



March 22, 2015

DEAR RICARDO SALINAS SCHOLARSHIP COMMITTEE:

Thank you so much for this opportunity to represent my business, Juabar Design, at the Myanmar Partnership Opportunity Delegation last month. It was an immense honor to be awarded the Ricardo Salinas Scholarship. I would not have been able to participate in the Myanmar POD without it and I can attest, it would have been a missed business development opportunity to not attend.

MY STORY

Before I started my own company, I was working for social justice organizations in underserved populations, predominately Latino and rural areas of California. What inspires me to working on rural issues, especially ones that build local economic development, is my own family and heritage. My mom's family were migrant workers in Texas and California who over the generations eventually made enough money to support their families, build their own homes and own land. My dad's family is from Puebla, Mexico, and was migrant workers to California as well as entrepreneurs. My parents ingrained in me a self-starter attitude and raised my sisters and me to work hard, get college educated, rely on nobody and do whatever made us happy. Because of this, I have always followed my passion and worked hard. Today, knowing my legacy has helped me realize that I can get a lot done on my own, but I get further with the support of my family, countless friends, colleagues, partners and well-wishers. I'm happy to add the Ricardo Salinas Scholarship to the list of champions who have helped me along my path to bring more Latinas to the social entrepreneurship space and find real solutions to rural poverty.

MYANMAR POD

Before going to Myanmar, what I was most excited about was meeting the other POD delegates. Having participated in the Tanzania POD, I gained strategic and collegial relationships within the delegation itself. These relationships were rewarding because I received a philanthropic donor, pro-bono legal advice, discounted staff training, shared lessons and ideas from the other hardware-focuses social entrepreneurs, and new Juabar champions. Since I was already based in Tanzania, I had many existing contacts and was more familiar with the business environment. Still I was introduced to government officials and business leaders through the Tanzania POD delegation.

This past experience serves as background to the very different experience I had in Myanmar. While I was equally able to develop business and investor relationships within the POD delegation, I found even more opportunities for business development from the people and companies I met that based Myanmar.

I'm quite excited to be heading back to Myanmar for Juabar business reasons and hope that I can continue to develop these relationships in 2015. Below are the specific answers to the questions address by the scholarship committee.



WHAT I LEARNED

What the recipient learned from participating in the program for which the scholarship was used

- Learned about renewable energy opportunities in Myanmar.
- Met and spent quality time with experts who work in renewables in Myanmar and with whom I can follow up.
- Read up on key renewable energy and mobile technology research provided by our POD organizer, Mindy Walker.
- Met with other renewable and appropriate technology companies within our POD that are interested in moving into the Myanmar energy market
- Better understood the electrification rate and national electricity growth plan in Myanmar and plans for electrifying rural areas from the Ministry of Electrification
- Learned about the telecom adoption rate and plans for expansion by Telenor, one of the two leading telecoms
- Learned the priorities for development from the Ministry of Rural Development, which include rural electrification strategy, mobile money and internet access
- Learned about the clean cook-stove market, which is a complementary market to solar in BoP locations

How the recipient was impacted by participating in their respective program

- My eyes were opened to the large market opportunities for solar in Myanmar
- Unexpected similarities between Myanmar and Tanzania in terms of electrification rate, government electrification growth plans, commitment to rural development from the government, population size, land size, and mobile penetration rate (which Myanmar lags behind Tanzania, but will likely surpass it within 3 years).
- For the first time, it really inspired me to prioritize global expansion of our product. It put a fire in me to want to find a global distribution strategy and change our business model to one where we scale via institutional partners and develop new products and implementation experience within Tanzania.

The recipient's future plans for utilizing the information gained or connections made from their respective program

- Partnerships, partnerships, partnerships!!!
 1. We met with PACT, a large international NGO, who would like to develop mobile phone charging businesses within their women's development program. We have a Skype meeting set up to discuss not only our lessons learned in Tanzania but to pitch our product to this company.
 2. At the event at Phandeeya - Myanmar Innovation Lab, where we presented our companies I met with several staff of Proximity Design, a design-build NGO working on products for BoP populations. I have since met (online) with their lead of energy products to discuss shared projects and to gain more knowledge about specific needs of rural populations in Myanmar and if our solar charging kiosk has real viability.



3. Following up with Pattie Curran, SVP, Head of Business Sustainability for Telenor, largest telecom in Myanmar, to discuss purchasing a fleet of Juabar kiosks for their retailers as part of their overall marketing strategy.
4. Mahua Acharya, a fellow POD delegate, has reached out to me to gauge Juabar's interest and ability in working together to jointly bring products to Myanmar.
5. Chok Ooi, a POD delegate, develops software for companies and we have discussed his company's ability to build a simple tracking software for our next product, an Information Communication Technology hub acting as a rural media shop and powered by solar.
6. Julie McDermott, a POD delegate, has funded Juabar in the past and was good to have some face-to-face time with her to continue to cultivate this relationship for possible future angel funding

Thank you again for this opportunity and I look forward to hopefully participate in future Aspen Institute/ US State Department POD delegations. Also, I'm happy to be helpful to the Ricardo Salinas Scholarship Committee in anyway that I can in the future.

Best regards,

Olivia Nava
Co-Founder
Juabar Design

