

A close-up photograph of a woman, likely from South Asia, wearing a vibrant, multi-colored sari with shades of red, orange, yellow, green, and blue. She has a serious expression and is looking directly at the camera. On her head, she carries a large, polished metal pot. Her right hand is raised, resting on the pot. She is wearing a blue floral-patterned blouse and a white necklace. The background is slightly blurred, showing a brick wall and a wooden chair.

The Gift of Power for the Powerless

ERIC C. DOUGLASS CENTRE FOR ENTREPRENEURIAL STUDIES

 ROYAL ROADS UNIVERSITY

IN EVERY SENSE OF THE WORD

A VISIONARY

Throughout visits to several developing countries, an anonymous donor was deeply affected by the true despair that comes hand-in-hand with abject poverty. In 2010, he decided to do something about it. Believing in the power of micro business, he made a generous donation to the Eric C. Douglass Centre for Entrepreneurial Studies at Royal Roads University, establishing the first Micro Business Catalyst Fund. Royal Roads University students and the Eric C. Douglass Centre embraced this exciting opportunity and created a three-part template for the administration of the fund:

1. They created a world-wide Micro Business Ideas Competition. News about the competition was spread around the globe to anyone who had a small business idea for villagers in Tanzania, including a website viewed by people in 25 countries.

2. The best ideas were identified and taken to the community to discuss and assess their feasibility.

Micro business borrowers, lenders and local leaders ultimately chose the three best concepts with the greatest promise. The group chose Moshi, on the slopes of Kilimanjaro, as the area for the alleviation of poverty.

3. Three Royal Roads University alumni volunteered to become Micro Business Catalyst Fellows “on the ground” in Moshi. Bringing seed capital, a new perspective and specific business expertise to the field for 100 days, these young business leaders worked with local villagers, transforming the three micro business ideas into genuine income-generating ventures. After the 100 days, the village entrepreneurs continue to run their venture.

“For me, what’s exciting about these ventures is their potential to generate employment and, at the same time, create re-investable wealth.”

Anonymous Donor



MONGOLIA PHOTO: CHARLES KRUSEKOPF

SUCCESS STORY

In the village of Moshi, Tanzania, Royal Roads University alumni have created three micro businesses now run by local entrepreneurs. One is an edible mushroom-growing business, already supplementing ten local farmers' incomes by approximately 25%. Another venture is a women's hair salon and eye care centre, employing three villagers. The owner's monthly income has increased by roughly 700% - as well as providing the crucial service of referring several dozen women with ocular health problems to the local eye hospital. In the third business, local HIV-positive women produce jewelry - made of magazines! The paper is torn into strips, rolled up and glued into paper beads. This brightly colored, inexpensive jewelry is very popular with tourists and locals alike. Early data shows that this business has improved its proprietors' standard of living dramatically: household income has increased by a factor of 17. Even more heartening, we've recently received word that all of these local entrepreneurs are now able to send their children to secondary school, using their new income to pay tuition fees and purchase uniforms.

Now in year two of the Tanzania project, new Royal Roads Fellows are taking these micro businesses to the next level. They will once again be working with local villagers to expand and grow these proven businesses to other communities. The legacy continues.



MOSHI, TANZANIA PHOTO: VANJA LALIC

YOUR GIFT

Your compassion and vision – shared and strengthened with other philanthropists – will change lives in the most fundamental, profound, incalculable ways. Your gift to entrepreneurs in the communities of developing nations transforms lives and futures, from bleak to hopeful. Through micro business philanthropy, you give the gift of personal power, allowing entrepreneurs to take control of their lives and their destinies.

Royal Roads University and the Eric C. Douglass Centre are proud of our business students: they share your vision and make it a reality by going to these communities, teaching and learning at the same time.

KEEPING THE GIFT OF POWER AND VISION OF HOPE ALIVE

The Centre is seeking a lifelong endowment that will touch and change countless lives in countless ways. Specifically, this is the way the Eric C. Douglass Centre will administer the endowment.

