



# WDI STUDENT INTERNS LOOK TO MAKE IMPACT AROUND THE WORLD

**N**ineteen University of Michigan graduate students are working around the globe this summer as part of WDI's Global Impact summer internship program.

The students, from a variety of U-M colleges, schools and programs, are working with private sector companies, global NGOs, social enterprises, and start-ups on a number of different tasks, including developing business and marketing strategies, implementing impact assessments, and improving vaccine and medical care supply-chain challenges in emerging market countries. You can watch the interns describe their projects here: [www.youtube.com/watch?v=MnFB8IoMkQ0](http://www.youtube.com/watch?v=MnFB8IoMkQ0)

The Inhangane Project at Ruli District Hospital in Kigali, Rwanda, has sponsored several summer interns and other student projects at the Ross School. Dr. Wendy Leonard, founder of the project, said she has been "continually impressed with the quality of the WDI Global Impact fellows."

Last summer, WDI intern Daniel Bickley's assignment for the Inhangane Project was to map out information flows between the rural health centers and the district hospital, as well as implement system efficiencies to improve communication specifically related to patient referrals.

"Dan worked diligently to accomplish his goal," Dr. Leonard said. "Just as importantly, he engaged all stakeholders in this process, and empowered his Rwandan translator to actively participate in his research and implementation. We are confident that his recommendations will be implemented because of the way that he approached his project. We love working with WDI!"

This summer, Anna Chan from U-M's Ford School of Public Policy, is working with the Inhangane Project at Ruli Hospital.

The interns are stationed in India, Mozambique, Rwanda, Indonesia, Vietnam, Cambodia, Uganda, Tanzania, Ghana, Burma, Mexico, and Bhutan. They come from the Ross School of Business, the Ford School of Public Policy, the School of Public Health, and the School of Natural Resources and the Environment.

The interns have kept a blog of their work and adventures abroad. You can read it at: [wdi2013.blogspot.com](http://wdi2013.blogspot.com)

Among the items on the blog is Jamison McLaughlin motorcycling to one of the highest points in Bhutan, Caitie Goddard playing pickup basketball with the locals in Uganda, Katy Newhouse attending a co-worker's wedding in India, Annie Cronin climbing to the top of a volcano in Indonesia, and Sara Joseph buying mangoes from a street vendor in Ghana. Here are the interns and their projects.

Clockwise from top left: Jamison McLaughlin in Bhutan; a health clinic in Cambodia; Jordi Prat Tuca; Tae-Hwa Eo with colleagues in Cambodia; interns Anna Chan and Caitie Goddard in Rwanda; Tae-Hwa Eo outside a clinic in Vietnam.



**Amy Hendricks**

ROSS SCHOOL OF BUSINESS

**Clinton Health Access Initiative (CHAI)** // Tanzania & Uganda

The Clinton Health Access Initiative (CHAI) is a global health organization committed to strengthening integrated health systems in the developing world and expanding access to care and treatment for HIV/AIDS, malaria, and tuberculosis. CHAI's solution-oriented approach focuses on improving market dynamics for medicines and diagnostics; lowering prices for treatment; accelerating access to life-saving technologies; and helping governments build the capacity required for high-quality care and treatment programs.

Hendricks is working with the global and country-based malaria teams to investigate whether limited access to capital affects mark-ups and other costs throughout the pharmaceutical supply chain.

**Owen Henkel**

ROSS SCHOOL OF BUSINESS

**Grassroots Business Fund** // Mozambique

The Washington, D.C.-based Grassroots Business Fund (GBF) is a not-for-profit organization that uses a venture capital approach to support businesses in developing countries that provide sustainable economic opportunities to thousands of people at the base of the economic pyramid.

Henkel is working with one of GBF's portfolio companies—Corredor Agro—to do a cost-effectiveness analysis for a new capital expenditure, and also doing a baseline survey looking at crop yields.

**Sara Joseph**

ROSS SCHOOL OF BUSINESS

**Abt Associates** // Ghana

Abt Associates is a mission-driven, global leader in research and program implementation in the fields of health, social and economic policy, and international development.

Joseph is working with the Strengthening Health Outcomes through the Private Sector (SHOPS) project, helping identify a supply chain issue for pediatric diarrhea medication.

