lo slogan "prima le persone poi le competenze", il mondo del lavoro è invitato a ricercare la persona più adatta su cui costruire il professionista da inserire nel proprio organico.

One-Line Pitch: www.agenzialavorodisabili.it is a unique and free-of-charge web platform that helps disabled candidates enter the working world.

Business Summary: Agenzia Lavoro Disabili is the entrepreneurial and social challenge of an auditory disabled person in times of economic and social crisis. The website www.agenzialavorodisabili.it helps disabled candidates enter the working world in an innovative way: to the purpose of fostering this encounter, the candidates can use the "About me" webpage. The service is free-of-charge, including in case of recruitment by the partners that support our cause.

Customer Problem: Only two out of ten disabled people are currently employed in Italy (ISTAT, 2004. These are the most recent data, as the ISTAT informed that the new data should be available from September 2012). Despite the creation of specific laws and the involvement of public bodies, employment offices, temporary work agencies and other associations, the employment of disabled candidates remains one thorn in the side of the Italian civil and economic society.

Products and Services: Agenzia Lavoro Disabili aims at removing the cultural barriers that impede employment opportunities for disabled workers. A proper bulletin board for job postings was not purposely created so as to spur the companies to perform a conscious and responsible search for the most suitable candidate to be turned into a valued employee. In the "About me" webpage disabled candidates can introduce themselves in the best way for them.

Target Market: As of December, 31st 2009, 751.258 people joined employment agencies as protected workers, 49% of whom women (Isfol-Italian Ministry of Labour and Social Policy, 2010). Agenzia Lavoro Disabili is registered at the Chamber of Commerce of Macerata as an enterprise that supplies services to other companies. Addressees of the service are disabled people as well as the whole of the society, because of the benefits that will be achieved in the future.



BuoneNotizie.it

Short Project Description: We are the Italian leader in Positive Marketing: Positive news makes you feel better and makes companies selling more products. During economic crisis customer sentiment falls down, worsening marginal propensity to consume. Our mission is to help companies in improving customer sentiment using Positive Marketing: the provision of targeted editorial products focused only on positive news. Specifically our business is selling advertisements inside Positive editorial products, both traditional and electronic: web contents, tablet weekly magazines, traditional magazines for specific publics such as hospitalized patients. Positive marketing aims to push marketing back toward its ideals for the benefit of businesses, individuals, and society at large. We see marketing as more than the exchange of goods and services, it is an agent for positive influence in society. Expected ROI: 30% (after 3ys). Our Social ROI will increase from 4,63 (min)/9,25 (max) in the first year to reach 25,31 (min)/50,2 (max) after ten ye

One-Line Pitch: We are the European leaders in Positive Marketing: Positive news makes you feel better and makes companies selling more products.

Business Summary: During economic crisis customer sentiment falls down, worsening marginal propensity to consume. Our mission is to help companies in improving customer sentiment using Positive Marketing: the provision of targeted editorial products (web contents, tablet weekly magazines, traditional magazines for specific publics such as hospitalized patients) focused only on positive news.

Customer Problem: When customer sentiment and propensity to consume fall down, it is not easy even for big brands, to raise the level of general population sentiment. We want to help companies, especially big ones, to improve their communication and branding policies using Positive Marketing: we exploit the potential of positive news, as shown by different scientific studies, for linking positive sentiments to a brand.

Products and Services: We sell advertisements inside Positive editorial products, both traditional and electronic. Specifically we provide editorial contents focused only on positive news: web contents, tablet weekly magazines, traditional magazines for specific publics such as hospitalized patients.

Target Market: We aim at medium/big brands, interested in having in their marketing mix a new tool to improve customer sentiment.



