

## "Alex Matthews" Individual Contribution Page

### "Spring 2010" Contributions

#### Midterm

1.) Coordinated with team to finalize Viamericas proposal. Resulted in a commitment from CEO of \$8-10k for a plant.

2.) Continuing efforts to engage private sector

- A.) Whole Foods
- B.) DAI Consulting
- C.) Wegmans

3.) Development of an AguaClara Video.

#### Final

1.) Whole Foods Project - Ongoing, CEO John Mackay, and Emeritus Prof. T. Colin Campbell

2.) Coordinated letters/media packets to following newspapers/magazines so that an article can be written up about us in a national paper or widely circulated magazine.

NYTIMES

Washington Post

SF Chronicle

Latimes

National Geographic

3.) Video production

Develop, edit, produce content for a 2 min video. Ongoing. Will finish towards early summer.

4.) Developed idea generation for media/funding not all of which panned out but includes

Contacting oil companies in region to give support (green marketing strategy)

Wegmans - Supermarket food chain idea

DAI Consulting - International Management Consulting Firm that focuses on governments of developing countries.

5.) Providing leadership/support to Outreach team in delegating responsibilities and strategy

### "Fall 2009" Contributions

During the Fall 2009 semester, I worked on advancing the fund raising efforts for aguaclara through 4 primary functions.

1.) Creation of corporate media packet to solicit more funding from companies

2.) Identifying a target roster of potential companies

3.) Idea generation to promote aguaclara and gain funding from private sectors

4.) Support the overall efforts of the outreach team either through activities on campus and with student groups.

Results midterm...

A preliminary corporate package has been submitted and is currently awaiting feedback from Monroe.

A list of companies have been identified and will serve as the base to develop relationships.

I am currently formulating a strategy to contact professional sports teams in the New York City area about doing a presentation in front of the players, a guerrilla form of fundraising targeting wealthy individuals.

Assisted outreach team members via club activities, organization, student outreach, church presentation, and putting up a video of a demo plant on youtube and hopefully creating a more polished video presentation of AguaClara. Updated alumni email list addresses to match those on the wiki.

Results final...

We are currently in dialogue with [CABEI](#) (Central American Bank for Economic Integration) is a supranational financial institution. Jose Avila is the country manager and I have had several ongoing phone/email exchanges to progress a conversation about A.) funding the project through APP (agua para el pueblo) and B.) coordinating and linking AguaClara with other governmental divisions.

Most of the work and follow up on this has not been communicated through the wiki but with Monroe directly given the nature of the discussions. Monroe will have a better idea of the progress/work I am doing on this regard as I have been meeting with him regularly. Several powerpoint document has been prepared and sent to Snr. Avila and his colleagues to date.

The second traction is with Viamericas Corporation. A letter to the CEO was received with positive response from him personally. We have been corresponding back and forth about ideas to work with AguaClara going forward.

To avoid detailing every specific task I have done this semester, the follow is a categorical outline of my contribution this term:

1.) Development of relationships/contacts for AguaClara with CABEI

2.) Development of numerous corporate contacts with profit/non-profit organizations as listed on the excelsheets which I won't rewrite all here.

3.) Participation, teamwork with fellow members Alex T and Maju ongoing as requested, concert/church presentations etc... Video of demoplant of Matt for internal use posted on Youtube and noted on the wiki, corporate fundraising packet for future outreach teams.

4.) Development of corporate document/literature communicating AguaClara

Pages Created

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