YEAR ONE/ RESEARCH AND FRAMEWORK

- › The Micro Business Ideas Competition generates appropriate ideas for three new business projects in the community or region that you select.
- › Ideas that are viable on paper will then be vetted in the very community they are meant to serve.
- › Partnerships and contacts will be made with that community's local organizations and other requisite stakeholders.



YEAR TWO/ FIELD EXPENSES AND PROJECT IMPLEMENTATION

- › Three Royal Roads University alumni will be selected to lead the establishment of the best three business concepts. As a demonstration of their volunteer commitment, these Micro Business Catalyst Fellows are required to fundraise to pay their own travel costs and incidentals.
- › On the ground in your selected region, the fellows will engage partners from the local community; write business plans, under the tutelage and supervision of the Eric C. Douglass Centre; establish at least three small businesses; mentor the businesses' future owners; and ultimately transition the operation of growing sustainable new income sources into the hands of developing economy entrepreneurs.

And then, a micro business is formed. Your gift re-invests itself in the people who need it most, their community – and far beyond, into the future.



MWIKA, TANZANIA PHOTO: GEOFF ARCHER



THE ERIC C. DOUGLASS CENTRE FOR ENTREPRENEURIAL STUDIES

EMPOWERING ENTREPRENEURS. CREATING SUSTAINABLE COMMUNITIES.

The staff of the Eric C. Douglass Centre hold a multitude of skills uniquely suited to the development of micro businesses around the world.



ZUZANA CAPEAU, DR. GEOFF ARCHER, SYLVIA CHU

DIRECTOR DR. GEOFF ARCHER, PHD. is an Associate Professor in the Faculty of Management and Royal Roads' Intellectual Lead for Entrepreneurship. Geoff has more than 15 years of entrepreneurial experience, both as a principal and an adviser. Immediately prior to entering academia, he worked as an intrapreneur, starting businesses inside of ExxonMobil, Hewlett-Packard and Yahoo!, Inc. His consulting engagements include BalQon (a manufacturer of 100%-electric Class 8 trucks), Human Energy Xchange (a manufacturer

of electricity-generating exercise bikes), Mathalicious (creator of compelling mathematics lessons), and MiStudent.com (an internet portal promoting college students' personal finances and financial literacy).

Geoff holds a Bachelor's Degree in Public Policy from Duke University's Terry Sanford Institute, a Masters of Environmental Management from Duke University's Nicholas School of the Environment, an MBA from Cornell University's Johnson Graduate School of Management, and a PhD in Business Administration from the Darden Graduate School of Business at



VIETNAM PHOTO: GEOFFREY BIRD

the University of Virginia. Geoff's current research projects include a forthcoming book on environmental entrepreneurship, and academic journal articles on microfinance, cleantech venture capital, and appropriate technology for economic development.

COORDINATOR ZUZANA CAPEAU holds a Master's Degree in Cultural Anthropology from the University of Alberta. Zuzana has worked in adult education and career counseling with university students for over 12 years. Her interests lie in helping students launch their career, whether entrepreneur or employee. She is an entrepreneur herself: a co-owner of an eco-friendly bicycle tourism business, and owner/operator of a career counseling enterprise. Zuzana's expertise blends the planning of successful global careers, always with sensitivity to cultural differences.

ADMINISTRATOR SYLVIA CHU is no stranger to small business ownership, either. Having worked at Royal Roads University for over eight years, Sylvia also runs a busy Victoria food kiosk during the summer months – and on the larger side, has experience in home renovation and re-sales.

“... to engage entrepreneurs and communities to facilitate the design and implementation of business models for new ventures ... to make a positive difference while making a profit.”

Eric C. Douglass



OUTSIDE NEW DELHI, INDIA PHOTO: GEOFF ARCHER

I know of no more
encouraging fact than
the unquestionable ability
of man to elevate his life
by a conscious endeavor.

Henry David Thoreau



VICTORIA BC CANADA



ROYAL ROADS UNIVERSITY

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