



2.6 billion people live on less than \$2.00 a day

Low cost solutions for a high quality life

WHO WE ARE:

D-Rev (Design Revolution) is a non-profit technology incubator aimed at eradicating global poverty and improving people's lives.

WHAT WE DO:

We use design thinking, ground-breaking technology, and market-driven approaches to develop and deliver revolutionary products that will improve the health and increase the incomes of people living on less than \$2 per day.

OUR CORE COMPETENCIES:

• Use global resources to create local solutions

We leverage the expertise of partners in the private, non-profit and public sectors to create sustainable solutions. With global and local experts, we focus on understanding the local market needs and delivery infrastructure before developing concepts.

• Gain consumer trust to gain market

We earn our customers' trust by providing high-quality solutions that offer a tangible return on investment. We iterate and test until we find a solution that meets all stakeholders' needs before delivering on a large scale.

• Lead product development with users

We use state-of-the art technology to produce high quality user-centric products. Our products perform as well or better than comparable Western devices, cost a fraction – and are designed specifically for the challenges faced in emerging markets.

• Impact broadly by entering large markets

We focus on the needs of people living on under \$2 per day, undertaking projects where we can deliver on massive scale and have a global impact.

OUR PROCESS

Step 1: Identify opportunities where there is a large-scale need and market demand that improves health or incomes

Step 2: Design products that address the consumer needs and that the consumer can afford.

Step 3: Deliver to users by working with trusted local partners and leveraging effective distribution channels

Step 4: Scale to other markets once successfully launched and measure impacts in all markets

LEADERSHIP TEAM

John Dawson

D-Rev Chairman of Board of Directors
Founder Zentek

Jim Patell, PhD

D-Rev Board Member
Professor at Stanford's
Graduate School of Business and
Hasso Plattner Institute of Design

Paul Polak, MD

D-Rev Founder and Board Member
Founder of IDE and
Author of *Out of Poverty*

Mohan Uttarwar

D-Rev Board Member
Founder of Roamware Inc,
Softplus, and Digital Tools Inc.

Les Woodward, JD, LLB

D-Rev Board Member
Lead corporate counsel in
business matters

Stuart Coulson, MBA

D-Rev Board Member
Founder of Gradient Solutions

Krista Donaldson, PhD

D-Rev CEO
Lecturer at Stanford's
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Kurt Kuhlmann

D-Rev Founder

SAMPLE OF PROJECTS

Low-Cost Health Solutions

- **Brilliance** – Providing treatment for newborn babies with severe jaundice in resource poor regions
- **Re:Motion** – Enabling mobility for above-knee amputees in India with a polymer-based knee

Low-Cost Rural Income Generation Solutions

- **Milk to Market** – Providing additional income to small-scale African dairy farmers
- **Access for Agriculture** – Increasing small-holder farmers' access to critical information

Learn more and get involved

www.d-rev.org

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