Green Life International Ltd

Short Project Description: Green Life International Ltd is working to become a distinguished leader in the production and distribution of agro-forestry inputs and provision of related training, research and consultancy services within the East African Common Market. The company already has in place an active tree nursery project in Uganda that has been producing and supplying tree and fruit seedlings and an agro-input shop that has been selling and supplying agricultural inputs and is providing extension services in forestry. To achieve our dream, we are working towards improving on our tree nursery project to modern standards, establishing a seed processing plant with a seed laboratory and assembling a team of experts in forestry and agriculture to upscale our training and consultancy activities. This will change the life of the business and also change the practices and trends in the industry. Currently the market is being cheated and therefore we need to lift up the bar of competition which we are committed to achieve.

One-Line Pitch: To establish Green Life International Ltd as a distinguished Regional leader in providing agro-forestry inputs and services in East Africa.

Business Summary: Green Life International Ltd is a private company that has been producing and supplying tree seedlings and distributing agricultural inputs in Uganda. The company has also been providing extension services in forestry. The heart of the company lies in seed processing which is yet to be established. We are also working to assemble a team of experts in forestry and agriculture to strengthen the service unit which is the blood of the company.

Customer Problem: In Uganda forest contribute 6% of the GDP of the country and 90% of the population depends directly on forests for their energy needs, but 80% of the country is feared to become a desert in less than 100 years as a result of high rate of deforestation. The country has embarked on serious tree planting campaigns, but the input market is still dominated by fake dealers who cheat the unsuspecting farmers, thus reducing productivity.

Products and Services: Our solution is to offer the full range of certified forest and agro-forestry inputs to our clients. We shall invest in research so as to continuously improve on our product features and bring on board new products in the market. We shall also network with other well established players in the industry around the world and add their none competing products in our distribution chain therefore giving the market a full range of good quality inputs.

Target Market: Green Life targets The East African Common Market, a trading block consisting of 5 countries with a population of over 133 million people and GDP of over \$80billion, with intra-regional trade standing at more than 11%. More than 80% of the population live in rural areas and depend on agriculture. This region still has abundant fertile land for growing trees and is already involved in Carbon Trade which has motivated tree farming in the region.



JobCrop

Short Project Description: JobCrop offers two kinds of service: -an innovative Internet based platform to test the candidates' 2.0 abilities in a virtual environment, (JobCrop Outlet).It provides firms with a flexible and insightful recruiting tool matching the actual needs of the employer with the profiles of talents. Candidates are engaged in a stimulating and challenging competition having the chance to refine their personal operative and interactive skills as well as to demonstrate their 2.0 talents. Prizes: potential job opportunities in the customer institutions. -a peculiar 2.0 headhunting service, (JobCrop Boutique).Our experts are going to isolate a restricted number of candidates based on both their performances in the contest and additional variables as publications, references, projects on the field or prestigious previous experiences. Their profiles will be kept in JobCrop archives and provided to firms that specifically ask for highly competent young professionals, to be matched with suitable positions and salaries.

One-Line Pitch: JobCrop: a revolutionary recruiting system to scout and discover young leaders in the Internet landscape. We find potential in Human Capital.

Business Summary: JobCrop aims to find potential in Human Capital. It acts as a revolutionary recruiting company, to scout young leaders in the Internet landscape. It's based on new and active tools for measuring candidates' 2.0 capabilities, that no competitor offers, to save companies money and time: 1. An innovative Internet platform to test candidates' 2.0 abilities in a virtual environment: JobCrop Outlet, 2. A peculiar 2.0 headhunting service: JobCrop Boutique.

Customer Problem: Many traditional organizations we interviewed have an enormous hunger for young people able to understand and manage the Internet nature and processes, since don't own the required skills to scout and select the right 2.0 people, risking to lose their grip on emergent markets on new communication channels (e.g. social networks). On the other side, internet talents need more interactive ways to prove their capabilities, not through plain curricula.

