

# Barclays partners with entrepreneurs to tackle



Unreasonable Impact connects the entrepreneurs to mentors and specialists in a carefully designed environment that removes typical day-to-day distractions



Lars Aagaard, Head of M&A and Financial Sponsors Group, Asia Pacific, Barclays



Yohanee Sugithonongroho, Co-Founder and CEO, Crowde



Christina Zhu, Founder and CEO, Marvelous Foods



Chikhae Chen, Co-Founder, Evercomm



Rishi Mazumdar Singhal, Founder and CEO, Ecoware



Preetachi Nair Deykarak, Co-Founder and CEO, Joberry



Saij Hirani, Co-Founder and CEO, OnCin



Advitaya Mal, Co-Founder and CEO, SAS Technologies



Vajbhay Telke, Co-Founder and CEO, S&S AgroProces

Partnered Feature, HT Brand Studio

Global Compact and Accenture Strategy 8B's said that global economic systems need to focus on equitable growth. Meanwhile, 70% of CEOs from both Asian and North American businesses believe we need to decouple economic growth from the use of natural resources and environmental degradation.

While many of the larger companies may find it daunting to take up this mammoth challenge, Barclays is one such company that is walking the talk. For the past three years the three-century-old global financial powerhouse has been helping high-growth entrepreneurs create the jobs of tomorrow through a unique multi-year partnership with the Unreasonable Group. The partnership—Unreasonable Impact

—starts with an accelerator programme, held in select geographies across three regions—Americas, UK & Europe and the Asia Pacific. The results were swift: Between them, these companies have created more than 20,000 net new jobs, reached 187 million customers and generated more than \$1.9 billion in revenue. This year, the programme has identified 15 entrepreneurs from the Asia Pacific region, all of whom are solving significant challenges at scale. Take the example of String Bio from Bengaluru, India which is solving not one, but two problems—reducing the concentration of methane, a greenhouse gas in the atmosphere, while developing a sustainable protein to meet the rapidly rising animal and human food requirements. The bio tech company has developed a unique



Daniel Epstein, Founder and CEO of Unreasonable Group



A beachside chat where the entrepreneurs and mentors come together to share insights and stories



Entrepreneurs participate in a rapid ideation brainstorming session with a group of mentors and specialists surrounding the key challenges facing their business

The whole premise is that WE is greater than I. We select companies that will create at least 500 jobs over 5 years. And we offer them access to a global network that opens doors

# societal challenges at scale



Jaideep Khanna - Head of Barclays, Asia Pacific Region



Soumitra Mishra, Co-Founder and CEO, Cloro Energy



Vinod Kumar, Co-Founder and Managing Director, String Bio



Advitaya Mal, Co-Founder and CEO, SAS AgroServices



David Katz, Founder and CEO, Plastic Bank



Vijayagopal Palat, CEO, Lantemobile AgroProces



process to produce protein at scale, which is significantly more efficient than the current industry standard.

"Today, we have several partners to our name and are now looking to set up manufacturing units. We will start with animal protein. We will start with animal protein, then eventually get into human food and cosmetics as well," said Vinod Kumar, co-founder of String Bio. Vinod, who co-founded the company with his wife Eshl Subhan, spent several years in stealth mode refining the technology. Today, as he prepares to hit the market, Vinod's primary challenge is to find the right partners to license production: a hugely capital intensive affair. It is just not India, Right across the Bay of Bengal, Preetachi Nair Deykarak was bitten by the start-up bug while finishing up at



business school. Soon after, he started Joberry, a company that aims to help poor, small-scale farmers enhance food security through high yield, organic products. Joberry follows a unique cooperative farming model with standardised processes and access to finance which has led to a wide network of 2,500 farmers in Thailand. The business is already profitable, and has led to an increase in daily income for farmers from \$0.4 to \$6 a day. Its first product—Joberry rice—is a non-GMO super food that has been developed by this scientist through cross breeding over 10 years.

