

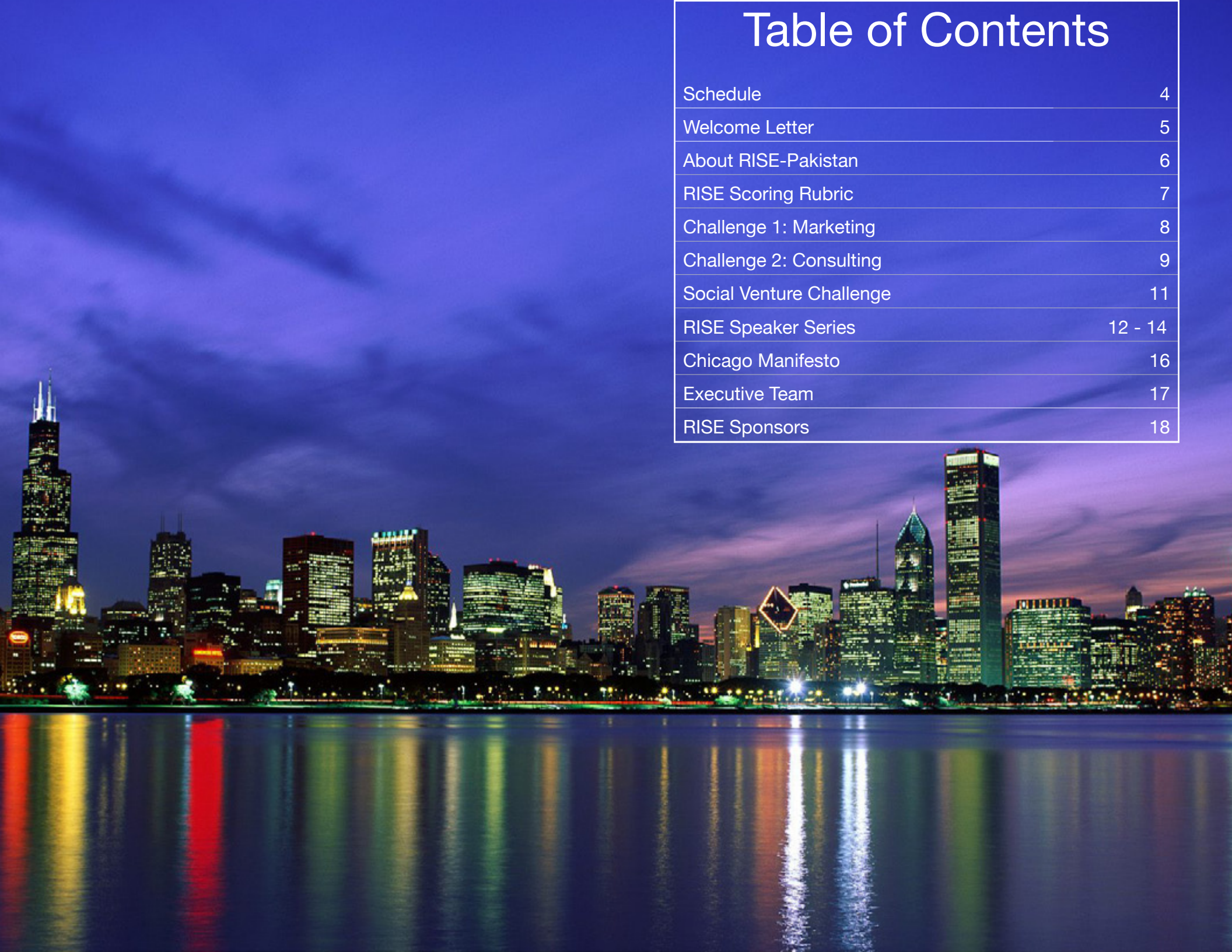


RISE pakistan

First Annual Conference
University of Chicago
May 19th - 21st, 2011

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Schedule

Chicago, May 19th 2011

Thursday May 19th

1:30 - 4:00	Check-In	International House Lobby
4:30 - 5:30	Facilities Tour	UChicago Campus
5:45 - 6:30	Kick-Off	International House
6:30 - 7:00	Speaker: Alexander Chapman	I-House: Home Room
7:00 - 7:30	Speaker: Ethan Casey	I-House: Home Room
7:30 - 8:15	Dinner	I-House: National Room
8:15 - 8:45	Speaker: Dr. Khalid Riaz	I-House: Home Room
9:00 - 10:00	Break Out Session	Harper and Stuart Halls

