

entrepreneurship @ dartmouth

# DEN

Class of 1968 Crowdfunding  
Winter Report Update

office of entrepreneurship and technology transfer @ dartmouth

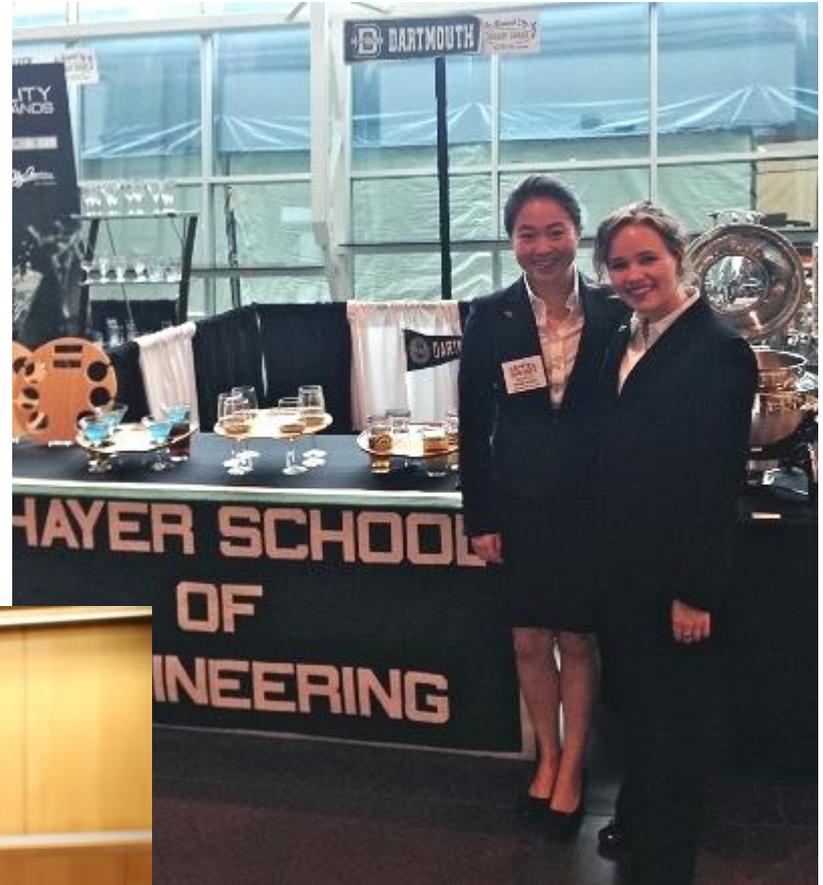
# Crowdfunding Campaign #1 – Tray Bien

Tray Bien began in Engineering 21 at the Thayer School of Engineering. Co-founders and students Krystyna Miles '16 and Shinri Kamei '16 met in this product design course, and after interviewing waitstaff at local restaurants, realized that the standard serving tray was begging for improvement.

Their team returned to restaurants on a weekly basis throughout the course for extensive user testing. By pursuing an iterative and human-centered design process with lots of prototypes, the team came up with the now patent-pending Tray Bien tray, a simple solution to a problem that so many had given up on: the instability of tall, heavy glasses on the standard serving tray.

Tray Bien launched a Kickstarter crowdfunding campaign to increase manufacturing and distribution channels. The funding raised through their Kickstarter campaign made it possible for Tray Bien to do their second manufacturing run, to put a necessary non-slip coating on the top of the tray to carry extra glasses and to make an LED-lighted tray for crowded bars.

# Crowdfunding Campaign #1 – Tray Bien



# Tray Bien Campaign Update:

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## Tray Bien: The New Way to Serve

by Tray Bien



Goal: \$10,000  
Raised \$20,274

216 backers

\$20,274 pledged of \$10,000 goal

0 seconds to go

Funded!

This project was successfully funded on November 19.

