



**GSBI®**



# GSBI ACCELERATOR INVESTMENT PROFILES

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**Santa Clara University**

Center for Science, Technology, and Society

**ebay inc™**  
FOUNDATION



**APPLIED  
MATERIALS®**



GLOBAL ALLIANCE FOR  
CLEAN COOKSTOVES



*GSBI is* SCALING SOCIAL IMPACT

This booklet features investment profiles for the 14 members of the GSBI Accelerator Class of 2014. Each profile highlights that they do, their impact, their growth plans, and their financing needs.

### About The GSBI®

GSBI believes innovation and entrepreneurship provide a path out of poverty. We build the capacity of entrepreneurs dedicated to solving the world's most pressing issues. Executive mentorship combined with structured curriculum are the foundation of our theory of change. GSBI offers a unique combination of Silicon Valley acumen and Jesuit ethos that support social entrepreneurs around the world through their entire lifecycle.

GSBI provides programs designed to serve the entrepreneur at every stage of the enterprise development cycle. GSBI offers three distinct capacity development programs for social entrepreneurs and on-going support for alumni. Each program involves high engagement among entrepreneurs, Silicon Valley mentors, and program staff.

Traditional capital formation methods are rarely available to social enterprises because of the number and type of risks inherent in start-ups in the developing world. Impact Capital's innovative quasi-equity, structured exit funding vehicle addresses this most pressing and persistent problem by providing the entrepreneurs with capital at a critical time and simultaneously reducing investor risk.

As part of Santa Clara University, all GSBI products and services are open source and made freely available to Jesuit Universities, NGOs, and other network partners. Students and faculty have access to GSBI alumni for research and internships, a transformative experience that trains the next generation on the benefits of social entrepreneurship.

*Eliminating preventable infant mortality in resource constrained hospitals worldwide*

## Investment Required

Seeking grants to develop new appropriate technologies, debt to scale up operations in Africa, and public-private partnerships to gain access to local medical and engineering resources.

### Description

MTTS is a social enterprise that develops, manufactures, and distributes medical devices for intensive newborn care, specifically tailored for the needs of low-resource countries, to ensure that all children, irrespective of their place of birth, have the chance of a healthy upbringing.

**Headquarters** Hanoi, Vietnam

**Established** 2004

**Impact Areas** South East Asia & West Africa

**Type** For-profit

**Sectors** Health

**Staff Size** 22, 3 volunteers

**Annual Budget** \$750,000

**Major Funders** East Meets West, ADM Capital Foundation Ltd, Lemelson Foundation

**Stage** Revenue

### Management Team

**CEO** Luciano Moccia

**COO** Gregory Dajer



## Medical Technology Transfer and Services (MTTS)

### Target Market

Every year over 3.1 M infants die, accounting for 45% of all under-5 deaths. 98% percent of those deaths occur in the developing world and many of them are easily preventable. The Global Neonatal Intensive Care equipment market represents a USD 1.9 billion market opportunity by 2016.

### Value Proposition

For babies who are born sick, MTTS equipment is an appropriate solution that provides affordable therapy. Unlike expensive high-end machines, our products do not require costly consumables and are easy to use and maintain.

### CONTACT US

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*"We are a social enterprise that dreams of a world where all infants have the same chances of survival, no matter where they are born. Our machines are designed to be simple to use and maintain. They are efficient, cheap to run and can serve hospitals even in the most remote regions of the world."*

**GREGORY DAJER,**  
CHIEF OPERATING OFFICER

*Eliminating preventable infant mortality in resource constrained hospitals worldwide*

## Impact to Date

**250 +** hospitals equipped

**150,000 +** patients with Hypothermia treated

**260,000 +** patients with Respiratory Distress Syndrome treated

**310,000 +** patients with Jaundice treated

## Milestones Achieved

**2006** Provided equipment to 75 hospitals in Vietnam

**2008** Distributed equipment in East Timor, Laos, and Cambodia

**2010** Reached 50,000 infants treated per year

**2011** First machine delivered to Africa (Ethiopia)

**2011** First commercial distributor appointed (Malaysia)

## Growth Plan

**2015** sell 550 units in 12 countries

**2017** sell 900 units in 22 countries

**2019** sell 1,800 units in 35 countries

## Key Awards

**2010** Economist Intelligence Unit: Frugal innovation saving babies in Vietnam

**2011** WHO New and emerging health technologies

**2013** Firefly Phototherapy: Edison Awards – Gold Award 2013

**2014** PBS NewsHour Social Agent for Change



*“Before MTTTS equipment we had nothing to help our patients. Western equipment which was usually donated was too complicated, expensive to use and when it broke, nobody knew how to fix it. MTTTS does meet the hospital’s requirements because it has low running expenses. In addition, it is easy to use, comes with convenient warranty and maintenance doesn’t take much time.”*

**DR. TRAN DIEU LINH,**  
*NATIONAL OBSTETRICS AND GYNECOLOGY HOSPITAL, HANOI, VIETNAM*