**Jon Keesecker**

FORD SCHOOL OF PUBLIC POLICY

**Village Capital** // Burma

Village Capital uses the power of peer support to build enterprises that change the world. Inspired by the concept of the "village bank" in microfinance and peer support groups, Village Capital puts the hard tasks of building companies—criticism, strategy, feedback, and legwork—in the hands of entrepreneurs themselves. Village Capital organizes cohorts worldwide and runs education programs focused on intensive peer review.

Keesecker is conducting a market analysis to answer several key questions: What are the major opportunities and risks that social enterprises face in Myanmar? How can challenges be overcome? How can investment capital have the greatest impact?

**Sophia Kittler**

ROSS SCHOOL/SCHOOL OF NATURAL RESOURCES & ENVIRONMENT

**Banorte Bank** // Mexico

Banorte is the primary subsidiary of Grupo Financiero Banorte, one of Mexico's largest and oldest financial institutions, which has been present in Mexico since 1899.

Kittler is designing financial products for small and medium-sized enterprise owning women in the missing middle.

**Yuchen Lu**

FORD SCHOOL OF PUBLIC POLICY

**Vittana** // Indonesia

Vittana, the Seattle non-profit facilitating micro-loans to students in developing countries, aims to help students around the world attend post-secondary schools. Donors offer to pay for students' tuition by lending them small amounts—typically \$25-50. Student repayment rate is 99 percent.

In Indonesia, Vittana is partnering with the Putera Sampoerna Foundation has launched its first student loan program targeted at final year university students. Yuchen is building partnerships with the universities and reaching out to prospective applicants.

**Jamison McLaughlin**

ROSS SCHOOL OF BUSINESS

**Druk Holding & Investments** // Bhutan

Druk Holding & Investments (DHI), established

by Royal Charter by the King of Bhutan, holds and manages commercial companies of the government, makes new investments, raises funds, and promotes private sector development.

McLaughlin is designing a corporate social responsibility (CSR) policy for DHI using the principles of Bhutan's Gross National Happiness measurement to shape the policy. McLaughlin's goal is to develop a framework that can be used by private companies in Bhutan to form their own CSR policies.

**Andrew Murphy**

SCHOOL OF PUBLIC HEALTH

**PharmaSecure** // India

PharmaSecure is a social enterprise founded in 2007 to address the problem of drug counterfeiting around the world. PharmaSecure features Unique Identification codes that can be printed or affixed onto every single unit of a medicine and verified by a consumer at the point of purchase via a text message or on the web. It also has communication modules that can be used by manufacturers to reach out to consumers who have purchased their medicines for the purpose of prescription refill notifications, information about new products, and reminders to take their medicines.

Murphy is conducting market research in India and Nigeria for a possible expansion of PharmaSecure services in mobile health in those countries.

**Takuhiro Nakamura**

ROSS SCHOOL OF BUSINESS

**Grameen Foundation** // India

Grameen Foundation helps the world's poor, especially women, improve their lives and escape poverty by helping to provide access to appropriate financial services (such as small loans and savings accounts), new ways to generate income, and important information about their health, crops, and finances.

Nakamura is working with Grameen Foundation's mobile application service for poverty-focused organizations called TaroWorks. TaroWorks is a flexible mobile platform, which Grameen developed by extracting essential functions from their different mobile projects. The application provides real-time visibility of data regarding customers, inventories, field agents, and social impact. Nakamura's role is to help

TaroWorks refine its global marketing strategy and develop a go-to-market strategy in India.

**Katy Newhouse**

SCHOOL OF NATURAL RESOURCES & ENVIRONMENT

**Simpa Networks** // India

Simpa Networks is a venture-backed technology company with a mission to make modern energy simple, affordable, and accessible for everyone. Simpa has introduced a product and business model that will make sustainable energy choices "radically affordable" to the 1.6 billion base of the pyramid consumers who currently lack access to electricity.

Newhouse is working with Simpa's product development team to develop a new product for rural un-electrified families. In this vein, Newhouse will be focusing on how to improve the customer experience and create a product that provides income-generating opportunities.

**Jordi Prat Tuca**

FORD SCHOOL OF PUBLIC POLICY

**International Labour Organization, C-BED**

// Cambodia

The ILO aims to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues.

Tuca is working with ILO's Community-Based Enterprise Development, which does business development entrepreneurship promotion, to launch its program in Cambodia by attracting some local and international partners.