Friday May 20th

7:00 - 8:00	Breakfast	I-House: National Room
8:00 - 11:00	Challenge 1: Marketing	I-House: Home Room
11:00 - 12:00	Challenge 1: Presentations	I-House: Home Room
12:00 - 12:30	Speaker: Natalia Franco	I-House: Home Room
12:30 - 1:30	Lunch	I-House: National Room
1:30 - 4:00	Challenge 2: Consulting	I-House: Home Room
4:00 - 5:00	Challenge 2: Presentations	I-House: Home Room
5:00 - 5:30	Speaker: Global Poverty Project	Kent 107
6:00 - 9:00	Gala Dinner	Surprise!
9:00 - 11:00	Smores and Drinks	The Point

Saturday May 21st

7:00 - 8:00	Breakfast	National Room
8:00 - 11:00	Chicago Manifesto Workshop	Harper and Stuart Halls
11:00 - 1:00	Social Venture Challenge	To Be Announced
1:00 - 2:00	Lunch	I-House: National Room
2:00 - 5:20	Challenge Presentations	I-House: Home Room
5:45 - 6:30	Award Ceremony	I-House: Home Room
6:30 - 7:30	Post-Conference Reception	I-House: National Room

Dear Finalists:

On behalf of our board and sponsors, we would like to welcome you to the 2011 Road to Innovative Social Entrepreneurship – Pakistan Conference. Khush Amdeed! After an entire year of hard work, we are ready to answer humanity's call, and hope that you are ready for the experience ahead.

The next three days are going to give you the opportunity to engage with a plethora of business and social issues, relevant in today's society, through our multi-faceted conference. The on-site marketing and consulting competitions will challenge you with fast-paced, emergent business issues, critical to shaping you as a successful entrepreneur, and seek a creative mix of both collective and individual action. The Speaker Series and the Chicago Manifesto workshops will allow you to work within larger groups and seek broad-based consensus, while engaging in a continuous, productive debate.

This weekend you are expected to show most of your talents. Our challenges ask you to be creative, analytical, entrepreneurial and ambitious; our social events and gala require you to be vocal, and have fun; our commitment to civic engagement prompts you to be charitable and cosmopolitan; our workshops inquire passion and determination; finally, the RISE-Pak's Staff demands that you enjoy all of this and your stay in Chicago.

All in all, we hope that the combination of the competition and social experience that RISE has to offer will make this conference memorable and impactful in whatever you engage in your Road ahead. Please let us know if there is anything we can do to improve your stay here in Chicago.

Sincerely,

David Akinin and Aliya Bagewadi
RISE Co-Directors

RISE Pakistan, Room 006, 5706 S University Avenue. Chicago, IL 60637



About RISE



The RISE-Pakistan competition, hosted at the University of Chicago, is an invitation for college students across the world to design a social entrepreneurial project dedicated to flood relief efforts in Pakistan. Teams are encouraged to analyze the urgent social issues presented by the crisis in Pakistan and to come up with unique solutions that can be implemented with a \$10,000 donation funded by Coca-Cola and other sponsors, in the region by the Human Development Foundation on their behalf.

A year ago, dozens of teams heard the call and rose to the challenge. Their propositions were considered, and ten groups from across the globe were chosen to participate in the final round. Apart from the social venture presentation where the winning team's idea will be chosen as the recipient of the grant, the RISE finals are packed with an exciting agenda. The three-day conference will consist of a preliminary challenge, two on-site business competitions focused on marketing and consulting, a social entrepreneurship workshop and a presentation by the Global Poverty Project. The programming will feature a diverse Speaker Series and a Gala dinner for the Pakistani American Community on the second night.

RISE Scoring System

Conference Prizes

Overall Conference
Champion:
\$2,500 Cash

Venture Challenge
Winner:
\$10,000 Grant

Conference Score Breakdown

Pre-Challenge	/ 10
Marketing Challenge	/ 25
Consulting Challenge	/ 25
Venture Challenge	/ 40
Total	/ 100

Marketing Challenge



Often mistaken for advertising or sales, marketing is a company's comprehensive approach to positioning

their products within a market. Capable of crushing or elevating any product, good marketing demands a thorough understanding of the product/company, a keen sense of design, an ability to convey a pitch clearly, and a knowledge of one's consumer base.

A company with extensive experience in new age marketing techniques, Culture - The Yogurt Society - will revamp the face of yogurt sales, just as Berry Chill did in its time. Recognized for their distinct production methods and top quality services, the leadership of Culture will surely shape it into an exemplary company for young entrepreneurs. RISE is proud to host Culture as the 2011 Marketing Challenge Sponsor.



