

# THE INTRODUCER

International Facilitated Business Networking

Issue 4: Dec. 2017

## 10 TO KNOW Game Changers

*\*Social Impact  
\*Innovation  
\*Solution  
Enterprise*

*Includes  
networking  
opportunities*



Nick Busietta



Hugo Balta



Cameron Brown



Alana Lea



Kim Lu Lawe



Osama A. Hashmi



Quinton Scholes



Shwetal Shah



Stephen Clarke



Stephen King



Founder & Editor  
Mary Kurek

*"The Introducer is evolving into what it was meant to be...a social impact networking event. This issue starts the process to deepen the intended experience by adding the networking opportunities we see between game changers and stakeholders. The next step will be themed issues. January will focus on all things finance. We hope you'll engage and network with the game changers for the greater good. And, to those who celebrate the season...Merry Christmas!"*

*Mary Kurek*

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# Mary Kurek

## Editor's Note

*The Introducer is connecting for big impact. This past month:*

*-43 introductions made*

*-11,620 LinkedIn post views for game changers and still growing*

*-3,000 spotlight views and here's a few connections that have happened...*

\*Game changer from Africa in this issue has just moved to the city of a game changer in the last issue. They are connected because of mutual interests in global issues and the potential of collaboration on expanding visibility in Africa for a global conference in the US.

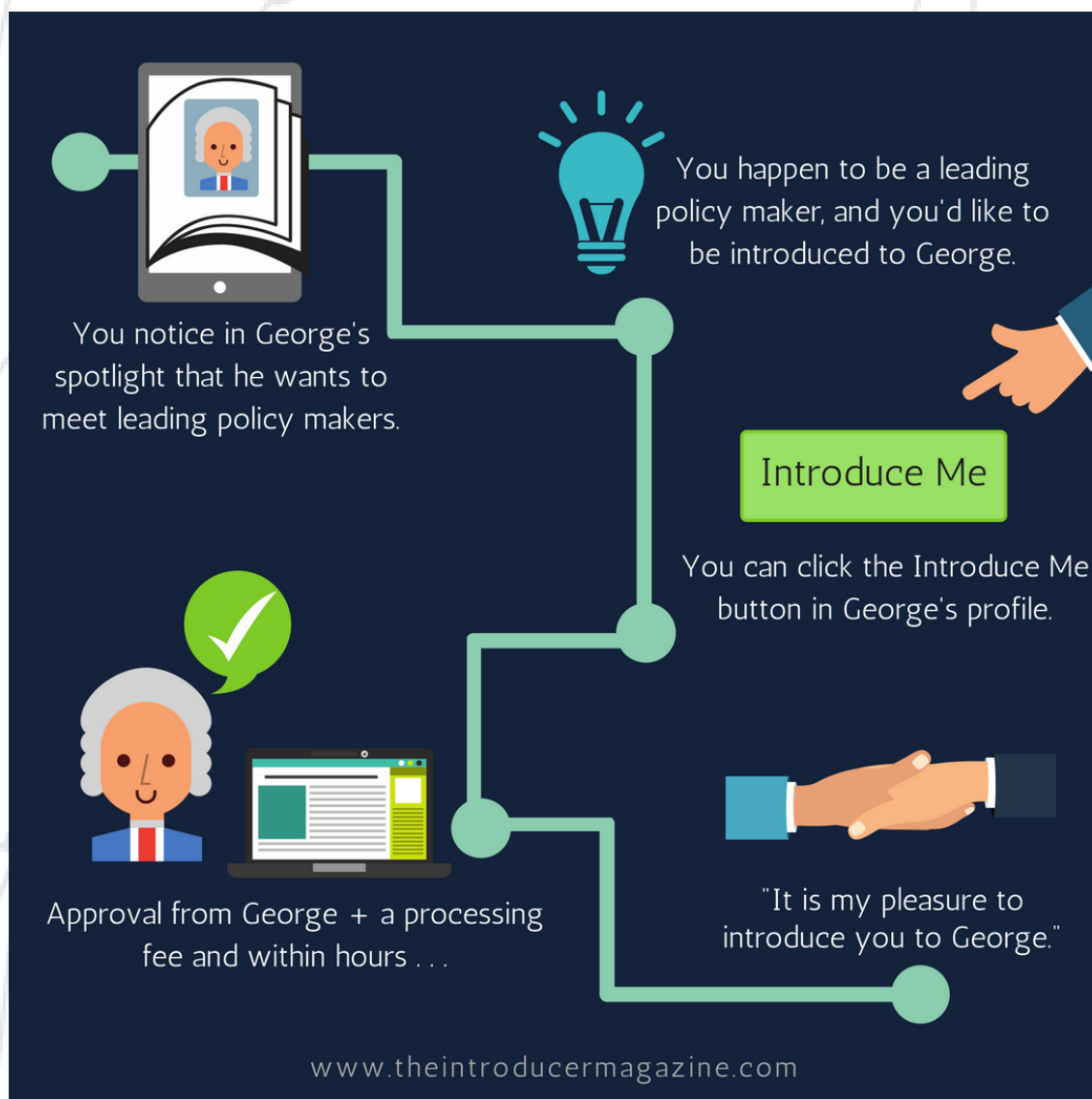
\*Game changer from last issue, one from this issue, and one coming up in a future issue are connected because of mutual interests in diversity. The upcoming game changer from India has an online platform regarding relationships that has spread to some Latin American areas, but, connecting with a Hispanic game changer could move it further. Her program also hits on LGBT issues which gels with the work of a game changer from the last issue, who is also in India.

\*Game changer from last issue has a conversation with exactly the type of networking contact she needed for feedback on her medical research platform. That contact wrote a blog posting about her platform promoting it on a popular site to other chronic illness sufferers.



# HOW TO USE THIS PUBLICATION

Read BEFORE Pressing "Introduce Me" Button



**IMPORTANT TO KNOW:** No introductions will be made for people seeking jobs, investment funds, or pitching a product/service (unless the spotlighted person has specifically stated that interest.) Such activity, even outside of the professional introduction process, will result in subscription removal. Also, no guarantees are made that business will result from introductions professionally processed.

