

### Letter from the Faculty Director



I hope this newsletter finds you in good spirits and enjoying your summer!

This past May 1st, the Kroc Institute for Peace and Justice's Theater was once again buzzing with excitement as we gave away over \$75,000 in cash to nine different

student social venture projects in this year's Social Innovation Challenge (SIC)! Our distinguished judging panel decided to distribute \$40,000 to five USD student projects and, once again, due to the **Moxie Foundation's** continued support, another \$35,000 to students in our "San Diego Track." **A big thank you to all of our donors and supporters for helping us to make this happen in a big way this year!**

One of the things that struck me this year was the high quality of the student projects. Several people commented to me over the course of the final week of the SIC that they were impressed by the overall quality and diversity of projects. I would like to think that this was—at least in part—due to the fact that attendance at our Idea Labs series was up significantly over the last two years. Here's an interesting question: What happens when you bring together bright, talented budding social entrepreneurs from different universities in San Diego to learn about social venture creation? Competition happens, of course, but so does constructive peer-to-peer learning, collaboration, and I believe, a re-calibration of what it takes to succeed. By the way, we would love to see a firm, individual or foundation step up to support student learning by sponsoring the **Idea Labs series** ([www.sandiego.edu/cpc/idealabs](http://www.sandiego.edu/cpc/idealabs)). If you know of a potential sponsor please put them in touch with us.

I encourage you to take a look at the list of this year's SIC winners and contact any of them if you are interested in providing mentoring, advice or encouragement! (See this article which appears on USD's web site for details: [www.sandiego.edu/insideusd/?p=43339](http://www.sandiego.edu/insideusd/?p=43339) or go to the CPC website: [www.sandiego.edu/cpc](http://www.sandiego.edu/cpc) )

Actually, I would like to **congratulate all of the participants**—not just the winners—of this year's SIC. It takes courage to put yourself out there and pitch your idea, knowing full well that you may not win in the end. **Each of these student teams has my highest respect and admiration for trying to find new and innovative ways to make the world a better place.** We are all the better for it! Thanks to Grace and our tremendous staff for doing another outstanding job this year!

We have an exciting event coming up this summer. The CPC is going to run the **Hansen Summer Institute's Social Entrepreneurship Program** this July. While it will technically only be for a few days, we will be working hard during most of June and all of July to make sure everything runs smoothly—especially since this is our first time managing this particular program. The CPC will provide lectures and workshops to educate students from around the world about social innovation. We will cap it all off with a mini pitch competition similar to our Social Innovation Challenge. We are relying on help from Mark Peters, Karen Henken, Marty Goodman and several other friends of the CPC. Thank you!

Finally, some news about **personnel changes in the CPC**. As many of you know, long-time Assistant Director, Nadia Auch, decided to leave the CPC in January after five capable years of service as the Assistant Director. **Grace Michel**, a former SIC winner for her project, Homespun (2013), and a graduate of the KSPS with an MA in Peace and Justice Studies, served as Interim Assistant Director of the CPC from August 2014 – May 2015. After a search to find Nadia's permanent replacement, I am pleased to announce that Grace is now the **Assistant Director of the CPC**. Please join me in congratulating her!

And now for a bit more somber news.... When I became Faculty Director in June 2012 I promised Dean David Pyke that I would serve for at least three years. This past April—almost three years to the day that I first learned of the CPC Faculty Director opening—I learned of a new opportunity to become Associate Dean of Undergraduate Business Programs here at USD. After much thought, prayer and consideration, I decided to accept the offer for this new position. Unfortunately this means I must leave my current position—one that I have enjoyed so much! I truly hate to step down, as I will miss so many aspects of this position, especially interacting with the CPC staff, the Executive Advisory Board members, volunteers, students, donors and members of the community. I cannot begin to tell you how much your support has meant to me. Thank you! Be assured of my continued support of the CPC and I hope you will all continue to support Grace and the new Faculty Director to help keep the CPC moving forward.