Michael Farah

*Chief Executive of Culture, The Yogurt Society
(Formerly known as Berry Chill)*

Michael Farah is the creator of the brand and culture that was Berry Chill. Michael has a unique ability to leverage social media networks and use it to engage thousands of customers. Through the persona Yogi Jones, Berry Chill communicated its core messages using Facebook, Twitter and blogging websites. Berry Chill and Michael have been recognized on a national level, for their successes using social media as its core marketing platform. Michael expects to use the same marketing channels with his new project, Culture. Mr. Farah received a Bachelor of Arts degree from the University of Iowa where he majored in Business and Political Science.

Consulting Challenge



Consulting firms work to solve the business world's greatest problems. Depending on the type of firm, their capabilities may range

from single-industry expertise to larger strategic questions. Many of the skills required of a consultant are crucial for the success of a great entrepreneur.

We are excited to host Global Brand Consulting as this year's Consulting Challenge sponsor. Their history working with international, Fortune 500 companies is testament to the strength of their global market research analysis. It is our hope that this challenge will test the analytical acumen of our competitors while providing them with the space for originality and creativity - a crucial balance in both consulting and entrepreneurship.

Mag Retelewski

Founder and Executive Director of Global Brand Consulting

Mag Retelewski is the founder and executive director of Global Brand Consulting. At GBC, Mag manages the organization by delivering consulting services and marketing research projects to Fortune 500 companies. She collaborates with talented and highly experienced individuals on her team to deliver valuable marketing insights and strategic business solutions. She is passionate about understanding consumers across different cultures through uncovering their drivers, preferences and perceptions. Her education includes Harvard Business School, Executive Education, MBA from DePaul University in International Business, and BA from Thomas More College in Business Administration and Economics.





Social Venture Challenge

The Coca-Cola Company

This third and final challenge, funded principally by the Coca-Cola Company, will ask participants to incorporate the feedback they received from the first round, and what they learned from the two challenges, to their original proposals. In this session, teams will be given on-site instructions pushing to improve their innovative ventures using the knowledge gained throughout the conference. Each team will then present its final proposal to a panel of judges consisting of business executives, social entrepreneurs, faculty members, and HDF representatives. The panel will select the best venture, thus determining the winner of the \$10,000 implementation grant.

Implementation Partner

The Human Development Foundation (HDF) is a non-profit organization based in Pakistan that seeks to develop and implement effective long-term solutions to underdevelopment. The Human Development Foundation “[seeks] to facilitate a non-political movement for positive social change and community empowerment through mass literacy, enhanced quality of education, universal primary healthcare and grassroots economic development.”



HUMAN
DEVELOPMENT
FOUNDATION

RISE Speaker Series

The Road to Innovative Social Entrepreneurship is proud to present the 2011 RISE Speaker Series. It is our hope that this dynamic collection of speakers will help our participants both engage with the issues in Pakistan and encourage them to think about how to apply business solutions to social problems. Please take time to reflect on the messages and experiences these exemplary professionals will share with RISE this weekend. Hopefully, their examples will inform your efforts both in the challenges you experience here and the adversities you may face in your future endeavours. Good luck!



M. Khalid Riaz, MD

Founder of Human Development Foundation and Interventional Cardiologist

Dr. M. Khalid Riaz is co-founder of The Human Development Foundation, serves on the Board of Trustees, and as the Chairperson of the Human Development Foundation of Pakistan. HDF has successfully implemented a holistic model of community driven development to achieve millennium development goals for over 250,000 under-privileged people at the very extreme margins of survival in Pakistan. He has spoken around the world about the Human Development Model, including being a keynote speaker at the World Congress of Philanthropists in Istanbul. He was recently recognized in a Georgetown University Publication as “One of the 500 Most Influential Muslims in the World” for his work in developing and nurturing this movement.

RISE Speaker Series

Alexander Sandy Chapman

Program Associate at International Government and Relations & Public Affairs Team

Sandy supports the development of ongoing positive relationships with key international groups, such as with the launch and implementation of The Coca-Cola Company’s strategic global partnership with the International Federation of Red Cross and Red Crescent Societies. Sandy has worked both in the Global Public Affairs & Communications and the Environment & Water Resources departments at The Coca-Cola Company on a number of projects relating to sustainability and stakeholder engagement. He holds a B.A. from Claremont McKenna College in Environment, Economics and Politics.