## DISCLAIMER - PLEASE READ CAREFULLY AS THIS PROVIDES A WAIVER OF LEGAL RIGHTS

Should you conduct any form of business, or enter into any agreement with someone that we introduce, you are solely responsible for conducting your own due diligence on that person beforehand. Neither **The Introducer** nor **Mary Kurek Professional Networking Agency** is responsible for any activities that you undertake as a result of your use of these materials or any introductions that are made. **The Introducer** and **Mary Kurek Professional Networking Agency** have expressly stated that they do not have any fiduciary responsibility and do not endorse or validate any person's business ethics, character, or practices.

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# NICK BUSIETTA

(Australia)

Managing Director,  
Liminal VR/Liminal 360  
(Virtual Reality)

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Nick manages an international virtual reality (VR) development and research team that designs experiences aimed at shifting a person's mental state quickly and with little cognitive effort. One of their primary goals in altering emotional and cognitive states is directed towards calming users. Working with **Google Daydream** and **Samsung Gear VR**, the team takes an evidence-based approach and uses a range of techniques, shapes, and colors to produce deep states of calm and relaxation in under five minutes. Early tests reveal that an astonishing 82% of people report feeling either calm or relaxed after using their experience called "*Ripple Effect*." Conversely, using the same methodology, the team has achieved good results in producing more motivated and energetic states, with 77% of people reporting being either cheerful or excited after using their energizing experience called "*Ion*." Producing this state could help students who need a boost for studying and testing, as well as athletes looking for a competitive advantage, or anyone looking to increase energy without wanting to consume caffeine or other stimulants. **Liminal VR** plans to roll out their platform in March of next year.

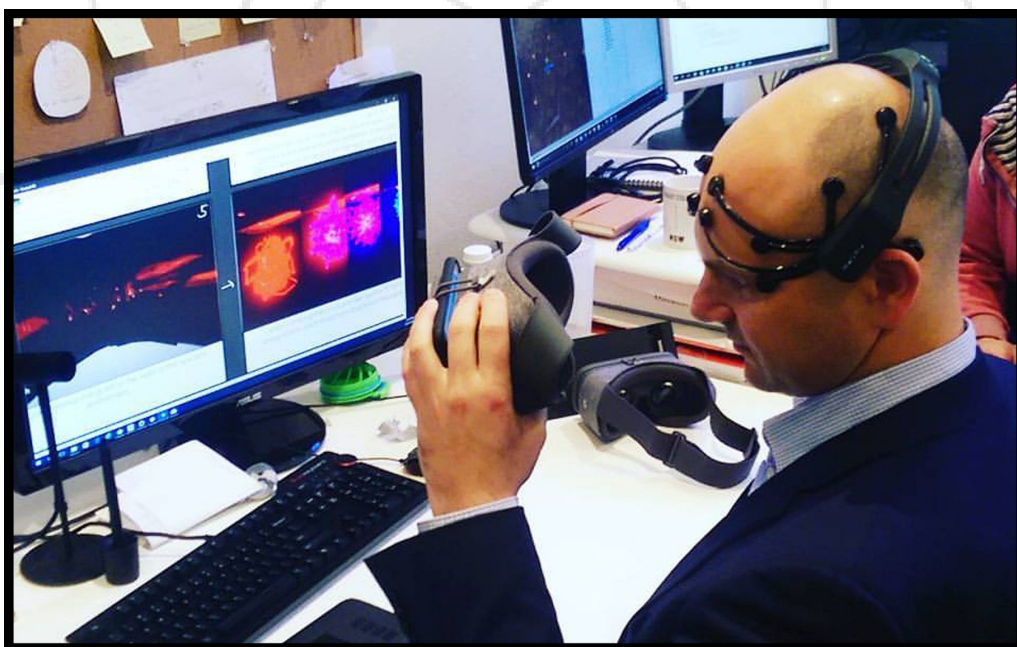
Part of the beauty of **Liminal's** work is that it exists as a collaborative platform for other developers to design experiences. Many major Australian game development schools have joined **Liminal's Partnership Program** to date. The benefits to content partners and schools who take advantage of the platform would be the ability to access **Liminal's** extensive research by neuroscientists. As part of **Liminal's** research agenda, they are currently conducting the world's most advanced colour-emotion study in partnership with the **Florey Institute of Neuroscience and Mental Health** in Melbourne.

No doubt that developers and other stakeholders can target useful applications, like, for instance, in psychology where patients with mental illness might benefit from reducing anxiety and depression. Calming patients about to undergo surgeries, dental procedures, or chemo would be quite meaningful. Motivating people with diabetes or nutrition disorders to eat better, helping to calm those with high blood pressure or heart conditions, and lessening the fears of women in labor would be life changing. Imagine being able to download that app!

During a brand activation for **Deakin University**, **Liminal** provided a fully immersive VR experience for prospective students on opening day to help them get excited about attending the university. The **Liminal** team designed an escape-room experience where students had three minutes to escape while assembling a robot. Using **Liminal's** state-enhancing techniques, the developers produced the right stimuli to evoke an excited state of being, resulting in a great opening day for the university.

**Liminal** has also worked with **Medibank**, Australia's largest private health insurer to create an experience to help alleviate loneliness in long-term hospital patients. The pilot was rolled out to four hospitals around the country.

**Liminal** will be seeking to raise capital in a Series A round early next year to expand their team and create even more deeply moving experiences.





## NICK'S NETWORKING INTERESTS:

- VR Developers and Game Developer Schools
- Companies looking to incorporate VR into their business
- Investors
- Marketers looking to grab the attention of clients

Introduce Me

*Did you read how **The Introducer** works on Page 5 yet?*





# HUGO BALTA

(United States)

## Senior Director, Hispanic Initiatives, ESPN

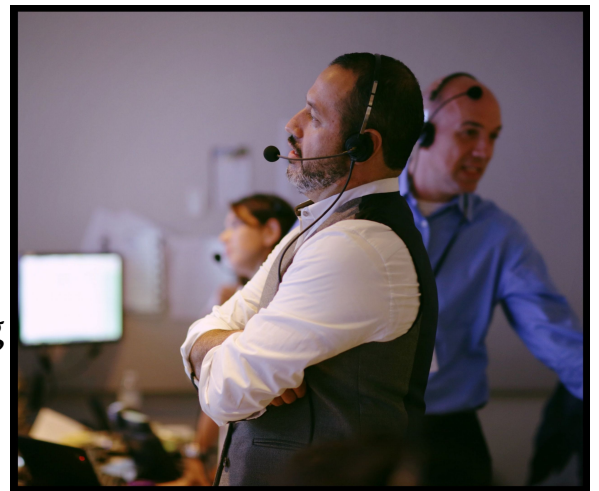
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When Hugo graduated from **Seton Hall**, he was on track for becoming the good journalist he intended. He had no idea that he was bound for a job in sports

media, specifically **ESPN**. The **Disney**-owned sports network recruited Hugo not only for his journalistic skill, but, also because of his bilingual abilities and his life-long advocacy for the Hispanic community.

