

Deals in Play: a feature of the Social Capital Index*

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A growing number of social enterprises are looking for investment capital. Many of these enterprises have promising ideas and visions or have demonstrated success in creating both social and financial value. In an effort to help these enterprises interact with interested investors and vice versa, we are creating a new feature in our Social Capital Index that lists social enterprises in need of capital, which we are calling “Deals in Play.” The Good Capital investment team may or may not have vetted these investment opportunities or performed any due diligence on them, therefore we are not making a recommendation for or against any of these investments. We are simply reporting on the market landscape and improving the information flow to increase the transparency of deal activity in the social capital marketplace. This is for informational purposes only, and does not represent a solicitation to buy or sell securities on the part of any company or Good Capital.

With each new edition of the Social Capital Index, we add new companies to this list as part of our commitment to fostering discovery, information flow, and collaboration in order to accelerate the flow of capital to good. To contact us, please send an e-mail to socapindex@goodcap.net.

*a joint venture between Good Capital and Xigi Media



Deals in Play: CoolPeopleCare

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
Nashville, TN	For profit, nonprofit	Media and Consumer Goods	Information and Education	www.CoolPeopleCare.org	Expansion	N/A

Brief Business and Social Impact Description

CoolPeopleCare, Inc., provides online content that educates and motivates individuals to care and make a difference in their local communities. Using their Web sites *CoolPeopleCare.org* and *CoolMomsCare.org*, CoolPeopleCare, Inc., has built a loyal audience that is in search of ideas and products that make the world a better place. As social consciousness increases across the country, CoolPeopleCare aims to be the online destination for anyone who wants to make a difference.

CoolPeopleCare provides online and print content for readers, advertising and marketing opportunities for nonprofits and businesses, and products and resources for consumers and individuals who want to change the world. CoolPeopleCare's content is published each weekday and distributed via email and RSS feeds. In conjunction with educational and motivational content, CoolPeopleCare also operates an online calendar and nonprofit directory in 44 U.S. cities. Additionally, CoolPeopleCare is building a recognizable brand that appears on products that make the world a better place.

Current Investors

Friends and Family

Investor Profile

Individual and institutional investors

Management Team

Sam Davidson and Stephen Moseley founded CoolPeopleCare in 2006. Both have varied and extensive experience in the nonprofit sector, and bring their own experience with communications and technology. In November 2007, they co-authored the book *New Day Revolution: How to Save the World in 24 Hours*, published by Xyzzy Press.

Contact for More Information

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Deals in Play: dhanaX

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
Bangalore, India	For Profit	Finance, Microfinance, Technology	Financial services to poor Indians	www.dhanaX.com	Seed, start-up	NA

Brief Business and Social Impact Description

dhanaX is a platform where Indians can lend and borrow money from fellow Indians through intermediary agents. Both borrowers, who get quicker and cheaper loans, and lenders, who will receive competitive return on their investment with a satisfaction of helping someone in need, will benefit. An existing base of banking agents will prospect borrowers, verify identity, and validate credit-worthiness of individual borrowers as well as groups of borrowers. Agents will also bridge the technology gap, serve as cash management (cash-in/cash-out) points, and establish a reliable “last mile” link to underserved communities. It is possible to demo the dhanaX platform at <http://beta.dhanax.com>.

Current Investors

Founders and India-based angel investors

Investor Profile

Individual angel investors

Management Team

Siva Prasad, CEO & Co-Founder. Six years at Oracle, WiPro, and Infosys in engineering, business analysis, and product marketing. MBA from Indian Institute of Management. Under-grad at BITS-Pilani, leading tech institutions in India. With self-help groups, developed concept.

Prashant Mishra, Acting CTO & Co-Founder: Started career with General Electric, developed web applications in the consumer appliance domain. Spearheaded technical design and implementation of web app in tech startup. Able to conceptualize/deliver complex tech solutions.

Jayant.K Tewari, CFO. More than 19 years corporate finance experience. In-depth understanding of Indian banking industry and corporate law. MBA from Faculty of Management Studies (FMS) and is a graduate of the Institute of Costs & Works Accountants of India (Grad. CWA)

Venkata Raja, Financial Services Consultant. Venkat has close to 30 years of retail banking experience in India and in Africa. He works with the team to build credit risk systems and establish recovery processes.

Contact for More Information

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Deals in Play: Essential Living Foods

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
Santa Monica, CA	For profit, C-corp	Organic Foods	Healthy Foods	www.essentiallivingfoods.com	Expansion	\$3.1M

Brief Business and Social Impact Description

Essential Living Foods imports high quality, organic superfoods (foods very high in nutritional content, usually high in anti-oxidants as well) for distribution in the US. Currently we are primarily a supplier and contract manufacturer, and we are looking to raise capital to launch a retail brand.

Current Investors

An angel investor and a green hedge fund have already invested in this round.

Investor Profile

We are open to both individual and institutional investors who share our business philosophy that business results do not have to be sacrificed for positive social impact, or vice versa.