## Crowdfunding Campaign #2 – Grassroot Soccer

Grassroot Soccer (GRS) is a Dartmouth-founded social venture. GRS is one of the one of the most innovative and impactful non-profit organizations, taking on the HIV epidemic through organized soccer programs for children in Africa and other regions of the world. GRS President & CEO Rob Adams ('90) along with GRS Founder & CEO Tommy Clark ('92, Med '01), Sean Milligan ('09), Donald Surdoval ('10) and Liz Losch (Tuck '15) have engaged so many Dartmouth alums in their quest with GRS: 20 year-long internships in Africa; 8 full-time roles; 10 GRS Board of Directors; and 11 GRS Ambassadors Council.

The team created a crowdfunding campaign to support one goal: to engage 6,000 African girls in a unique program that educates and empowers them to live healthy lives, access critical health services, combat gender-based violence, stop the spread of HIV in their communities, and gain self esteem through playing soccer. Only 11% of adolescent girls in southern Africa have the chance to play sport, while 100% of Grassroot Soccer girls are playing soccer and building self esteem in the process. Only 18% of girls in South Africa have ever taken an HIV test, while 70% of Grassroot Soccer girls have.

Both BIG improvement and BIG impacts. That's why we want to engage another 6,000 girls in this opportunity.

# GRS Campaign Update:

Goal: \$30  
0K  
Raised  
\$432K



GRASSROOT SOCCER'S FUNDRAISER:

## NYC MARATHON 2014 FOR GRS

ABOUT THIS CAMPAIGN

THE TEAM



BENEFITING: **GRASSROOT SOCCER**

EVENT: **2014 TCS New York City Marathon**

EVENT DATE: NOV 02, 2014

### THE STORY:

This is our SIXTH year as an Official Charity Partner of the TCS New York City Marathon! We are honored to be a part of this great race and have a team of 50 athletes joining us to fight HIV and AIDS.

This year our Team is focused on one goal: to engage 6,000 African girls in a unique program that educates and empowers them to live healthy lives, access critical health services, combat gender-based violence, stop the spread of HIV in their communities, and gain self esteem through playing soccer. Only 11% of adolescent girls in southern Africa have the chance to play sport, while 100% of Grassroot Soccer girls are playing soccer and building self esteem in the process. Only 18% of girls in South Africa have ever taken an HIV test, while 70% of Grassroot Soccer girls have. Both BIG improvement and BIG impacts. That's why we want to engage another 6,000 girls in this opportunity.

Help change lives by joining the Marathon Team or contributing to your favorite runner:

Click on the Donate Button of this page to support the Team, or click on "Join the Team" to help raise funds.

**DONATE**

TO THIS FUNDRAISER

**\$432,341**

MONEY RAISED

Progress bar

Michael Keane \$100  
(Viridor Lancashire Ltd)

Brian Valentine \$15  
Yvna Benvamin



144% Raised of \$300,000 Goal

FUNDRAISE FOR THIS CAMPAIGN

# Crowdfunding Campaigns in the works:

## Project Background: Stand with Me

Cerebral palsy (CP) is the leading cause of childhood disability worldwide, and roughly one third of these children are unable to stand independently. The inability to stand results in many disastrous physical health effects including weak bones and muscles, poor circulation, reduced bowel motility, and increased risk of respiratory illness. Getting upright increases brain stimulation by allowing the child to interact with their environment in a more natural orientation; it can also bring the child in to the center of family events and activities in the home, instead of being constrained to lying on a mat or being held by a caretaker at the periphery of a room.

In the summer of 2013, Scott Mitchell spent three months serving as an interpreter with medical teams in Arequipa, Peru. As a biomedical engineering student, he decided to tackle this problem and implement a solution that was both cost effective and constructed from universally available parts. He developed a functioning “Generation 1” stander that addresses the pressing needs in remote and low-resource regions of the world. He created a nonprofit organization Stand With Me which has since distributed seventy of these devices which are currently being used with therapists in Peru(40), Honduras(10), Guatemala(10), and China(10). We are working with him to further raise awareness and resources for additional product manufacturing and distribution.

