

For nearly two years I've been looking into the question of how to further sustainable and scalable technologies that can solve the challenges of the billion+ people who lack access to clean water, power, sanitation, and food. In the process of creating Natural Innovation .org, I've discovered just what a challenge inventors and innovators face: caught in the gap – efforts are too risky for philanthropists yet offer too little profit for Venture Capital. Too much money is needed to source from friends and family, yet rarely are resources there to access substantial grant or investment programs.

During the past two years, Natural Innovation's contributions have already led to some successes. For instance, a small loan and mentoring to [Sunvention](#) helped this start-up avoid bankruptcy and leverage over €1m in funding so that their solar thermal pump has a chance to reach the market by the end of 2011. Several other earlier stage innovators have been significantly helped by my team's mentoring and support; assistance with strategy and business planning; introductions to partners; and more. By reaching into my own pocket and building team resources, Natural Innovation has been able to take it this far.

I am now reaching out to you because it is time to systematize and scale this approach to impact the important innovations that are looking for help. In Natural Innovation, I've put together a stellar team of [collaborators](#) to help with everything from engineering to working with manufacturers; to market testing and distribution. With your help, we can touch several million people, changing their lives for the better.

**I'm looking for 10 people to step up and join Brewster Kahle & Mary Austin joining our Founders Circle and commit \$25,000 to Natural Innovation.org. ☐ Would you join us?**

Your support would allow formation of a three-person core team for Natural Innovation, allowing one person to be in the field, actively helping the incubatees to be ready for funding, while the other is in the US securing project funding and resources. This increased capacity will allow us to identify and assist additional innovations that show enormous potential for scalability.

I'd like to ask you to join the "Founders Circle" today! Contributions of any amount are always welcome. If you would like more information about ways you can become involved in the vital

work that Natural Innovation does please contact me at [mitra@mitra.biz](mailto:mitra@mitra.biz).

Sincerely,



Mitra Ardron

Founder & Executive Director  
Natural Innovation.org