Management Team

Management team includes:

- Amrit Khalsa, CEO – 11 years with Golden Temple and Yogi Tea grew from \$25M - \$90M
- Ashley Richardson, VP Sales and Marketing – previously a VP of Sales with Irwin Naturals a they grew from \$25M - \$400M
- Kipp Stroden, VP Business Development – extensive entrepreneurial experience, deal making and deep roledex
- Dr. Christopher Daugherty, Chief Sourcing Officer – Expertise in organic farming and post-harvest processing technologies

Contact for More Information

Amrit Khalsa, CEO
Amrit@essentiallivingfoods.com



Deals in Play: Goodwood® Products from Summit Views LLC

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
Watsonville, CA	For profit	Timber Products, Manufacturing	Sustainable Energy Alternatives	www.goodwoodproducts.com	Seed	\$213,300

Brief Business and Social Impact Description

Focused on biofuel alternatives, Summit Views has developed and is manufacturing and marketing Goodwood® Products, a new brand of hearth products made from surplus woody biomass. Goodwood® Firelogs burn cleaner than firewood and address important environmental issues – diversion of woodwaste from landfills, reduction of particulate matter pollution and greenhouse gas reduction– and consumer interests at the same time – energy efficiency, convenience and ambience. Business is scaleable and can become high profile national brand.

Current Investors

Founder, Jennifer Young, co-founder and husband, Gregg Weissman and friends have invested \$706,000 in personal funds.

Investor Profile

Individual and institutional investors

Management Team

Management team includes:

- Jennifer Young, Founder and Managing Member in charge of R&D, construction and day-to-day operations; 25 years of executive-level marketing and media experience
- Gregg Weissman, Co-Founder and Managing Member, software consultant, leading ventures since the '80's
- Maggi Cowlan, Non-Managing Member in charge of Sales and Marketing, serial entrepreneur and marketing consultant

Contact for More Information

Summit Views LLC, 880 W Beach St #101, Watsonville, CA 95076 Phone/fax: 877-872-8341
 Jennifer Young jyoung@goodwoodproducts.com
 Maggi Cowlan mcowlan@goodwoodproducts.com



Deals in Play: Laborfair.com

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
San Francisco, CA	For profit,	Consumer online services, online	Community Development	www.laborfair.com	Seed,	3k

Brief Business and Social Impact Description

Consumers and press alike call Laborfair.com the “**ebay for labor**” or “**craigslist with reputation.**” Laborfair.com is the premiere referral network for person to person hiring available for any type of household service—an efficient, effective and trustworthy solution to the enormous pain of finding reliable, affordable help quickly and easily. Laborfair’s disintermediation and market transparency enable consumers and service providers to experience huge cost savings, higher take-home pay, and significant increases in leisure time, all while advocating for the fair and living wage. Out of proof of concept, Laborfair has over 3600 provider profiles, sent over 20,000 job leads, and is operating labor marketplaces in Los Angeles, the Bay Area , the Central Valley of California and soon NYC. Our passion– **empowering people, local markets and communities through employment.**

Current Investors

Jim Davidson (AOL), Anila Jobanputra (Esprida Corp.), Jonathan Lewis (Microcredit Enterprises), Lorene Arey, Meyer Family Enterprises

Investor Profile

Angels, early stage venture funds., social investments fund or individual

Management Team

Jenna Raby: *Founder & CEO*, UVA '92. Columbia '03 MIA. Successful fundraising \$800k. Management and operations experience across for-profit, philanthropic, and non-profit sectors (Nike, Mitsui, Private family foundations). Tri-lingual.

Ben Picard: *Founder & COO*, Yale '98. Duke MBA. Finance veteran. Monetization experience. Led restructuring efforts @ Kodak Online / Benjamin Moore Paints.

Jose Arocha: *Director of Products*. MIT SM '96. Stanford Researcher 04-07. Reuters Digital Vision Fellow 04-07. BOP/Internet Entrepreneur 03-Present. R&D Innovation Consultant 96-03. Bi-lingual. Management team includes:

Contact for More Information

Jenna Raby, Founder and CEO. Jenna.raby@laborfair.com, 415-515-8724



Deals in Play: Nationlink Network Corporation

Location	Structure	Industry	Social Sector	Website	Stage of Development	Revenues for last year
The Philippines	For Profit	Finance, Microfinance, Technology	ATM & POS network for unbanked		Early stage	NA

Brief Business and Social Impact Description

NATIONLINK owns and operates the 4th payment network in the Philippines. Their network fills the gap in the current coverage model, and through an interconnection with the three other networks in the country, creates the first, truly national payment network. NATIONLINK operates a true “Network Switch” and uses similar standards and practices, as the existing networks, but has pioneered the use of wireless data communications technology to complement traditional wired infrastructure, as well as employing innovative, low-cost ATMs, manned-kiosks and point of sale, in order to facilitate access and hasten the extension of basic banking services to heretofore underserved areas.

Current Investors

Founders

Investor Profile

Individuals and institutional investors

Management Team

President & Acting CEO: Zoilo Jesus M. de la Cruz, III. Pioneer in the Philippine software industry, over 30 years of experience in the financial services industry. Founder and CEO of Infoserve, a market leader in ATM and POS networks in the Philippines. B.S in Electronics and Communications from Don Bosco Technical College and an MS Computer Science from the Ateneo de Manila University

Managing Director & COO: Evelyn Gabriel Dator. Veteran of Infoserve, which she joined in 1992 as a senior application specialist. Promoted to lead the company’s accounting systems solutions group, then became head of product management and customer support. In 2001, became Managing Director at Infoserve, and in 2006 she assumed a similar position with Nationlink. BS in Accounting and is a CPA.

Chief Technology Officer: Elsa Cecily M. Cruz. Pioneer in the Philippine software industry, considered one of the country’s leading experts in software development. Responsible for design and development of Infoserve’s core products. BS in Industrial Management Engineering from De La Salle University.

Contact for More Information

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