

ABOUT THE AUTHORS

Ashoka is a global network of social entrepreneurs. Since its creation 27 years ago, it has invested in over 2,000 social entrepreneurs in 62 countries through a “social venture capital” approach as a way to address major social challenges with systemic responses. Ashoka Fellows are selected for their innovative and practical solutions to social needs. Based on these innovations, Ashoka’s Full Economic Citizenship initiative focuses on spreading successful solutions for low-income populations – harnessing the potential of commercially sustainable business-social partnerships (“Hybrid Value Chains”) to reach significant impact. www.ashoka.org.

Judy Baker is a Lead Economist in the Urban Development Unit of the Sustainable Development Network at the World Bank. Her book, *Evaluating the Impact of Development Projects on the Poverty*, was published in 2000.

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Valeria Budinich is Chief Entrepreneur and Leadership Group Member at Ashoka. She launched the Full Economic Citizenship initiative (FEC) in 2003 after having worked for 20 years in the creation of business development programs in 22 countries. Prior to Ashoka, she was the COO at Appropriate Technology International, a founding Vice-President for Latin America at Endeavor, and VP for New Initiatives at BDA, a California-based consulting firm specializing in business process redesign and technology innovations for private sector clients worldwide.

Bill Drayton is CEO and Founder of Ashoka. He is also chair of Youth Venture, Community Greens, and Get America Working! Formerly he served as Assistant Administrator at the U.S. Environmental Protection Agency. He was selected as a MacArthur Fellow in 1984, and in 2005, he was designated as one of “America’s Best Leaders” by *US News & World Report* and the Harvard University Center for Public Leadership.

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Allen Hammond is a member of Ashoka’s Leadership Group and Full Economic Citizenship initiative. Recently he was Vice President for Innovation and Special Projects at the World Resources Institute. His article is an excerpt from *The Next 4 Billion: Market Size and Business Strategy at the Base of the Pyramid*, the World Resources Institute and International Finance Corporation, 2007. Reprinted with permission from the World Resources Institute.

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