

# KIWA INVESTMENT SUMMIT ECUADOR

A JOINT VENTURE OF CHRISTIE COMMUNICATIONS & YEXPLORE IN PARTNERSHIP WITH ENDEAVOR CONSULTING.

The adVenturesAcademy is a highly-specialized, research-based experiential program (“curriculum in action”) focused on strengthening and building resiliency in leaders dedicated to building businesses that create a better world. With the goal of deepening the engagement of entrepreneurs, investors, and the growth ecosystem surrounding purpose-driven enterprises, we have developed a specialized offering in partnership with Endeavor Consulting for the Kiwa Investment Summit that will include innovative offerings highlighting Ecuador’s natural beauty.



**“Nobody talks of entrepreneurship as survival, but that’s exactly what it is.”**

– Anita Roddick

## ENTREPRENEUR/INVESTOR IMMERSION

Two Day Program (June 12 – 13, 2015)

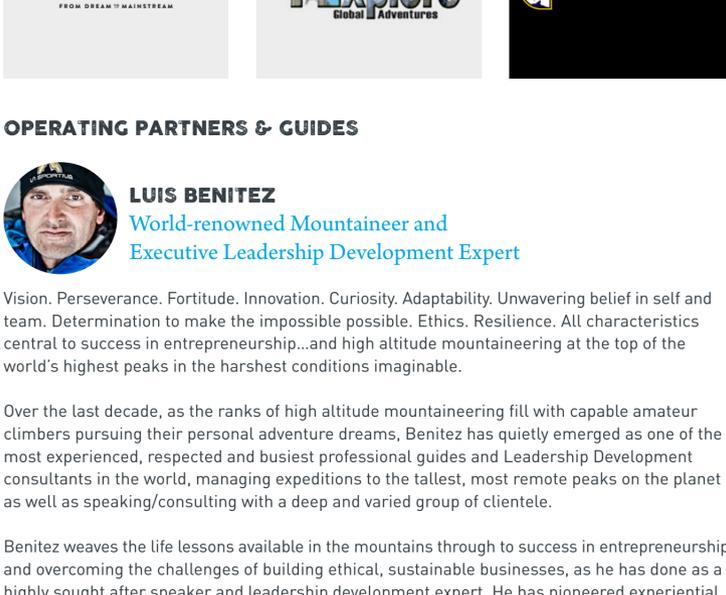
### COTOPAXI ADVENTURESACADEMY INVESTMENT CAMP

Navigating Effective Business Growth Orienteering Course

We will host the programming at Tambopaxi to showcase the beauty of iconic Cotopaxi and provide the ideal setting for innovative Investor/Entrepreneur Training and Engagement. We will highlight the mountain huts and their revitalization through the innovative public/private ecotourism initiative, integrating this into the programming focused on deepening the relationship between investors and entrepreneurs.

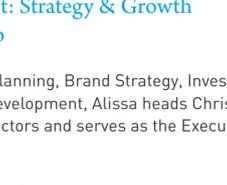
#### Key elements of the training include

- Navigating Growth: Orienteering Course
- Integrates key lessons for business growth strategies within the context of orienteering and navigation highlighting business growth experts and renowned mountaineers
- Systems2Success
- The Ecosystem Approach to Teambuilding
- The Art of the Pivot: The Role of Adaptability in Entrepreneurial Success
- Developing situational adversity that reflects challenges faced in scaling an enterprise to allow entrepreneurs and investors to work together to problem solve and create success together



**“Reach higher, push boundaries, and live your dreams.”**

### TEAM



### OPERATING PARTNERS & GUIDES



**LUIS BENITEZ**  
World-renowned Mountaineer and Executive Leadership Development Expert

Vision. Perseverance. Fortitude. Innovation. Curiosity. Adaptability. Unwavering belief in self and team. Determination to make the impossible possible. Ethics. Resilience. All characteristics central to success in entrepreneurship...and high altitude mountaineering at the top of the world’s highest peaks in the harshest conditions imaginable.

Over the last decade, as the ranks of high altitude mountaineering fill with capable amateur climbers pursuing their personal adventure dreams, Benitez has quietly emerged as one of the most experienced, respected and busiest professional guides and Leadership Development consultants in the world, managing expeditions to the tallest, most remote peaks on the planet as well as speaking/consulting with a deep and varied group of clientele.