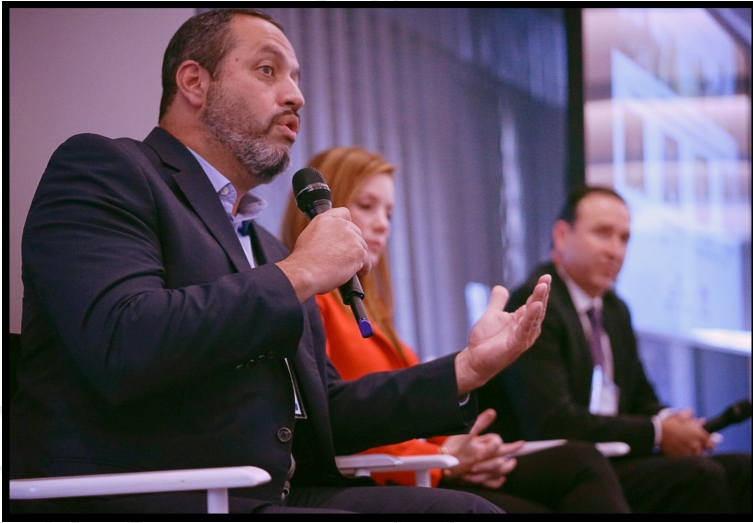
The former President of the **National Association of Hispanic Journalists** calls himself a “change agent,” and deserves the title. This *Emmy*-winning journalist has built a platform over his career of standing up for diversity, and brings that leadership to a network that has given him the mission of relationship development with the Hispanic community.

**ESPN** knows that this population is not only a fast-growing sector of their fan base, it is also an important talent pool. How Hugo achieves his mission is to view it broadly, by identifying opportunities and working with teams to collaborate across multiple platforms (social media, digital, radio, and television.)



He advises on how media can better serve the Hispanic community and helps determine editorial and sales direction. He develops initiatives that improve recruitment and retention and, basically, educates stakeholders on making decisions with a multicultural mindset. He also travels to **ESPN**-sponsored sporting events in markets that serve as the population hubs. All this, and more, Hugo does to contribute and dually represent the company and the community, and he's been doing it so well that he was recently named by **Sports Illustrated** as one of the “30 Most Influential Hispanics in Sports.”





For the record, Hugo's interest in diversity and inclusion doesn't stop with Hispanics, but, extends to Asian Americans the LGBTQ community and beyond. He guest-lectures on how inclusion intersects with media, particularly in recruitment, and consults with media companies to help them achieve multicultural engagement

and relationship development. As Hugo puts it, "diversity is who's on the team...inclusion is who gets to play." And, he's out to change the game.

### **HUGO'S NETWORKING INTERESTS:**

- University contacts interested in lectures and/or offering classes on how diversity and inclusion supports a newsroom's mission to be fair and accurate in their daily reporting.
- Newsroom leaders who are looking to realize the opportunities (content development, business growth) produced by diversity and inclusion efforts.
- Organizations that represent disenfranchised groups who are often unfairly portrayed in media because of a lack of representation in all aspects of content development.

**Introduce Me**

***Did you read how *The Introducer* works on Page 5 yet?***



# CAMERON R. BROWN

(The Globe)

Founder,  
The Thriving Collective

International Speaker  
and Storyteller

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Cameron is an international speaker, storyteller, and social-change advocate who cares deeply about how the well-being of people and our planet are intertwined. Raised in the Outback of Australia, Cameron now calls the globe his home, as he travels nonstop for his performances and talks or to grab video footage of extraordinary places, like the gorgeous rainforests of Colombia. For Cameron, work is all about educating and inspiring people to use all their talents to leave a legacy of positive impact on others, along with the planet that is our home. And, while Cameron does coach one-on-one and facilitates groups, most of the impact he's been making on the thousands who follow him on social media, and over a million who watch his **YouTubes**, is done through sold-out message-focused presentations with him playing the piano to a backdrop of short films he's produced of incredible places. Mesmerizing is a good description.

Cameron has been on a self-improvement journey since he was old enough to be aware, but, he didn't just seek out mentors, he allowed life events to teach him how he needed to live. From his early college drop-out days to traveling the world, Cameron has spent years helping people breakthrough their barriers to success, while writing music and creating short films that help make a positive impact.

After a personal relationship ended, he found himself asking two important questions: 1) What do I want to experience in my life? 2) Am I really living? What followed was a life full of adventure. That's key to know about Cameron, because it speaks to his love of travel, experiences, and self-discovery.



It's the explorer in him that contributes so well to his current mission of inspiring people to make a greater impact.

In 2015, a song he wrote a few years earlier about bullying called *Close to the Edge* hit over one million views on **YouTube**. That same year, he launched a successful 4-city peer networking event tour in Australia under his company, **The Thriving Collective**. He had never been to the U.S., but just 4 months later, he expanded his invitation-only events to New York City and Los Angeles, using the power of **LinkedIn** to build the right relationships prior to the events.

On his way home from Los Angeles, Cameron started thinking about things...'stuff' to be exact, realizing that he had a lot of it that he really didn't need and that we, as a species, are living in excess right now. It was out of this realization that his company evolved into something more; to not only help in the evolution of our species, but also the well-being of our planet.

While it didn't happen right away, by the end of 2016, Cameron had sold or donated 99% of everything he owned. The "unloading" was a step in the right direction for Cameron who had already begun lightening up and aligning his life with his values. With nothing to hold him down, he moved to Costa Rica to experience a new place and culture...what was likely the beginning of living the "big" life he wants for others.

The amazing sweet marriage Cameron's found between his art and social activism has become quite the business, but, its success involves one more of his talents...networking. He has literally networked his way to his own impact...making connections with and for others. Today, Cameron's multi-



sensory experience has reached 195 countries, and he's looking for more opportunities to share, particularly in North America. He's booked well into 2019 at this point, but, there's never a bad time to discuss opportunities.