"Today, I have a supply-side problem where I am not able to meet the demand from markets such as the US and Europe. I need to scale efficiently. I am keen to explore cooperative farming partnerships in countries such as India," said Neil, while co-founder of String Bio and Joberry are part of a new wave of purposeful entrepreneurs to find the right partners to license production: a hugely capital intensive affair. It is just not India, Right across the Bay of Bengal, Preetachi Nair Deykarak was bitten by the start-up bug while finishing up at

## GROWTH IN NUMBERS

The Unreasonable Impact companies have created 20,067 net new jobs since joining the programme and are positively impacting the lives of more than 187 million people. Social and environmental impact highlights include:

- 28,809,607 tonnes in total greenhouse gas emission reduction;
- 142,281,585 people have gained access to affordable, reliable, and modern energy services;
- 3,283,350 products sold with improved use of natural resources and/or sustainable sourcing and production; and
- 275,099,648 kilograms of waste diverted by prevention, reduction, recycling and/or reuse.

Source: Unreasonable Impact report, 2019

Revolutionising the social and economic fabric of rural India through solar pumping technology.		
CLARO	SECTOR Clean Energy	REGION India
Empowering farmers to become agripreneurs with a cashless agricultural capital platform.		
CROWDE	SECTOR Financial Technology	REGION Indonesia
Creating 100 percent biodegradable, eco-friendly, and compostable certified food packaging and garbage bags.		
ECOWARE	SECTOR Circular Economy	REGION Australia, China, Canada, Korea, Europe, South Korea, Singapore, Sri Lanka, United Arab Emirates, United States
Helping small-scale farmers keep up with globalisation through farm mechanisation and technology services.		
EM3	SECTOR Agricultural Technology	REGION India
Providing energy-saving solutions and management tools for enterprises.		
EVERCOMM	SECTOR Renewable Energy	REGION Israel, Malaysia, Singapore, Thailand, Taiwan
Manufacturing best-in-class UAV for defence, security, and industrial applications.		
EVERGREEN	SECTOR Autonomous Vehicles	REGION India
Formulating and manufacturing eco-friendly, sustainable, high-performance coatings for industrial and consumer applications.		
ESQ Coatings	SECTOR Nanotechnology	REGION 51 countries
Bringing farmers out of poverty by sharing Thailand's healthiest natural and organic products with the rest of the world.		
Green Impact	SECTOR Sustainable Agriculture	REGION Germany, Hong Kong, Malaysia, New Zealand, Singapore, United Arab Emirates, United States
Bringing safe and hygienic fresh fruits and vegetables to the marketplace by empowering all stakeholders in the agricultural value chain.		
leaf	SECTOR Agricultural Technology	REGION India
Expanding consumer interest in plant-based food options with China's first dairy-free coconut yogurt.		
MARVELOUS FOODS	SECTOR Plant-based Food	REGION China
Making environmental sustainability a commercial proposition by converting used cooking oils into biofuel of scale.		
Neutral Fuels	SECTOR Clean Energy	REGION Australia, Bahrain, China, India, Korea, Malaysia, New Zealand, Oman, Singapore, Taiwan, South Africa, United Arab Emirates
Creating a better bioeconomy with innovative genome technologies.		
OnCin	SECTOR Biotechnology	REGION Japan
Cleaning the oceans and empowering impoverished communities by pioneering a sustainable, circular economy for plastic waste.		
plasticbank	SECTOR Circular Economy	REGION Haiti, Indonesia, Philippines
Creating a sustainable supply of processed food products using solar-powered dehydrators.		
SAS	SECTOR Agricultural Technology	REGION Bangladesh, Bhutan, India, Kenya, Nepal, Rwanda
Leveraging biotechnology to convert methane to everyday products, including feed and food.		
String Bio	SECTOR Biotechnology	REGION India

While broaching some serious business and entrepreneurial topics, the whole atmosphere remains quite casual