Benitez weaves the life lessons available in the mountains through to success in entrepreneurship and overcoming the challenges of building ethical, sustainable businesses, as he has done as a highly sought after speaker and leadership development expert. He has pioneered experiential leadership development programs at global companies such as Vail Resorts, at world-leading universities like The Wharton School, and many others.



**ALISSA SEARS**  
Vice President: Strategy & Growth  
Christie & Co

With a background in Strategic Planning, Brand Strategy, Investor Relations and Corporate Social Responsibility Program Development, Alissa heads Christie Communications’ Strategic Planning and Growth Strategy Sectors and serves as the Executive Director of the Christie Community Foundation.

With her degree in Communication, Education, and International Relations from the University of California San Diego, Alissa leads Christie Communications’ Strategic Planning Team to develop results-oriented, comprehensive strategies across multiple industries for clients ranging from natural products companies to impact investment groups, gourmet food products to outdoor companies, conservation organizations, financial organizations, and beyond.

Alissa is Vice President of The California Coast Venture Forum/Clean Business Investment Summit, Partner of Kiwa Investment Summit: Latin America, and serves on the Board of Directors of Safe Water International and Channel Islands Outfitters. She serves as an advisor to New Hope’s NEXT Accelerator, CircleUp, the Karma Project Nepal, Antioch University’s MBA Program on Social Enterprise, Cal State Lutheran University’s MBA in Sustainability, YouthInteractive, Yellow Leaf Hammocks, and others. Recognized as Forbes 25 Most Influential Kingmakers in Consumer and Retail. Pacific Coast Business Times 40 under 40.

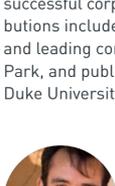


**JOHN P. DEGRAZIO**  
YExplore Global Adventures

With his roots in finance on Wall Street, John integrates his experiences as an equities trader, head trainer, and senior risk analyst into his role as a founding partner in the adVenturesAcademy. His career path led him in a new direction of entrepreneurship in Yosemite National Park with the establishment of YExplore in 2006. John has spent the last decade cultivating his professional career as a naturalist, motivator, coach, and wilderness guide while sharing stories of Yosemite with visitors from across the globe.

Along the way, he has helped author new narratives while assisting others as they accomplished their goals. It is his belief that life’s greatest discoveries are made in nature, and success is achieved with every outdoor adventure that helps people break away from mundane routines of ordinary living. These unique experiences lead to a process of self-discovery that empowers them to take control of their own lives.

John also relishes his role as a steward in Yosemite and enjoys teaching principles of minimum impact recreation while accessing the world’s most pristine places. YExplore has continued to expand while developing a sustainable tourism model with global offerings including Everest Base Camp, Kilimanjaro, and beyond.



**DAVE KINGSBURY**  
Vice President,  
New Hope Natural Media

Dave has nearly 20 years’ experience successfully positioning brands and products by leveraging quantitative and qualitative consumer and market insights. Prior to joining New Hope in 2010, Dave was a Senior Strategist with Crispin, Porter & Bogusky, one of the leading advertising and creative agencies in the U.S. CPB was ranked the number one digital agency in the US for nearly a decade. While at CP+B, Dave created a Product Innovation Group that developed world class strategy and award winning communication for clients including Burger King, Domino’s, Kraft, Coke, Microsoft, Best Buy, Activision, and Volkswagen.

Dave was also one of the founding members of Bcycle - the first modern bike-share systems in the United States which is reimaging urban transportation in 19 different cities across the country. Dave lives in the mountains west of Boulder with his wife Shenna and future X-games star - 8 year old son Quinn.



### ADVISORY TEAM



**ALEX MCINTOSH**  
Founder, EcoMundi Ventures  
& THRIVE Natural Care

Through Ecomundi Ventures fund, Alex and his team brought to life Thrive Natural Care, an innovative natural personal care company that is helping thousands of consumers ditch their synthetics to look better and live healthier. Prior to Ecomundi Ventures, Alex was the founding Director of Sustainability & Corporate Citizenship at Nestlé Waters North America, the \$4B division of the world’s largest consumer water company. At Nestlé Waters, Alex developed the vision and strategic plan, and provided hands-on leadership to build the corporation’s first sustainability program from the ground up during a time of intense social scrutiny.

He created a broad network of partnerships with corporate, policy, regulatory, and nonprofit water organizations to advance sustainability & innovation. His success in aligning financial, environmental, and social strategies within the 8,500-person corporation played a key role in expanding Nestlé Waters’ reputation for excellence in the consumer package goods industry. Prior to Nestlé, Alex was Director of Philanthropy at The Nature Conservancy, where he helped raise a record \$75MM in private capital for two of the largest watershed conservation projects in the organization’s history.

