



I-DEV INTERNATIONAL  
Market Based Sustainable Development



unreasonable  
institute

## **I-DEV MENTORS ENTREPRENEURS ON LEADING SUSTAINABLE & PROFITABLE SOCIAL BUSINESSES AT 2011 UNREASONABLE INSTITUTE**

**Boulder, Colorado-** July 14, 2011- This week, I-DEV International's Jason Spindler and Patricia Chin-Sweeney joined the Unreasonable Institute and its 26 Summer Fellows for 3 days of workshops and 1-on-1 mentoring.

The Unreasonable Institute ([www.unreasonableinstitute.org](http://www.unreasonableinstitute.org)) is a well-respected social enterprise accelerator that recruits entrepreneurs from around the world that are vetted through Unreasonable Institute's unique online marketplace. I-DEV joined to advise early-stage entrepreneurs on scaling their business, business sustainability, financial planning and projections, and preparing for venture capital investment.

The Unreasonable Institute's 6-week summer institute connects social entrepreneur [fellows](#) with social enterprise and impact investing industry leaders. The program culminates with a pitch-off of fellows before impact investors in San Francisco, followed by the [Unreasonable Climax](#), which will take place in Boulder on July 22<sup>nd</sup>.

In addition to I-DEV International, the 2011 Unreasonable Institute has brought in [mentors](#) that include Bob Patillo, Founder of Grey Ghost Ventures; Cheryl Heller, Board Chair of PopTech; Gregory Miller, Managing Director of Google.org investments; Kevin Starr, Managing Director of Mulago Foundation; Marc Manara, Water Portfolio Manager from Acumen Fund; and Ned Breslin, CEO of Water for People. Additionally, leading advisory firms including Edelman and IDEO were present.

### **About I-DEV International:**

I-DEV International is a management strategy and innovation firm focused on building economically-viable and socially-impactful businesses and industries at the base of the pyramid (BoP). I-DEV advises local businesses, social venture capital (SVC) funds, multi-national corporations, NGOs, governments and local communities on the development, growth and turnaround of businesses and industries ranging from artisan and agricultural groups in Latin America to water & sanitation businesses in Africa and Organic, Fair Trade coffee and spices cooperatives in Southeast Asia. I-DEV is committed to creating and implementing innovative models for BoP growth. For more information about the company and its projects, please visit [www.idevinternational.com](http://www.idevinternational.com).

### **About the Unreasonable Institute:**

The Unreasonable Institute is a social enterprise accelerator that provides that annually unites high-impact entrepreneurs from around the world in Boulder, CO for 6-weeks to provide world-class mentorship, access to seed capital, intensive skills training, a global network of support, & international exposure. To learn more about the program, please visit [www.unreasonableinstitute.org](http://www.unreasonableinstitute.org).