Products and Services: JobCrop offers 2 services: JOBCROP OUTLET, an innovative Internet based platform to test the candidates' 2.0 abilities in a virtual environment. Candidates take part in a challenging competition having the chance to demonstrate their 2.0 talents. JOBCROP BOUTIQUE, a peculiar 2.0 headhunting service. Our experts are going to isolate few candidates based on performances in contests and variables (e.g. field projects, prestigious previous experiences).

Target Market: 2 Targets: STUDENTS: estimated potential market size of 220,119 students (number of graduates in scientific and managerial subjects per year; growth rate of 4.33%). We estimated to attract 30% of it in Positive and Neutral Scenario.

FIRMS: assumed an initial potential market of 50 Italian private MLE and 40 PAs. These numbers are pretty conservative due to the vast ignorance and skepticism of some Italian Firms on 2.0. estimated to attract 30%. Growth: 5%.



Mapability

Short Project Description: MapAbility is a portal dedicated to urban accessibility. It gives information regarding accessibility at street level. Users can see in real time the most accessible ways inside the city center and plan their route accordingly. The map also shows dedicated parking spots and other services.

The development of the mapability project involves the creation of collaboration tools to easily map the city and the level of accessibility of each street. The aim is to make anyone able to map the city they live in.

One-Line Pitch: Online accessibility maps and metrics to determine "walkability" and "livability" of urban areas based on a proprietary algorithm.

Business Summary: Mapability aims at creating a free service for citizens and a paid service for public entities and private companies willing to obtain information on cities land value based on subjective patterns. Among our targets: real estate online listings, municipalities, companies dealing with urban planning.

Customer Problem: There are no initiatives to collect data on accessibility of walking paths. Worldwide, navigation systems are dedicated to vehicles. Disabled people, mothers, elderly and children do not feel safe in cities because they don't know which areas can be easily accessed.

Products and Services: Mapability allows the creation and distribution of geolocalized information on "walkability" of urban paths. The final user is targeted with a free service, while local administrations, tourism sites, real estate sites are targeted with paid services such as online API based on an algorithm (The Mapability Score) that determines the value of an area based on more than 90 parameters.

Target Market: Target market is represented by - public administration (city municipality, province, region, state) - real estate professionals, bankers, urban planners, builders - real estate online websites - tourism and accommodation websites.



NUCAFE Ltd

Short Project Description: This business hinges on creating equitable sharing of treasures of coffee among value chain participants and society. It calls for coffee farmers to empower themselves to be masters of their own destiny using the farmer ownership model following fair-trade norms and corporate social responsibility guidelines through their own organization (NUCAFE) ensuring traceability and quality to customers and shared value to the wider society. The underlying value proposition is the created shared value which involves economic value and social progress. NUCAFE will offer services at a fee for each processed kg of different forms of coffee. It will sell differentiated coffee products to different market segments. Investment will be done using internally generated resources, partnerships, and social venture-capital funding. NUCAFE aspires to be the Centre for Agribusiness and Farmer Entrepreneurship Enhancement, as an incubator, facilitating service delivery of high quality and specialty coffee in Uganda & East Africa.

One-Line Pitch: Creating equitable sharing of treasures of coffee where every US dollar invested a social return on investment of at least US\$ 10.0 is made.

Business Summary: Business hinges on empowering over 10,000 coffee farmers per year; creating shared value, satisfying and exceeding the needs of customers and the society. It allows a whole new population of farmers with access to affordable processing facilities and marketing service; customers and society access to a service and product that was historically only accessible to those with a lot of money. The budget is US\$ 690,951 and returns of US\$ 2,588,926 p.a

Customer Problem: The coffee value chain is too long with many speculators and quality deterioration resulting in high prices yet with poor quality coffee and service. Traceability is a real challenge. Tastes and preferences are ever changing and food safety requirements have increasingly become high entry barriers in the market. This calls for shortening the marketing chain to ensure accountability, social responsibility and creation of shared value with society.