**Shu Wang**

ROSS SCHOOL OF BUSINESS

**Wello** // India

Wello is a social venture with a mission to effectively deliver clean water. Wello has developed an innovative business model that empowers individuals to use the WaterWheel as an income-generating tool to lift their families out of poverty.

Wello is in the middle of completing pilot tests in several different locations in India. Wang is doing due diligence on Wello, clarifying its ad revenue idea, and diving deeper into its business and financial models—all with the aim of helping Wello grow in scale.



(Left) Interns Stephen Ahn, Andrew Murphy, Katy Newhouse, Shu Wang and Takuhiro Nakamura. (Right) Survey participants in Rwanda.



### Stephen Ahn

ROSS SCHOOL/SCHOOL OF NATURAL RESOURCES & ENVIRONMENT

#### Philips Ultrasound // India

Royal Philips Electronics is a diversified health and well-being company, focused on improving people's lives through timely innovations. Philips Ultrasound is a business unit of the Philips Healthcare sector, and has made and is marketing a low-cost ultrasound for the base of the pyramid (BoP).

Ahn is working with Philips to introduce an affordable ultrasound machine to the Indian market that will entail creating and identifying customer segmentation.

### Zaina Awad

SCHOOL OF PUBLIC HEALTH

#### VillageReach // Mozambique

VillageReach improves access to healthcare for remote, underserved communities around the world. It partners with governments, businesses, nonprofits, and other organizations to improve the performance and reliability of health systems in the most inaccessible and isolated communities.

Awad is laying the groundwork for a monitoring framework to help ensure the

effective delivery of immunization services—including vaccines—throughout the country. If successful, the framework could be applied in other countries with similar challenges.

### Anna Chan

FORD SCHOOL OF PUBLIC POLICY

#### Ruli Hospital & The Ihangane Project // Rwanda

Ruli District Hospital is a 150-bed hospital with 8 physicians on staff about 50 miles from Kigali. The Rwanda government and user fees fund the hospital. The Ihangane Project empowers Rwandan communities to develop integrated approaches to the complex challenges of HIV by supporting community-driven projects that increase access to healthcare, improve healthcare quality, and foster long-term success through economic development.

Chan is looking at communication within the health system and at factors that influence patient empowerment.

### Annie Cronin

ROSS SCHOOL/SCHOOL OF NATURAL RESOURCES & ENVIRONMENT

#### Mercy Corps // Indonesia

Since 1979, Mercy Corps has helped people grappling with the toughest hardships survive

— and then thrive through long-term economic development solutions. That's the heart of Mercy Corps' approach — helping communities turn crisis into opportunity by demonstrating innovation, timeliness, and the ability to adapt quickly to changing realities.

Cronin is working to identify a market demand for "higher quality" tempeh, a food product made from fermented soybeans, than that which is traditionally produced in Indonesia. Mercy Corps has helped build the first sustainable and hygienic tempe factory that produces clean, hygienic, and tasty tempeh using the highest quality equipment, soybeans and production standards.

### Tae-Hwa Eo

ROSS SCHOOL OF BUSINESS

#### PATH-Malaria Project

// Vietnam and Cambodia

PATH is an international, nonprofit organization that creates sustainable, culturally relevant solutions, enabling communities worldwide to break longstanding cycles of poor health. Tae-Hwa is identifying the demand for point-of-care glucose-6-phosphate dehydrogenase deficiency testing in the context of malaria treatment in Vietnam and Cambodia, and

developing a market introduction strategy for the testing.

### Nancy Gephart

ROSS SCHOOL/SCHOOL OF NATURAL RESOURCES & ENVIRONMENT

#### Global Entrepreneurship Program // Mozambique

The Global Entrepreneurship Program (GEP) is a U.S. State Department-led effort to promote and spur entrepreneurship around the world.

Gephart is supporting GEP's small business incubator in Indonesia, and its venture capital arm.

### Caitie Goddard

FORD SCHOOL OF PUBLIC POLICY

#### Global Alliance for Legal Aid (GALA) // Uganda

GALA is an association of jurists who provide legal aid and advocate for the public interest in developing countries. GALA's goal is to assist legal aid lawyers to help the poor to reclaim their rights and to promote public interest advocacy and litigation.

Goddard is developing a social impact assessment strategy and building GALA's presence in the social media sphere.