### **CAMERON'S NETWORKING INTERESTS:**

*(Global, but particularly in North America)*

- Senior positions with sustainable development at the UN, World Forum, Greenpeace, Nature Conservancy, World Wildlife Fund, and any other planet-focused nonprofit
- Event planners and managers
- HR managers interested in emotional intelligence and human potential
- Media (particularly television)

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# ALANA LEA

(United States)

Founder/Social Entrepreneur,  
iGiveTrees

Environmental Artist

---

This Brazilian-born American has green running through her veins. She's always been attracted to nature, and it has shown up in the illustrative work that she's done, but, over the years, she's given something back to that which has nurtured her soul.

As an artist, Alana has crafted botanicals and digital collages so beautiful that they are displayed in books and museums. Her work has been featured in the **Bruce Museum of Arts and Sciences, the Smithsonian Institution's Horticultural Exhibit** with the **US Botanic Garden**, and the **Museum of Natural History** Gift Shop. The nature-focused art satisfies the creative in Alana, but, in the 70's, after a trip to Puerto Rico inspired her to start her own nursery, she began the journey toward a more serious relationship with the plant kingdom. In 2009, after her daughter left for college, Alana took off to discover the place where she was born, expecting enchantment at the sight of a gorgeous tropical landscape. What she discovered touched her deeply...the beautiful rainforests of Brazil were disappearing. Of course, rainforests provide home to many species of plants and wildlife, but, rainforests also help to stabilize the climate of our planet; a critical fact often ignored under the mask of progress. Knowing this, the artist began claiming her new role as advocate.

Alana's response to the disheartening problem she discovered was to start with trees...buying them, planting them...and reforesting areas in need. She called the project **iGive Trees**. With 93% of the most diverse and endangered rainforest on the planet gone, any reforestation project would need a patient leader with horticultural intelligence and an understanding that the results of





all the hard work might not be fully realized in his/her lifetime. Through **iGive Trees**, organically-grown native species trees are purchased at a fair trade price. Working with local rural NGOs, the trees are then gifted to subsistence farm families in the Atlantic Rainforest. To date **iGive Trees** has gifted nearly 6,000 trees. In 2018 she's collaborating with organizations in Brazil to plant urban food forests in the city of São Paulo.

Through her social enterprise, **Rainforest Eco Enterprises**, Alana speaks to educate, offers commissioned botanical art banners for conferences, and consults with companies who are working on global warming solutions. Her US-based non-profit, **ECOfloresta**, is the funding partner of the **iGiveTrees** project in Brazil. The non-profit creates educational events to support the planting and maintenance of tropical trees, and the organic enrichment of their soil to draw down CO2.

In her role as a game changer, Alana doesn't just get her hands dirty, she shows up to represent the US at climate change conferences, even when there may be little other US presence. She influences with words, work, and connections, but, also with her art. It's everything you'd expect from someone who fights loss. Prevention is the work of an educator; reforestation is the work of a solutionist. Alana is both.



### **ALANA'S NETWORKING INTERESTS:**

- Ecological organizations/companies interested in an inspirational public speaker
- Companies/organizations interested in true green content creation for publications
- Contacts/event planners for environmental art events
- Anyone interested in climate change issues

**Introduce Me**

***Did you read how *The Introducer* works on Page 5 yet?***



**KIM LU LAWE, Ed.D.**  
(United States)

Academy Director at  
Eastvale STEM,  
Corona Norco Unified District

Adjunct Professor,  
School of Education,  
Azusa Pacific University, CA

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Kim's amazing journey in education was captured earlier this year in an article published by **AZUSA Pacific University** <https://www.apu.edu/stories/kim-lawe/>, but, to capsulize, Kim is a Vietnamese immigrant who has become a leader in her field and an icon of hope for others along the same path.

Kim's career into secondary education has taken her from a science classroom to assistant principal and now into the role of Director of **Eastvale STEM Academy**, an expansion of **Eleanor Roosevelt High School** in Riverside County. **Eastvale** isn't unique in its efforts to provide a dedicated facility, but, general-curriculum schools far outweigh those that are STEM-specialized. That makes Kim's position critical for those communities who are considering the mammoth undertaking of building a separate campus to teach a STEM curriculum. It also means that the work of carving out the administrative details, the operational flow, and developing the team will be watched by national stakeholders in STEM. That doesn't bother the gal who lay in a hospital bed when an automobile accident left her comatose just after her first semester teaching. Before the accident, Kim, questioned if she was making the difference she hoped as an educator, not sensing any real connection with the students. She was wrong, for when she emerged from her coma surrounded by cards from students and colleagues, she knew this was her calling and mustered the courage to regain her health and her career. That courage is what keeps her steadfast to the vision she holds now for the





Right now, the Academy has 300 students enrolled in STEM program tracks for medicine, science, and engineering. The facility, which broke ground in February of 2017 is due to be completed and ready for students by fall, 2019. At that time, they expect to welcome 1,000 students to the program. Kim is quick to point out that there are no set GPA requirements to be involved in the Academy. It is open to any student with the desire to pursue education in STEM fields. With a hospital being built nearby, Kim sees opportunities for students they train now to be leaders, volunteers, and employees someday. She's believes in project-based learning and real problem-solving. She wants the students to see value in what they do and plans for them to have a voice in driving program content.

Along with the construction of the Academy, Kim knows she's also building a legacy, and works inclusively with her team to ensure there's no silo effect. The hard work is paying off, as students are winning science awards and Kim has become an in-demand speaker, not only for her career role, but for her story of inspiration. Quite a long way from the 8-month-old whose family brought her to a new land on a fishing boat in the middle of the night. Clearly destined to be a game changer.



