



THE HAROLD HARTOG SCHOOL OF GOVERNMENT & POLICY

# BUILDING SUCCESSFUL BUSINESSES THAT SERVE THE GLOBAL POOR

MONDAY, MARCH 11TH, 18:30-21:00

NAFTALI BUILDING ROOM 003, TEL AVIV UNIVERSITY

DevTechHub, Net Impact TAU, and the Program on Innovation and International Development at TAU are pleased to invite you to an event which presents the emerging sector of business models for populations at the "Base of the Economic Pyramid (BoP)", which include almost 4 billion people world wide. The keynote lecture will review the obstacles facing traditional market participants when addressing this market segment, and present how innovative business models, technologies, and partnership models can overcome such barriers. It will be followed by a panel of individuals who have piloted innovative businesses in this sector in developing countries.

The World Economic Pyramid



## RSVP REQUIRED HERE

Read more about DevTechHub -[Here](#)

Read more about Net Impact -[Here](#)

Read more about the TAU Innovation & International Development program -[Here](#)

Read more about the TAU Sofaer International MBA -[Here](#)

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