

ASHIFI GOGO, CEO, Sproxil



Photo credit: Reuters



A venture-backed social enterprise that provides brand protection in emerging markets by leveraging mobile phones and scratch-off labels.



The Problem:

Do you know where your drugs are made?



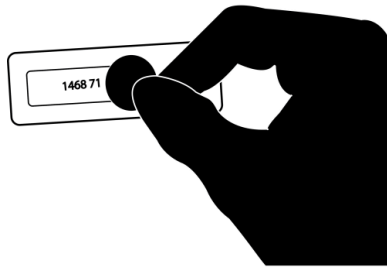
Source: http://www.cnn.com/id/44759614/The_Painful_Costs_of_Counterfeit_Prescription_Drugs?slide=11

The Problem: Do you know what you are consuming?



Sources: Flour: <http://www.foodsubs.com/Flour.html>; Road Paint: <http://anneminard.com/wp/2009/03/15/day-51-science-news-to-you/>; Bone: <http://www.photo-dictionary.com/phrase/3125/bone.html>; Chalk: <http://familyfun.go.com/playtime/chalk-it-up-706844/>; Paint: <http://webcache.googleusercontent.com/search?q=cache:http://raycopainting.com/tecnique/bay-area-lead-paint/>; Drywall chipping: http://blogs.trb.com/features/consumer/shopping/blog/2012/04/free_exterior_house_paint_for_2.html; Rat poison: <http://www.nongnu.org/ratpoison/>; Coolant: <http://www.tomshardware.com/reviews/atx-btx-cases,1187-16.html>; Starch: <http://cnreachem.en.made-in-china.com/product/LqelIdVTaAr/China-Rice-Starch.html>; Danger sign: <http://www.smartdraw.com/examples/view/danger+flammable+sign/>

The Solution: Mobile Product Authentication™



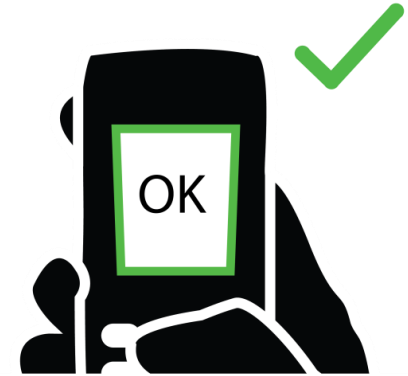
SCRATCH

The Label



TEXT

The Special PIN



VERIFY

Genuine or Fake

Source: Images © Sproxil

Sproxil:

Our success to date

- Operating in 5 countries across 3 continents
- Over two million verifications and counting as of June 2012
- Recent winner of the World Business and Development Award 2012
- Endorsed by Nigeria's National Agency for Food and Drug Administration and Control (NAFDAC) and Kenya's Poisons and Pharmacy Board



"This is a genuinely remarkable achievement... (it's) empowering... putting people in charge of their own healthcare."
-- President Bill Clinton

Source: http://www.clintonglobalinitiative.org/ourmeetings/2010/meeting_annual_multimedia_photo_gallery.asp?id=18&Section=OurMeetings&PageTitle=Multimedia