Subsistence Marketplaces Initiative
http://www.business.illinois.edu/subsistence

• Curriculum
  – Sustainable Product and Market Development for Subsistence Marketplaces - Yearlong with international immersion
  – 1st semester undergrads – Sustainable Businesses for Subsistence Marketplaces
  – Graduate and Undergraduate Level Courses on Sustainable Business Enterprises for All Contexts
  – Global Business Horizons for Exec MBA
  – Engineering for Global Development for 1st semester Engg students

• Web Portal
  – Cases, Presentations, Prototypes, and Instructional Resources
  – Videos
    • Day in the Life Videos
    • Movie
  – Multi-media immersion exercises
  – Book
    • Understanding subsistence marketplaces
    • Designing solutions
What We Do and Larger Context

• What we do – The data
  – Yearlong class and IP
  – Materials and web portal
  – Multi-media materials

• Context
  – Video taking and publishing!
  – Low-literate, low income communities
Practices

• Course
  – Course agreement
  – IP agreement

• Web portal
  – Informed consent
  – Consent
  – Non-downloadable (?) materials
Subsistence Marketplaces Initiative Consent Form

Authorized instructors may access the materials pertaining to the Subsistence Marketplaces Initiative for educational purposes only.

Instructors may NOT:

- Attempt to download Videos,
- Share passwords,
- Share website links
- Use Materials for training programs,
- Store Materials on any server,
- Or distribute, publish or copy Materials,
- Or give access to Materials to others unless express permission is granted.

If you wish to obtain access to the materials and agree to the usage terms above, please fill out the form below.

Name

[Blank Line]

[Blank Line]
Larger Philosophy

• Few high-quality materials
• Video-taping not default option
• Tone
  – Password protection
  – Tone