Sincerely,



Stephen J. Conroy, Ph.D.  
Faculty Director, Center for Peace and Commerce  
Professor of Economics

# 2015 SIC

The winners of the 2015 Social Innovation Challenge were announced at the 5th Annual SIC Awards Ceremony on May 1st, 2015. \$76,000 was awarded to 5 USD and projects and 4 "San Diego Track" projects. H2gO, a proposal for an off-grid water purification system to sustain small communities with drinking water during disasters and emergencies was the big winner of \$17,000 and the live audience choice award.

# learning

## 7 Idea Labs

were hosted by the CPC that helped participants develop projects during the 2015 SIC

## 318 Students

were inspired, developed their proposals, and received coaching at our Idea Labs.

## 100 Big Ideas

were presented by entrants during the 2015 SIC

# outreach

## 39 Mentors and Coaches

helped guide and support student projects during the 2015 SIC

## 47 Projects

entered in the 'San Diego Track' represented five universities beyond USD

## USD Awardees

**CAPE--\$5,000** *Dedicated to providing a comprehensive range of evidence-based mental health services to low income and under-served populations in San Diego.*

**Foxbat Dynamics--\$1,000** *Developing 21st century robotic technologies to improve emergency services and public safety in a socially responsible manner.*

**GodFred's Foundation -- \$14,000** *Giving children in deprived villages in Ghana a quality education and support to be successful in life through a chain of low cost private schools.*

**H2gO -- \$17,000 & \$1,000 Qualcomm Ventures Audience Choice Award** *An off-grid water purification system designed to eliminate harmful bacteria and desalinate water in order to sustain small communities with clean and safe drinking water for an extended period of time.*

**SIMPLE SEAT, BETTER LIVES -- \$3,000** *Developing a low-cost and portable toilet seat designed for Ugandan landmine victims to alleviate the difficulties of using a latrine with a disability.*

## External “San Diego Track” Awardees

**Bystanders To Upstanders --\$10,000** *Launching an app that connects socially conscious organizations, charities, and volunteers in a central community and engages them to solve greater societal problems at the local level.*

**EWB HIV Monitoring Team --\$10,000** *Developing a cost effective, novel device to increase the capacity for the testing of HIV treatment failure in low-resource settings.*

**East African Fellowship Program by C.U.R.E. Africa --\$5,000** *A community-based scholars program designed to curb the challenges facing East Africans in San Diego by bolstering college preparatory support among middle school youth.*

**The Free Artists Network (FAN) --\$10,000** *An art education web platform and e-learning network that bridges the gap between arts- based education and contemporary art careers for creative students.*

Thank You to the 2015 SIC Sponsors: John and Nancy Jo Cappetta, McNamara Purcell Foundation, Moxie Foundation, Price Family Foundation, Pacific Western Bank, Verizon Foundation and Youtily