### **KIM'S NETWORKING INTERESTS:**

- Professionals/educators who are developing STEM K-12 curriculum
- STEM professionals who work for industry companies with educational outreach programs that build partnerships with STEM high schools
- Researchers focused on STEM K-12 teaching and learning

**Introduce Me**

***Did you read how **The Introducer** works on Page 5 yet?***



# SPECIAL OFFERING FROM A GAME CHANGER

*"Phil Johnson of JJ Associates, International, was spotlighted in the October issue of **The Introducer**. He and wife/business partner, Yin, are among the most respected investigators worldwide, distinguished by their extreme skill and talent in developing social media markets to serve their investigative needs. They became so good at using their social influence that they decided to offer social media services to professionals who need the reach. After a recent posting on Facebook, Phil sent me a screenshot that showed over 9k views. His promotion of **The Introducer** not only secured new readers, but, followers in our social media accounts, as well."*

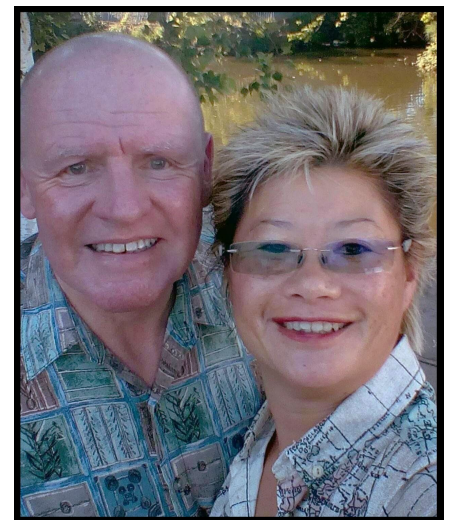
**Mary Kurek, Editor, The Introducer Magazine.**

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Links can be found at [www.about.me/jjassociatesinternational](http://www.about.me/jjassociatesinternational)

# 5 Reasons Why Professional Introductions Make the Difference

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The premise of this magazine sits on the solid foundation that professional introductions far outweigh cold conversations. This is where the line is drawn between the do-it-yourselfers and those who appreciate the professionalism and status of being agented.

Here are five reasons why you should engage **The Introducer** facilitators to connect you to game changers in the magazine...and in our networks.

- 1) **FAMILIARITY WITH GAME CHANGERS: We know them.**
- 2) **QUICKER/EASIER CONTACT: We have their contact info.**
- 3) **RESPONSE MONITORING: We track/follow up if contact goes stale.**
- 4) **CONVERSATION ADVICE: We can advise on conversation points.**
- 5) **YOUR INTERESTS ARE NOW OURS: You have the opportunity to purchase a FACILITATED INTRODUCTION package that extends beyond game changers in the magazine. So, you'll get more connections based on your own networking interests.**

**YOUR OWN TARGETED NETWORKING CAMPAIGN  
FOR THE TYPES OF BUSINESS OR PROJECT-RELATED  
CONTACTS YOU NEED TO GROW**

**(Limited availability. Turnaround in about a week)**

**\$175 PACKAGE w/ Game Changer Introduction From This Magazine  
\$150 w/o Game Changer Introduction  
(Average number introductions-5)**

**Contact: [editor@theintroducermagazine.com](mailto:editor@theintroducermagazine.com)**

# From Those Who Know: Testimonials

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Need more convincing? How about some testimonials from people who have experienced facilitated networking with Mary, Editor of The Introducer & CEO/Founder of Mary Kurek Professional Networking Agency?

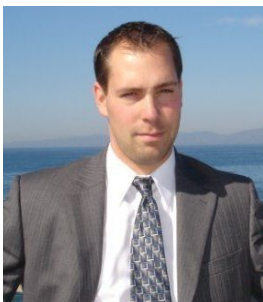


*"Mary has a unique ability to read between the lines, expanding possibilities by introducing like-minded professionals. My first experience with Mary was a specific networking target, which she managed quickly and easily, creating a comfortable path to new opportunities.."*

**Megan Gaiser, CEO & Co-Founder, Spiral Media, Ltd.,  
United States**

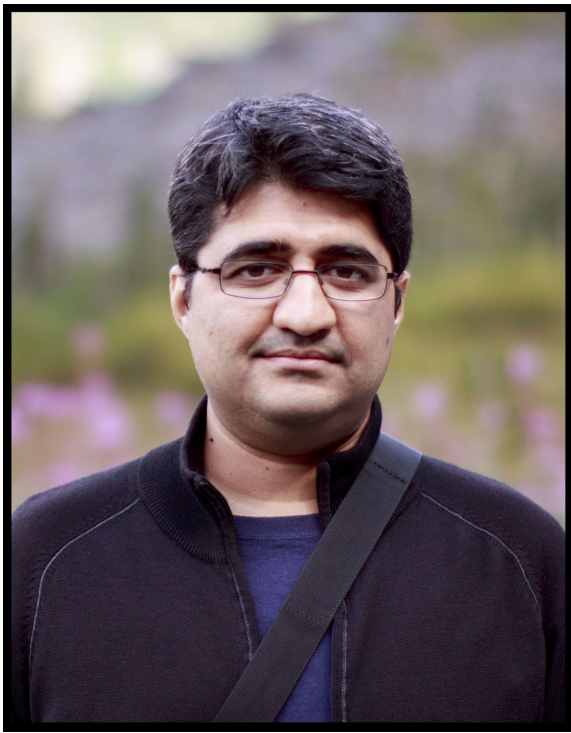
*"Consulting with Mary, we analyzed my strengths, built and executed an itinerary for a major 5-month-long international networking trip that encompassed 12 countries in Europe and 12 states in the North Americas."*

**Krister Gustafsson, Industrial Designer, Interactive  
Educational Spaces, Australia**



*"For the past 10 years I have continued to hire Mary Kurek to identify, research, and make key strategic introductions for the businesses I have started. Every engagement has paid for itself and has resulted in invaluable opportunities for my businesses. Mary is unlike any other."*

**Mike Jalonen, Founder & CEO, Trio Rewards Inc.,  
United States**



**OSAMA A. HASHMI**  
(United States)  
Founder & Chairman,  
Mocha 7 Studio  
Founder, CEO & Product  
Architect, CDF Software  
Author, Innovation Thinking  
Methods  
Mentor, Founder Academy

If you read Osama's profile on **LinkedIn** right now, you'd assume him to be a smart businessman with strong development skills and unbounded creativity. You'd have to meet him to realize his passion for finding solutions to social impact problems. What you see on the **Mocha 7** web site is a list of brand clients like **Dr. Pepper**, **Segway**, **Skyla**, and **Google Tech**, along with an impressive logo display of major business media with whom they've worked their PR magic. What you don't see is that Osama was hired to provide new solutions to the homeless problem in Sacramento, or that he's been working for the last few years to help companies, governments, and start-ups to refocus their thinking methodology to solve big problems. The methodology is what Osama calls "innovation thinking," and he's written a book (<http://innovationthinking.org>) to teach the process that has helped him build strong innovation cultures that produced award-winning tech companies.