Products and Services: The NUCAFE value delivery mode will be through both product and service with a shortened marketing chain. Bundled service and differentiated products which are branded will characterize consistency in quality and supply reliability; customization by matching customers and ensure convenience by way of packaging and social responsibility to society. Traceability will be a mechanism for quality and food safety control and strengthening partnerships.

Target Market: For green coffee, the financial size for Eastern Africa; Burundi, Kenya, Rwanda, Sudan and Uganda is estimated at US\$ 700 per year and domestic consumption is estimated at US\$ 200 per year. Therefore total financial size is US\$ 900. Every year we need to capture 1% of the market and eventually 10% in ten years.



POLIBone

Short Project Description: Design and distribution of POLIBone, injectable bone cement for the treatment of osteoporotic disease. POLIBone is a product that combines the properties of bone polymer-based cements with those of a scaffold for tissue regeneration. POLIBone responds efficiently to the demand for an easy to use product that reduces hospital costs, improves the patient's life, prevents inflammation, infection and bleeding following local open-surgery. POLIBone injection is the first device capable of inhibiting the osteoporotic process through the controlled release of the drug directly into the target site.

One-Line Pitch: POLIBone is an innovative biomaterial that combines the properties of polymeric bone cements with those of a scaffold for bone regeneration.

Business Summary: POLIBone is an innovative injectable bone cement, made from an extremely resistant polymeric blend that turns it into a, temporarily liquid, scaffold able to adapt to the bone cavity, and to recruit stem cells on the affected site. The device effectively inhibits the osteoporotic process with an intelligent release of drugs directly into the affected site. None of the current standard medical treatments is equally effective.

Customer Problem: Osteoporosis is a disease characterized by progressive reduction of bone density. It affects 200 million people worldwide (about 1/3 of women and 1/5 of men) over the course of their lives. The current cements on the market either have lower or excessive mechanical properties, causing micro-fractures on the site of the implant. POLIBone reaches the market as an innovative product and has no direct competitors.

Products and Services: POLIBone is a bone substitute that effectively responds to the demand for an easy to use product that reduces hospital costs, prevents inflammation, infection and bleeding, often followed by local surgery. POLIBone has a double advantage: it's injectable (thanks to its thermally induced gelation under physiological conditions), thus allowing for a minimally invasive treatment. It's a Drug-carrier that effectively inhibits the osteoporotic process.

Target Market: Bone cements represent a promising market in Europe, where every year more than 2.4 million surgical procedures involving the skeletal system are performed, with about 720,000 of these involving the application of bone cements.

In Italy there are 150,000 operations every year - about 20% of the European market. POLIBone now offers companies the chance to invest in an economically competitive product on the orthopedic market.



We-Sport for Social

Short Project Description: www.we-sport.com is the first social network about sports. Our goal is to create a section addressed to disadvantaged people guaranteeing the right and the access to sport for all.

One-Line Pitch: We are committed to ensuring the right for everyone to do sport

Business Summary: We Sport for Social is a network 2.0 focused on sports which aims to give disadvantaged people access to sports.

Customer Problem: Many disadvantaged people do not have real opportunities to practice sports. The main problems they face are: - finding properly equipped facilities; - finding and meeting playing partners; and - economic barriers. From a business point of view, professionals, companies, organizations and sports federations that deal with sports for social ends often need visibility and a community of users to better promote their mission.

Products and Services: We Sport for Social offers professionals, organizations and sports federations: - a descriptive welcome page; - a page for each social activity promoted; - a "social square" to share useful information; - a "live" network of similar players. It also offers disadvantaged users the possibility of finding: - free (or cheap) sports courses and events; - playing partners around them; - the closest and best equipped facilities; - qualified spot

Target Market: For every person who practices sport, it is estimated that there are two people who are unable to do it. According to leading research (ISTAT 2010, cdcnet.net, osservatori.net), there are almost 12 million people in Italy who are excluded from playing sports. We Sport for Social has both B2C (disadvantaged people in general) and B2B markets (sports federations and committees, sports associations and foundations, sports pros and companies).