



Timeline

July 16, 2008
Competition Launch

August 15, 2008
Early Entry Deadline

September 26, 2008
Nomination Deadline

October 1, 2008
Entry Deadline

November 10, 2008
Online Voting Begins

December 1, 2008
Winners Announced

What do financial transactions look like in a marketplace for social change?

They should assist disadvantaged individuals and communities along a path of increased participation in the economies surrounding them. To accomplish these goals, we need to identify new entrepreneurial approaches to the methods people use to access, save, spend and lend their money.

Citi and Ashoka's Changemakers are partnering to launch "Banking on Social Change: Seeking Financial Solutions for All", an online challenge seeking to unearth the most innovative and cutting-edge methods that allow financial security to become a reality for everyone.

Get involved! Nominate, enter, comment, and vote. Entrants will find resources, including collaborative partners and potential investors, while the global online community will discuss, debate and improve upon the most creative solutions. We need your experience and insights to find and implement the most innovative financial solutions for the 21st century.

Nominate before September 26th, 2008 and be eligible to win a prize. Innovators may submit entries now through October 1 (those who do so before August 15th are eligible to win an early entry prize of a camcorder and digital camera worth US\$1,000). A panel of judges will select the finalists, and the online community will vote for three winners starting November 10. In recognition of their work, the winners will receive funding to pursue and expand their projects.

Judges

Jacques Attali
Founder and President
PlaNNet Finance

Jaideep Bose
Executive Editor
The Times of India

Deborah Hopkins
Chief Innovation Officer
Citi

Juan de Salas Mazarrasa
Representative for Community Involvement,
Southern Cone, and Chile Country Manager
Nokia

Sanjay Nayar
Chief Executive Officer, India
Citi

Jonathan Soros
President and Deputy Chairman
Soros Fund Management LLC



Nominate. Enter. Comment. Vote.
www.changemakers.net

For more information contact:

Eileen Knowles
eknowles@ashoka.org

Sivendra Sharma
shiv@pluralindia.in



Ashoka's **Changemakers**



Banking on Social Change

Seeking Financial Solutions for All

Act Now!

- Nominate an inspiring innovation
- Submit your local solutions
- Review submissions and comment online
- Mobilize your networks – tell a friend!
- Vote for your favorite submissions
- Get involved!



Citi is the leading global financial services company, with 200 million customer accounts and business conducted in more than 100 countries. It provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. For more information, visit www.citi.com

“New financial solutions have the potential to improve and transform traditional banking offerings and by making them available worldwide, we can improve economic and social change around the globe.”

Sanjay Nayar, CEO, Citi India

Innovators in the Field

Ashoka Fellows



Vineet Rai
Ashoka Changemaker, India

Rai is creating sustainable change in rural India by providing venture-capital financing and management support to eco-friendly, commercially viable ventures that lack access to established financial institutions. Rai scouts rural innovations that can create viable micro enterprises, which in turn spurs economic activity, creates jobs and improves quality of life.



Willy Foote
Ashoka Fellow, USA

Through his organization, Root Capital, Foote is transforming lending to America’s rural poor by making loans based on producers’ future sales rather than existing assets. This shift makes them bankable, and Foote is now getting his lending methodology adopted by local and global banks.



Ashoka’s Changemakers is building the world’s first global online “open source” community that competes to surface the best social solutions to the world’s most pressing issues. Changemakers focuses on thematic, collaborative competitions and invites innovators from around the world to profile and collaborate with a global community of investors, thought leaders and enthusiasts. To date, Changemakers has launched 14 successful collaborative competitions and attracted more than 3,500 high-impact solutions from more than 125 countries. Changemakers builds on Ashoka’s 27-year history identifying and selecting leading social entrepreneurs and its belief in an “Everyone Is a Changemaker” global society. www.changemakers.net

“Ashoka is serving a profound historical transformation — the shift from a world led by small elites to an ‘everyone a changemaker’ global society.”

Bill Drayton, Founder and CEO
Ashoka: Innovators for the Public

You can change the world. Be a Changemaker.

www.Changemakers.net