IMPROVING THE LIVES OF INDIA’S URBAN POOR

POLLINATE ENERGY

HOW TO USE YOUR RESEARCH / UNI DEGREE TO BECOME A SOCIAL ENTREPRENEUR

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PHASE 1

YOUR TIME AT UNI
1. Pick something you really believe in/care about and will never be courageous enough to do again
SUSTAINABLE TECHNOLOGY
THE PEOPLE
2. DO SOMETHING INTERESTING ABOUT IT

This will probably mean new/ hard/ different = your value add
A TRUSTED AND EFFECTIVE DISTRIBUTION NETWORK FOR URBAN POOR COMMUNITIES CREATING ACCESS TO SUSTAINABLE TECHNOLOGIES
OUR BUSINESS MODEL

Pollinate Energy HQ finds the best and most affordable products and manages supplier relationships. These products are then made available to the Pollinators to sell.

The Pollinator is the link between Pollinate Energy and the communities. They build trust with the community’s members and sell the various products provided by Pollinate HQ.

A Worker Bee is a member of a community who helps the Pollinator in generating interest and sales within their community. They earn a commission for any sales they assist with.

The Customer is the end user, typically a family living in a tent with no access to electricity. With the help of a five-week payment plan, they are able to purchase products that dramatically improve their living standards.
THE POLLINATORS

- training
- transport allowance
- business in a bag
- latest products
- smart phones
- data management
- stock loan
- trusted name
- market research
PROGRESS

8,216 systems installed
37,793 people reached
519 communities serviced
27.7m rupees saved
544,707 liters of kerosene saved
1.31m kg of CO2 emissions saved
3. WATCH FOR THE GLITTERY GOLD IDEA TWINKLING IN THE PERIPHERY

This can be the giant elephant in the room you aren’t noticing because you’re so focused on your research question.
Improve the lives of India’s urban poor by giving them access to sustainable products that make their lives better. **Empower local Indian entrepreneurs** to be a positive force for change in India’s urban poor communities. **Make social business mainstream** by raising awareness about the communities we work with and supporting the next generation of social entrepreneurs.
4. FIND FRIENDS

You have an excuse to make heaps of new friends.... They will come in handy
Abraham Robertson  
Director, Octopi

Amanda Hicks  
CEO, Autobake Serpentine

Dr Andrew Refshauge  
Chair, Careflight Australia

Christina Murrell  
Marketing Consultant, Think MKT

Derek Colenbrander  
CEO, Careflight

Elena Bondareva  
Founder, Vivit

Hardika Shah  
CEO, Kinara Capital

Jason Siu  
Corporate Development Manager, Qube Holdings

Josh Carmody  
Partner, Equus Funds Group

Kate Harris  
CEO, Centre for Sustainability Leadership

Kaushik Ramanuja  
Director, Pollinate Energy India

Mallika Ghosh  
CEO, Parinaam Foundation

Michael Skelton  
Business Integration and Market Strategy, AECOM

Paul Hunter  
Chief Executive, Strategic Management Institute

Phil Topall  
Endorsing Partner
www.gbca.org.au

Phil Vora  
Endorsing Partner – Fellowship Awards
www.unsw.edu.au

Rohan Abraham  
Stuart Craine

Endorsing Partner – Fellowship Awards
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www.erm.com

CUNDALL

Endorsing Partner
www.cundall.com

EPURON

Endorsing Partner
www.epuron.com.au

PARINAAM

Endorsing Partner
www.parinaam.org

The Funding Network

Endorsing Partner
www.thefundingnetwork.org.uk
PHASE 2

Sorting your self out
1. DO A HAPPINESS GRAPH
2. FIND YOUR WHY (THIS, NOW, ME)
3. TEST YOUR WHY
PHASE 3

Making it happen!
1. PUT YOUR TOE IN FIRST

But expect to get pushed in!
2. TURN YOUR FRIENDS INTO COFOUNDERS

The journey is too lonely alone
THE TEAM
3. FAIL OR "PIVOT" LOTS

In retrospect its quite fun
4. USE YOUR CRITICAL UNIVERSITY BRAIN

To find all the problems, hypocrisies, and just dumb things you are doing
5. TURN OFF YOUR CRITICAL UNIVERSITY BRAIN AND START DOING

Lots!!!
6. DON’T WORRY AMOUNT MONEY

It will come or you will get broke trying
7. DON’T WORRY ABOUT NOT HAVING THE SKILLS

You wont know what you don’t have till you don’t have it
8. DON’T WORRY ABOUT “BELIEVING IN YOURSELF”

You probably won't then someone will turn around and believe in you and you will have to deliver!
9. Look forward to jumping out of bed every day because you can't wait to get to work

Corny but true!
FELLOWSHIP PROGRAM
Take a month long deep dive into social entrepreneurship with Pollinate Energy in Bangalore, India.

APPLY NOW
Turn them on for India’s urban poor

#EARTHHOUR2015

In India the number of people living without electricity is 15 X the population of Australia

WWW.POLLINATEENERGY.ORG
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