



清华大学经济管理学院
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To: Creating Shared Value Council
Ashoka Changemakers

From: Steven White, Ph.D.
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Re: ECOSOFTT's Application for the Nestle CSV Prize

Dear Council Members:

I have the pleasure to write this letter in support of ECOSOFTT's application for the Nestle CSV Prize. I have known the founders of ECOSOFTT, Stanley Samuel and Marcus Lim, since 2011 when I supervised their Master's theses as part of the Tsinghua-INSEAD Executive MBA program. We worked extensively on their theses focused on global water and sanitation challenges and social entrepreneurship. It has been exciting and rewarding as their professor to see them make a major shift in their professional careers to pursue their projects into the "real" world by founding ECOSOFTT.

I have since kept in close touch with ECOSOFTT's developments and have visited Singapore and India on multiple occasions to see their progress on all KPIs—product/service development, business development, human resources, governance and social and environmental impact. I have been impressed by Stanley and Marcus' combination of dedication to their broader social mission and ability to translate their ideas and energy into a thriving, growing multinational enterprise. As an academic interested in innovation, entrepreneurship and internationalization, I am particularly intrigued by ECOSOFTT's sustainable business model, competitive advantages and growth over the last five years.

Despite the challenges faced in their initial setup, Stanley and Marcus have stayed the course and come out of the challenges stronger. I have no doubt that ECOSOFTT will continue to grow its business and impact across its target markets. Indeed, I am currently developing a set of teaching case studies on this venture, as it includes key lessons that could benefit aspiring entrepreneurs.

Should you have any questions, please feel free to contact me by email at white@sem.tsinghua.edu.cn or my mobile: +86-13911405028. I commend Nestle and the Council for your support of such ventures as Ecosoft and wish you continued success in your broad mission of helping to create shared value.

With best regards,

Steven White