

ec396

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Spring 2010 Outreach team

- Partnership with Viamericas

My major task for this semester was to build a business plan for Viamericas so that AguaClara can have a lasting partnership with a corporation. Since I don't have much business background, I spent 2-3 weeks understanding how to successfully write a business plan proposal.

I met with Will and Alex to discuss our ideas for Viamericas. After the discussion, I made a powerpoint presentation, which is attached under [Presentations](#).

Will and I followed up on the initial contact made by Alex in December 2009, which led to a discussion with the CEO of the company, Paul Dwyer, over the phone. His response was very positive and thus the contact was handed over to Dan Smith, current AguaClara Engineer in Honduras. He had answered the questions that I couldn't fully answer for Paul and he will have a face-to-face meeting with Paul when he visits DC during May.

- Partnership with Potencia

The CEO of Potencia, a company that manufactures a unique energy drink with spirits of Latin America, was born in Honduras so I believed the company can be another good prospect for pursuing long-term partnership. I sent her an email but never got a response back. A potential project for future outreach teams can be to research the best method for promoting AguaClara to corporations.

- Promoting for AguaClara benefit concert

I helped promote the AguaClara benefit concert by quarter-carding on Ho Plaza and spreading the word about the concert.

- Researching for Grants

I looked into the [Grant Database](#) on the [Outreach Resources](#) page and I believe a lot of work needs to be done. For example, I have researched Ford Foundation grant but apparently a previous Outreach member had already done the same thing and decided not to submit an inquiry since their objectives did not align with ours.

- AguaClara Newsletter

Instead of making a Newsletter, Rob and I decided to send an email regarding the new website and brief summary of recent happenings in AguaClara since the new website contains more details of the news. The future outreach team should focus on updating the Recent News section of the website and constantly updating the PR portion of the website.