## Other Events Presented in Spring 2015 by the CPC

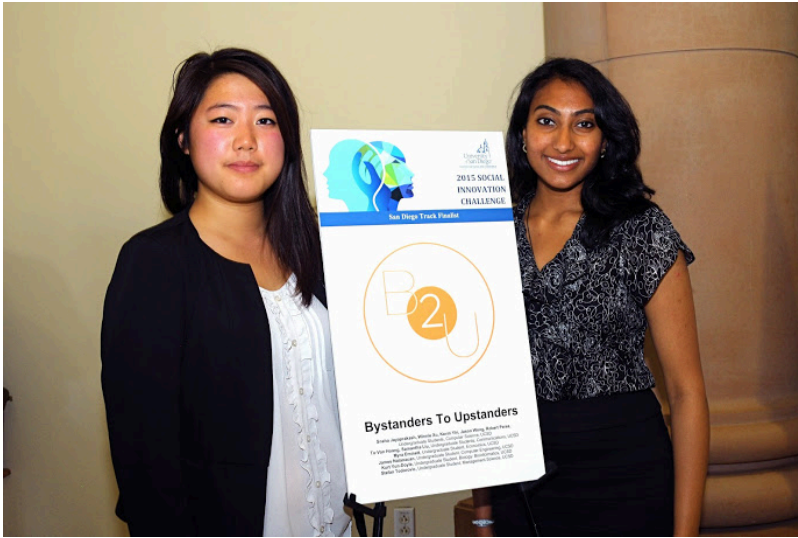


The **7th Annual San Diego Microfinance Summit** held on 15th April, 2015, brought together leading microfinance practitioners, social entrepreneurs, students and members of the general public to explore the expanding horizons of the microfinance industry. **Alex Rizzi**, Deputy Director at the **Smart Campaign**, shared insights about how the principles of The Smart Campaign were being adopted by microfinance organizations around the globe to the benefit of entrepreneurs. In addition, product and food offerings were provided by local microfinance borrowers.



On May 11th, 2015, the CPC in collaboration with Conscious Capitalism San Diego presented the **Conscious Capitalism Inaugural Event**, featuring **Greg Koch**, CEO of **Stone Brewing Company**, and **Andrew Hewitt**, founder of **GameChangers500**. Greg Koch discussed the impact of Stone's values on their financial success and shared tips for maintaining integrity and culture in the midst of rapid growth. Andrew Hewitt shared how he is leading the movement to redefine success in business through the innovative GameChangers 500 - a ranking of the world's top purpose-driven companies.

**10 Questions with Sneha Jayaprakash and Winnie Xu, Co-Founders of Bystanders to Upstanders  
winners of \$10,000 in the “San Diego Track” of the 2015 SIC  
By Stephen Conroy, Faculty Director of the CPC**



Winnie Xu and Sneha Jayaprakash Co-Founders of B2U at the 2015 SIC Award Ceremony.

**Q: Sneha and Winnie, can you tell us a little bit about yourself and how your upbringing may have informed your interest and passion in creating B2U?**

**A: Sneha:** My parents nurtured my passion for community service and social responsibility from a very young age. They never missed an opportunity to volunteer at an event at my school, even if I didn't attend. We often had serious conversations about current events, ethics, and morals, and they always emphasized that I had an obligation to stand up for myself and others if I witnessed something that I believed was wrong. Getting chastised for wasteful habits, such as taking long showers or wasting food, made me start to consider the environmental impact of every simple action and purchase. They also encouraged my love for math and science, since both of them come from a science background. Once I came to college and noticed how difficult it was to find volunteer opportunities, B2U became the brain child of my loves of technology and community service.

**A: Winnie:** I'm a 3rd year undergraduate student at UCSD majoring in computer science. I especially love mobile user experience and design. I dabble in web technologies as well. As a high school student, I volunteered consistently at a local autism and Down's Syndrome center. I loved my experience there and always was willing to refer friends to the center. However, I noticed that many of the nonprofit's tasks and bookkeeping was still manual. I've always wished there was a better way to publicize for the organization, but it was never a priority nor was there budget to allocate to expansive marketing campaigns. With an app like B2U, my favorite charity could have brought in more hands to help and had a much more efficient system to run their programs, leaving them with more time to focus on improving other aspects of their center.

**Q: Who is the person you see as your biggest mentor or person you look up to the most?**

**A: Sneha:** This question is impossible to answer. I have met so many incredible mentors through competitions, accelerators, and events, and I honestly can't pick one person. I started listing out people whose advice has been integral to the building of this company, but had to stop once I hit 15 people and still hadn't finished naming everyone. This may be a result of the space in which I work; the startup community and the social innovation community in San Diego are so tight-knit that there is never a shortage of mentors or peers willing to help out an aspiring entrepreneur. My celebrity role model, however, is Bill Gates, because of how he revolutionized the tech industry through Microsoft, and because of how he used his success to spearhead social benefit projects through the Bill and Melinda Gates Foundation.

**Q: Have you always been interested in entrepreneurship or social entrepreneurship?**

**A: Winnie:** Never. I always thought I'd become a teacher or an engineer leading my own project. I always thought being an entrepreneur meant suits, briefcases, and meetings from morning til night. It wasn't until I got further along with our project and was introduced to the San Diego entrepreneurship community that I thought, "Oh! This is what being an entrepreneur entails. Sign me up!"