Alex developed the vision, strategic plan and provided leadership for the 9-person fundraising team that increased annual giving revenue 1,250% over four years and completed the most successful corporate conservation campaign in state history. Alex’s other environmental contributions include co-development of an ecotourism business/funding model for Gabon’s president and leading conservation group, creation of a five-year business plan for Big Bend National Park, and publication of a field guide to birds. Alex earned his B.A. with academic honors at Duke University, and a master’s degree in environmental management from Yale University.



**MARTIN ACOSTA**  
Kiwa/Inalproces S.A.

INSEAD MBA, London School of Economics MSc, Wharton School of Business Diploma in Wealth Management, Kalamazoo College & USFQ B.A. in Economics and Business.

Martin is the Founder and CEO of Inalproces and launched the KIWA brand in 2010. KIWA products are now sold in over 15 countries and have won several international awards on innovation and corporate social responsibility. Previously, Martin worked for Aureos Capital, a private equity fund in focused in emerging markets and as a consultant for USAID, SNV & World Business Council for Sustainable Development, TNT & United Nations World Food Programme, and several small and medium-sized companies in Ecuador. He has also advised wealthy families on investments since 2001.

He also created and then sold Bikecuador and AVE travel agency, managed a business incubator and worked as a Professor at USFQ. He was also a Member of the Board for Agrotropical, Analytica Securities and NESTT in Ecuador. Martin participated as a panelist on behalf of the private sector at the Global Partnership for Effective Development Cooperation in Mexico in 2014.



**BRAD BARNHORN**  
Founder, Barnhorn & Associates

Brad was an early pioneer in the healthy beverage space as Founder and CEO of the Fantasia Fresh Juice Company culminating in its sale to North Castle Partners in late 2000. Fantasia Fresh Juice subsequently merged with Naked Juice to form a leading national brand in this category which was subsequently acquired by Pepsi in late 2006.

Brad currently serves as a Board Member to a range of operating companies and as an advisor to several consumer focused private equity funds. Brad serves on the Board of Directors of Pint Size Corporation, Bonadea, Galaxy Granola and Deluxe Honeydrop. Additionally, Brad is an Executive Advisor to consumer products focused private equity groups Encore Consumer Capital and Winona Capital.

He is also Operating Partner with middle market private equity group Fundamental Capital. Brad was previously CEO of Global NutriFoods. Mr. Barnhorn also previously served as equity sponsor and Executive Chairman of two early stage food and beverage companies, Bevology and Wild Waters, and as an independent director of Vancouver based Happy Planet. Brad received his MBA from the Stanford Graduate School of Business and a BA in Economics and Political Theory from the University of Virginia.



**JAYNE HILLMAN**  
Founder, The Base Camp

As an serial entrepreneur, consultant and coach Jayne Hillman offers a holistic approach combining her entrepreneurial experiences with executive coaching and mindfulness practices to take entrepreneurs through powerful internal and external frameworks to build successful and personally fulfilling businesses.

Jayne has over 25 years experience collectively both as an entrepreneur and as a consultant to start-ups, and is passionate about entrepreneurs tapping into the business “know how”, mentoring and capital available to make their business visions a reality. Jayne has played an advisor / consultant role within and for Pacific Community Ventures, San Francisco Small Business Development Center, Women’s Start Up Lab, Women’s Initiative and SFEDA (San Francisco Economic Development Agency and Women’s Business Development Center in Chicago IL.

As an Entrepreneur, Jayne has held founder roles at Fantasia Fresh Juice Company - a leading natural foods company, Yoga Sangha - a community-focused yoga studio, and executive consultant at Zenergiez - an eco-friendly nutritional supplement company and currently launching her latest start-up The Base Camp. Jayne offers expansive business building frameworks and business model analysis and planning to successfully launch and scale businesses. She is passionate about facilitating entrepreneurs with great ideas that contribute to a healthier and happy planet to build successful business ventures that are sustainable, enjoyable and financially rewarding for everyone involved. As a Certified Professional Coach I use over a decade of experience as a Founder & Entrepreneur combined with deep study of mindfulness, neuroscience, and quantum physics along with my personal practice in other contemplative practices of yoga, martial arts, and how to have more true influence and power as a way to create the business, the organization and the life entrepreneurs would like to have and see more in the world.