Ethan Casey

Journalist, Author, World Changer

Ethan Casey is the author of *Alive and Well in Pakistan: A Human Journey in a Dangerous Time* and *Overtaken By Events: A Pakistan Road Trip*. His account of his February to March 2011 trip to Pakistan, titled “After the Flood,” will be published as a stand-alone electronic book and as a chapter added to the next printing of *Overtaken by Events*. He is currently writing *Bearing the Bruise: A Lifetime in Haiti*, to be published in fall 2011, and collaborating with filmmaker Naeem Randhawa on a collection of stories by and about Muslims living in America. He grew up in Wisconsin and now lives in Seattle.



RISE Speaker Series

Natalia Franco

Former Global Chief Marketing Officer of Burger King

Natalia Franco served as the Global CMO of Burger King for nine months. From August 2006 until May 2010, she was Vice President, Global Marketing and Innovation, McDonald's Division, at The Coca Cola Company. Before joining The Coca-Cola Company, Ms. Franco served as USA Vice President Cereal Strategic Growth Channels with the Big G Cereal Division at General Mills from July 2004 until July 2006. From November 1995 until July 2004, Ms. Franco held various marketing responsibilities at General Mills and Pillsbury. Ms. Franco attended C.E.S.A for her undergraduate studies and received a masters in business administration from Harvard Business School.



The Global Poverty Project

Fighting Extreme Poverty Worldwide

The Global Poverty Project exists to increase the number and effectiveness of people taking action to end extreme poverty. They have developed 1.4 Billion Reasons, a presentation that is travelling the world, inspiring and empowering audiences in its path. Based on leading research, the 90 minute presentation clearly articulates the facts of extreme poverty and demonstrates that by making simple changes everyone can be a part of the solution. Since being launched at the UN High Level Event on the MDGs in September 2008, the Global Poverty Project has delivered the presentation to more than 20,000 people in Australia, New Zealand, Canada and the USA at more than 100 events since premiering on July 4, 2009 in Melbourne, Australia and activated more than 5,500 people to make a commitment to take action to end extreme poverty.

**THE
GLOBAL
POVERTY
PROJECT**



Chicago Manifesto: What is Social Entrepreneurship?

This part of the conference will be an opportunity for our participants to work collaboratively, not competitively, in drafting a manifest on Social Entrepreneurship. This two part series will take place Thursday evening and Saturday morning. Check out the quote below for a taste of the discussions to come!



Jon Shaffer
Executive Director
GlobeMed



Jose Carlos Gonzalez
Former Economic Advisor
to the Mexican Government

I understand social. I understand entrepreneur. But when you put the two words together, I have to pause.

I pause because I wonder whether social entrepreneur is really entrepreneurship the way I understand it — where a business owner takes risk in the hope of making money. I guess my question is this: If it's mostly about the social good, what makes it entrepreneurship? And if it's mostly about the entrepreneurship, what makes it social? Isn't the phrase an oxymoron?

I understand that there's nothing new about social entrepreneurship. I guess I've had these slightly vague questions about the term for some time, but I have never given it much thought, because I've been consumed with the other kind of entrepreneurship — the kind where you spend most of your energy trying to solve your own problems, not those of society.

Jay Goltz, New York Times

RISE Board Profiles



Aliya Bagewadi

Co-Director

David Akinin

Co-Director



Pedro Sanchez de Lozada

Director of Marketing

Nicolas Duque

Director of Operations



Alberto Da Costa

Director of Competition Materials

Muhammad Akhtar

Director of Speakers and Judges

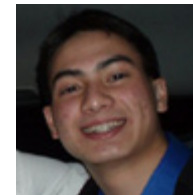


Saalika Mela

Co-Director of Sponsorship

Will Burgo

Co-Director of Sponsorship

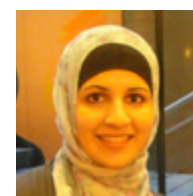


Samuel Moy

Co-Director of Finances

Grace Evans

Co-Director of Finances

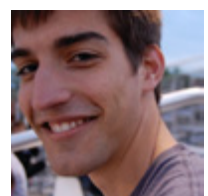


Maha Ahmed

Liason to UChicago for Pakistan

Pieter Ouwkerk

Director of Technology



RISE Sponsors

RISE would like to take this opportunity to thank our sponsors. The work we do, challenges we organize and speakers we host would all be impossible without their financial support.

THANK YOU!

*Mr. and Mrs. Paul
and Annette Smith*



THE UNIVERSITY OF
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The Coca-Cola Company



culture
The Yogurt Society



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Congratulations Finalists!