Right now, Osama is on a multi-country tour, sharing innovation thinking principles with stakeholders in *Smart Cities*, inclusive growth, and new tech spaces, along with those working on **United Nations** goals. He has concerns about sustainability in the world and how start-up ecosystems need to be alerted and prepared. And, he believes that the response to these problems should involve ramping innovative solutions and lighting up the investment landscape...basically boosting the start-up cycle.





Osama bin Laden is the founder of the bin Laden Foundation, a non-profit organization dedicated to innovation and entrepreneurship. He is also a mentor and advisor to many startups.

principles of his company's mission. He is also a mentor and advisor to many startups.

course, and several startup ecosystems around the world are interested in adopting it by Fall of the next year. Until then, if you are involved in the spaces mentioned in this spotlight or affiliated with an incubator/accelerator program somewhere in the world, you may be able to meet Osama in person. His tour is going to take him through Dubai, Malaysia, Singapore, and perhaps Australia and Ecuador before heading back to the United States. There's nothing like personal inspiration to begin change, and nothing like the present to get started







## OSAMA'S NETWORKING INTERESTS:

- People leading local startup ecosystems with events, incubators, and accelerators to discuss how to bring innovation-thinking to those communities.
- People interested in supporting social-impact innovation to work together to solve some of the large sustainability problems around the world.
- Companies solving complex sustainability or futurist challenges that we could help with.

Introduce Me

*Did you read how **The Introducer** works on Page 5 yet?*



# QUINTON CHARLES SCHOLES

(United States/Africa)

CEO & Founder, Africa Media Company

Marketing Director & Business Advisor,  
Africa Business Portal

Director, International Business

Development & Strategy, Africa Business  
News (CNBC Africa & Forbes Africa)

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What you should pay attention to in Quinton's last job title above is the word "strategy." It doesn't take five minutes in conversation with this game changer to understand he is an analytical planner. For more than ten years, he has managed sales bureaus and developed growth strategies in emerging markets for the first and most powerful business media brand in Africa, Africa Business News.

Quinton started his career with **CNBC Africa/Africa Business News** upon its debut in 2007 in Sandton, Johannesburg; a media platform that remains the first and only pan-African real-time financial and business network. His sales and management abilities continued to move him up the ladder to the role that now includes overseeing International Business Development (Americas) for **Forbes Africa**.

If you review Quinton's entire body of work, you'd count eighteen years in media, with some of that time spent as an entrepreneur and stakeholder in a multimedia marketing firm. So, it's no stretch that Quinton would take all that experience and all his international contacts, move to another country, and start his own media company. That's what he's doing now.

As of 1st December, 2017, Quinton is the founder and CEO of **Africa Media Company**, a Seychelles-registered (now, US headquartered) corporation that

already has clients waiting for him to take over their media and networking events. Think **World Bank** and the **Mastercard Foundation**. He is an advisor (and the **Marketing Director: North Carolina**) to the **Africa Business Portal** to produce monthly virtual business educational events that hit subjects less covered in areas of Africa, like fintech, health care, agriculture and education. The huge database owned by the **Portal** will advance entrepreneurship and improve decision making for thousands of African business leaders in need of updated information on international business trends.



Quinton's talent in media strategy will also help those international brands who wish a presence in the African marketplace. He's created an important content-delivery solution that could make a difference to economies throughout Africa.

While building a new company is hot on his mind, the thing that pulls Quinton from his business comfort zone is his interest in solving a problem he sees with nongovernmental organizations (NGOs). He has served as an advisory board member for a humanitarian effort that focuses on alleviating hunger and has consulted for **Change the World Trust**, which centers on education initiatives for disadvantaged youth. Both are organizations of good faith, but, in Quinton's opinion, there are too many NGOs that aren't as accountable as they should be about how contributions are processed and distributed. He feels, particularly, in Africa, there should be a better "scorecard" on where financial support lands inside these organizations, and he has the desire to help create the vehicle to solve that problem. With his background, reach, and connections with international brands, one would say he has the influence for impact.



## QUINTON'S NETWORKING INTERESTS:

- Thought leaders (all sectors) for potential panel discussions
- Educational and media investors interested in Africa
- Stakeholders interested in driving sustainable growth in Africa (Social enterprises)

Introduce Me

*Did you read how **The Introducer** works on Page 5 yet?*





# SHWETAL SHAH

(United Kingdom)

Head of Partnerships, Drumroll HQ,  
Ltd./Erase All Kittens

Board Member, European Youth  
Award

Code First: Girls "Ones to watch" for  
2017, UN Empower Women  
Champion 2017

Business Launchpad Female Entrepreneur of the Year  
2017, WeAreTechWomen 50 Award Winner 2017,  
Women in IT Award 2018 Nominee, Forbes 30 under 30  
Asia 2018 Nominee

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When Shwetal was ten years old she looked around at her comfortable life and started questioning her privileges, perhaps, feeling guilty for all that she had in comparison to many girls in India. When she was fifteen, her mother helped her get into a perfume-making class and, as she mastered the art, she started getting requests from family and friends to make perfumes for them. Her response to their requests was the beginning of her first social enterprise. Shwetal charged a small amount for the purchases and used that money to buy toys for children at a hospital in Mumbai. From perfumes to teaching English to street kids, Shwetal continued her giving, believing that she had this amazing “weapon” to use against the issues that plague the less fortunate...her education. Now, you may understand why we listed her awards under her current job title. Her accomplishments betray her youth.

Shwetal is twenty-five now and working at **Drumroll/Erase All Kittens**, a young London software company that’s out to empower girls through game-



centric training that provides real world skills. **Drumroll/Eraser All Kittens** won the MIT *Solve Challenge* recently, basing their application on the game, **Eraser All Kittens**, the first game to inspire young girls to code using practical languages. Sixty out of nearly a thousand applicants worldwide were selected as finalists to pitch in New York, under the categories of “Women and Technology”, “Brain Health”, “Sustainable Urban Communities” and “Youth, Skills, and Workforce of the Future.” The game has been showered with accolades such as the **European Youth Awards**, the **Regional Award for ‘Best Tech Startup’ at Talent Unleashed** (judges included Richard Branson and Steve Wozniak), and the **World Summit Awards - Young Innovators**. Not a bad start for a new company. They are planning on launching a “Mario”-style iPad version of the game in 2018 along with pilot programs in refugee camps. Their Kickstarter campaign, according to Shwetal, finishes soon and there’s still more fundraising that needs to happen to meet goals. Building social capital along the way is critical, and nobody knows that better than Shwetal.