**Q: Why were you moved or motivated to start up B2U in the first place?**

**A: Sneha:** I was an avid volunteer in high school. Once I came to college, however, I noticed that the number of people volunteering suddenly dropped, and opportunities became significantly more difficult to find. There had to be an easier way to get involved in our communities. I had also recently gotten my first smart phone, and I was amazed at how apps could personalize everything from food recommendations to our search for love. After reading a book called, "Reality is Broken: How Video Games Have the Power to Change the World," I decided to gamify volunteer work by personalizing and localizing the search for volunteer opportunities through a mobile app.



**What have been your biggest challenges starting up B2U?**

A: Our biggest challenge in the first year was not knowing what we didn't know. For our first few discussions with mentors, we couldn't ask them about identifying our revenue stream, creating our customer acquisition strategy, or developing a brand image, because we didn't even realize that these were areas of concern. We were building a product, not a company, and it was difficult to shift the focus from "Let's build an app, hackathon-style" to "Let's create a sustainable and self-sufficient volunteer network." As a group of computer science majors, the original 6 people working on the app did not recognize the need to perform user interviews or validate our assumptions about our target users. Having mentors question us about how we were going to achieve our long- and short-term goals was the first step towards that shift.

**Q: How have you dealt with these challenges?**

A: We solved the first problem by gathering a more diverse team. Once we had other students with backgrounds in Communications, Management Science, Human Development, and Accounting, we wouldn't reach a consensus as quickly, leading to longer and more detailed conversations. Constantly being questioned by our mentors at programs like the Idea Labs from the Social Innovation Challenge and the myStartupXX program at the Rady School of Management has also been helpful. They often pointed us to informative resources so we could learn more about the task at hand, and after, once we had more information about the topic, they would iron out all of the details of our solution with us.

**Q: Did you attend any of our Idea Labs over the course of the year and if so, did these help at all? If so, how?**

A: We attended a couple of the Idea Labs and found the pitch sessions very helpful. Not only did the Idea Labs keep us on track with the tasks we were to accomplish to succeed at the competition, but also helped us fine-tune our pitches as well as analyze our business model. Through closer counseling sessions, we met people like Cheryl Goodman and Alicia Quinn. We love working with inspirational entrepreneurs like the mentors provided at Idea Labs. To this day, we still chat with Cheryl Goodman and attend her events. I love that the connections we make at USD SIC has extended beyond the program. Furthermore, we've created relationships with competing teams that have become supportive alliances.

**Q: What do you think is the greatest social impact of B2U?**

A: Imagine a world in which everyone is aware of the issues within their own community, and has the connections and the resources to be able to work towards a solution.



*Sneha Jayaprakash, Co-Founder of B2U, giving her fast pitch at the 2015 SIC Award Ceremony.*

That is the future that my team envisions. We want to increase awareness of various community issues by making it as simple as possible for people to attend volunteer events and personally connect with the people affected by the problem. Awareness and empathy set the stage for creating change, while a strong community provides the impetus to make those changes a reality. 25.3% of Americans volunteered in 2014. Let's make that 100%.

**Q:What are your next steps?**

A: Over the summer, we will beta test the application with non-profits and volunteer organizations around San Diego. (If you know any organizations seeking a volunteer engagement tool, we would love to speak with them!) After ironing out any issues that may arise during deployment, we will launch the application for the general public in the fall. We also plan to hold a crowdfunding campaign in October, so we would love to have your support then.

**Q: Can people donate to B2U or is it a for-profit venture? (Do you have a web site or email or contact information?)**

A: B2U is a non-profit, and we are currently finishing the 501(c)(3) status application. Our website is [www.b2u.org](http://www.b2u.org), and you can reach us at [b2uproject@gmail.com](mailto:b2uproject@gmail.com), find us on Facebook at [www.facebook.com/b2uproject](http://www.facebook.com/b2uproject), or Tweet us at [@b2uproject](https://twitter.com/b2uproject).