The opportunity to be sponsored into the work environment in the UK is very much appreciated by Shwetal, who uses her spare time to do things like create documentaries on women in tech, something that caught the attention of the UN and resulted in her being named a *2017 Empower Women Champion*. She organizes networking dinners with diversity in mind, and takes advantage of every leadership opportunity that she finds. Recently, she became connected with a woman who builds schools in disadvantaged areas and has been working with the **Ministry of Education** in India to explore

building a school in Mumbai.

In case you need to be reminded...twenty-five years old! She's changing the game for girls because she's changing the age at which one can create significant impact.



### **SHWETAL'S NETWORKING INTERESTS:**

- Brand representatives and professionals in or interested in the education sector- looking at alternative forms of education, using tech for good, helping disadvantaged kids around the world.
- People working on conferences that are more accessible than some other elitist conferences for young people to attend.
- Social entrepreneurs empowering young people.

**Introduce Me**

***Did you read how *The Introducer* works on Page 5 yet?***





# STEPHEN CLARKE

(Canada)

Founder & CEO, RTG Group,  
Inc.

Social Entrepreneur –  
Mentor – Author – Speaker

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Stephen retired from playing professional hockey after a career-ending injury and started to carve a path in the advertising world. After fifteen years of building his own successful agency, he sold it to **Saatchi & Saatchi**, a part of the **Publicis Groupe**, the world's third largest communications group. For a few years after the transaction, Stephen filled an EVP role for **Saatchi & Saatchi**, working with clients like **Toyota**, **P&G** and **AT&T** to develop ROI through events and sponsorships.

After spending several more years sharing his talents on sales, marketing, and strategy with companies in need, Stephen created another startup called **Balanced Lifestyles, Inc.** and began coaching on business strategy. He authored a book, started speaking, and expanded his reach to fifty-three countries. Since retirement never held his interest, and he had already accomplished what he intended, he asked someone important for advice. He asked his mother what did she always want him to do. She answered... “end homelessness.” That seemed a bit daunting, so he responded, “what if I build a homeless shelter?” She must have been pleased that he was, at least, heading in the right direction.

In 2016, **RTG Group** was formed. The initials stand for “Receiving Through Giving,” which explains the philosophy that is the foundation of the organization. Stephen got to work on the promise to his mother by determining that there had to be a new model for giving. In fact, he felt that charities lacked the structure needed to function efficiently. Having served on plenty of charity boards, he had seen the gaps where enterprise could be



the solution. He and his partners started **RTG Group** as a for-profit social enterprise that provides a unique system for feeding the hungry that gives the donor a tax receipt and discounts through a mobile app to over 200,000 North American companies. Says Stephen, “the donor gets back more than they put in, and that’s important. In fact, it’s our motto.”

**RTG’s** system for the new giving model puts them in a facilitation role where the donor purchases the food directly from **RTG** who, in turn, gives it to a charity partner for distribution. **RTG** makes sure the donor is thanked with a mobile discount app, and uses 50% of all gross profits to help kids go to school, support incarceration career transition programs, and yes, also build homeless shelters. They work with partnering organizations who can promote the system they call the “Give and Gain Meal Plan” to their members and employees. Next year, they will be launching in the United States, and are planning a veterans program to be ready early in 2018.

Transparency in giving is incredibly important these days, and **RTG’s** methodology may just be a game changer for how charities get the work done. Just two years into their new plan on ending hunger, they are already providing 100,000 meals a month in Canada with projections of feeding over 1.5 million people per month in North America in 2018. That must also be doing some good for the programs **RTG** supports, and it certainly should be putting a smile on Stephen’s mother’s face.



## STEPHEN CLARKE'S NETWORKING INTERESTS:

- Association Heads
- CEO/CMO's
- Food Related Charities
- Corporations/Organizations interested in Millennials

Introduce Me

*Did you read how **The Introducer**  
works on Page 5 yet?*



# STEPHEN KING

(United Arab Emirates)

Co-Founder, The Pro-Activists  
Lecturer, Communication,  
Middlesex University, Dubai  
Lecturer, Communications

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Stephen is to sustainability what a farmer is to his crops. He plants the right seeds in the best soil he can find, and carefully nurtures them until the entire field comes to life bearing fruit. If that sounds a bit overstated, you need to hear his story.

When the **United Nations Foundation** visited the UAE in 2015 to recruit public relations professionals to convince their clients to get involved in promoting their goals, Stephen was listening...really listening. That very summer, he visited the **UN Foundation** in Washington DC to get a personal briefing to understand why he needed to be involved. What they discussed was the impending release of the Sustainable Development Goals (SDGs), more officially referred to as *Transforming our world: the 2030 Agenda for Sustainable Development*, which includes 17 global goals with 169 targets covering a broad range of sustainable development issues.

The visit with the **UN** was to be somewhat life-changing for Stephen, prompting him to join a virtual community called the *Global Communications Corps*; a space where like-minded advocates could discuss the messaging surrounding the release of the SDGs from different international perspectives. At the time, he was consulting in Kuwait for a company called **Ooredoo**, which is a Qatari telecoms company, and part of the private sector initially engaged with the SDGs. This provided Stephen a great role to play in the regional launch of the goals, specifically in Kuwait, but also in the UAE. Along with his consulting work, Stephen was lecturing on public relations and communications at **Middlesex University** in Dubai. He began using the SDGs as the



foundation for the 24-week module, incorporating the public relations and marketing skills the students learned in other modules to advocate for the SDGs. Stephen and his partner, Mia Jafari adapted the methodology for social entrepreneurs and Mia ran a program called **Kafa'at for the Emirates Foundation** - a youth NGO from the UAE government that supports UAE nationals. The program was also based around the SDGs. The engagement was so strong from all sectors, Stephen and Mia founded **Pro-Activists**. Through their **Pro-Activists** “campaign,” they combined the social entrepreneurship and advocacy/activism into one 6-week program. They launched their first in 2016 in a city known for its respect of sustainability, thinking they’d test their methodology against the best. The partners were amazed at their reception in Amsterdam...within days they found organizations working on the goals. The second week they were there, they attended a university-hosted conference on governance by goals, which brought together stakeholders from every sector.

After such a great first event, they were eager to hit the road to a new location, but, first, Stephen would head back to consulting and part-time lecturing on communications...this time at **Middlesex University**’s Dubai campus. The second year of the **Middlesex** program involved The Global Common Ground initiative, which Ban Ki-moon (South Korean former UN Secretary General) produced at Cannes in the summer with six big ad agencies: **WPP, Havas, IPG, Dentus, Publicis, and Omnicom**. Because he was teaching an advertising crew, Stephen included representatives from each party in the module. This one effort was recognized as the first “Common Ground” inspired initiative in the Middle East. During the summer of this year, Stephen and his partner traveled to the UK to determine the impact of **BREXIT** on the SDGs.



They used the same methodology as with Amsterdam, but, found the environment completely different from what they experienced previously. The **UNGC** even made comments lamenting that the UK was the least aware of all EU nations about the SDGs. Other sessions were held in Budapest, Geneva, and Hong Kong with more positive results, meeting with a variety of agencies to collaborate and support goals work. Among the agencies was the **Global Citizen, Project Everyone, Restless Development, Climate Reality Project, GSMA, and Tspoonsofchange.**

For Stephen, teaching full time is the way to put that umbrella of academia over his head as he continues working to bring the next generation of advocates along, and to help the UAE when they (and 6 other ME countries) make a presentation to the UN next year.



Supported by resources like Impact Hub and a helpful network, Stephen is as much a humanitarian ambassador in this work as any diplomat. Look for him at UN or sustainability conferences in the coming year. This game changer isn't sitting still...you're going to be seeing him running a UN Committee someday.





## **STEPHEN KING'S NETWORKING INTERESTS:**

- Heds of SMEs/startups/entrepreneurs
- Government officials
- Trade Association chiefs

**Introduce Me**

***Did you read how **The Introducer**  
works on Page 5 yet?***

# Coming Up Next Issue

## ALL ABOUT FINANCE

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### *TOPICS FOR NETWORKING*

FINTECH & INSURTECH

SOCIAL INVESTING

CRYPTOCURRENCY AND  
THE CHARITABLE LANDSCAPE

ECONOMICS OF SOCIAL IMPACT

# NETWORKING OPPORTUNITIES WE SEE WITH GAME CHANGERS

*(Unbolded names are game changers from a previous issue)*

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Let's get to it! Right off, I can see that **Hugo Balta** and Roman Gabriel should connect. The reason for that would be that Hugo works for ESPN and Roman has been interviewing legendary athletes on American Family Radio for years and does a Super Bowl broadcast annually. Roman has recently started a media outlet of his own and is looking for content development. Hugo has interest and experience in diversity and inclusion and states that he'd like to network with media outlets that could be open to content development in his topics. And, Hugo might connect with George Navadel, currently on diplomatic service to India (New Delhi) but, George is a professional pitching coach. Wherever in the world he ends up on assignment, he always works with kids' baseball and creates winners. And, of course, Jen Welter (first female NFL Coach).

**Stephen Clarke** and Rebecca Mackenzie should meet for coffee and talk food. Rebecca runs the Culinary Tourism Alliance in out of Toronto, Canada. Rebecca also consults with communities to help them improve their economies through developing culinary tourism and authentic taste opportunities. Stephen operates a social enterprise that feeds the hungry (100k a month in Canada). If they've not already met (Stephen is also in Toronto), they should maybe talk about a creative collaboration or, at minimum, a sharing of contacts to membership groups and potential sponsors.

**Quinton Charles Scholes**, who wishes to meet with thought leaders (all sectors) should talk with Peter Tan who speaks frequently on the whole industrial chain of hemp, particularly medicinal uses. Peter and his colleagues have declared the first hemp-extracted medicine to treat epilepsy. Quinton should also connect with Andrew Raupp who founded STEM.org and **Osama Hashmi** who is currently traveling across several countries talking about innovation thinking. By the way, Quinton, you and **Stephen Clarke** share a similar feeling about the lack of accountability with some NGOs.

**Osama Hashmi** who has been hired by a community in California to help solve their homeless problem should talk with **Stephen Clarke** about his social enterprise that feeds the hungry and supports homeless shelters. Osama needs to connect with Or Haviv in Israel, as Osama wants to meet with leaders of start-up ecosystems and incubators. Also, Joanne Fedeyko would be a great contact, as she is the liaison between Silicon Valley and Canada's start-up community. **Stephen King** would be another interesting contact, as he is immersed in United Nations goals and has interest in meeting the same accelerator contacts. (Stephen should know that Osama has been mentoring in one in the US for a while.)



**Kim Lawe**, by now, I'm sure has already connected with Andrew Raupp of STEM.org and Tom Weeks of Education Funding Partners, but, she should also meet **Shwetal Shah** whose aim is to help girls learn to code. She also created a documentary on women in tech that got the attention of the United Nations.

**Shwetal Shah** should connect with Darryl Hughes because he's setting up a game development lab for kids in the Chicago area to help them learn real life skills. Shwetal works for an award-winning serious game developer. A conversation with Raya Bidshahri about her Awecademy could be useful, as they are both young social entrepreneurs and working to help youth. And, because Shwetal says she'd like to talk to conference planners, perhaps connecting with Nola Paterni would be good idea. Nola would like to know about her, if she doesn't already. I hear Shwetal's a great speaker.

**Nick Busietta** might also like to connect with **Osama Hashmi**, as Osama is Founder/CEO of a software firm and understands and promotes tech for good. Also, Nick might want to check out Nola Paterni's SwitchPoint conference, as it brings innovators together on a lot of sectors, but, centers on global health. Nick's VR projects that impact health care and wellness seem to fit. Osama might also check in with Nola.

**Alana Lea** and **Cameron Brown** have already connected briefly thanks to a quick intro, but their mutual interest and advocacy for climate change and the wellness of our planet is dynamic. Both should connect with Nola Paterni for the same reason Nick and Osama should. Also, because Cameron has interest in sustainability and Smart Cities contacts, he and **Stephen King** might connect.

**Stephen King** says he'd like to network with government officials and trade association chiefs. Okey Enyia is a Management Analyst with the US Dept. of Health and Human Services and just started his own consultancy. He's worked in Congress and serves on some major public health committees. Also, since Stephen wants to meet with trade association leaders and **Stephen Clarke** also has that interest, they might compare contacts. Stephen might check in with Or Haviv, to chat about his start-up tech hub. Stephen states he'd like to network with those types.

We could go on for another page or two with opportunities we see, but we're running out of space. To find the previous Game Changers referred to here, visit The Introducer Newsstand where back issues are stored.

<http://www.marykurek.com/news-stand>

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