

Toward a Base of the Pyramid Protocol

Stuart L. Hart

S.C. Johnson Professor of Sustainable Global Enterprise
Cornell University

“The aspiring poor present a prodigious opportunity for the world’s wealthiest companies. But it requires a radical new approach to business strategy”

C.K. Prahalad and Stuart Hart
“The fortune at the bottom of the pyramid”
Strategy+Business, January 2002

A Collaborative Venture

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The World Resources Institute

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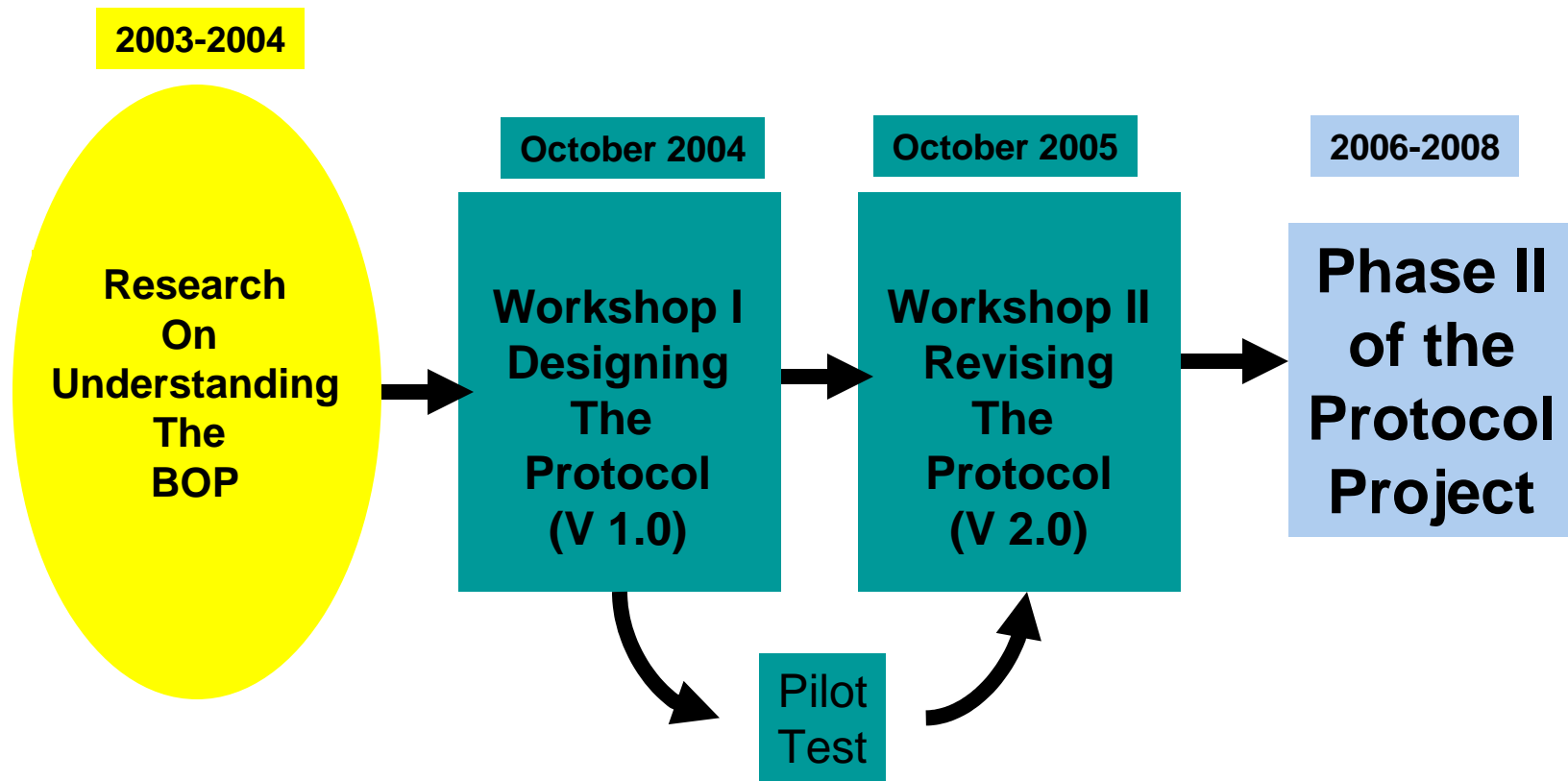
Hewlett Packard

Tetra Pak

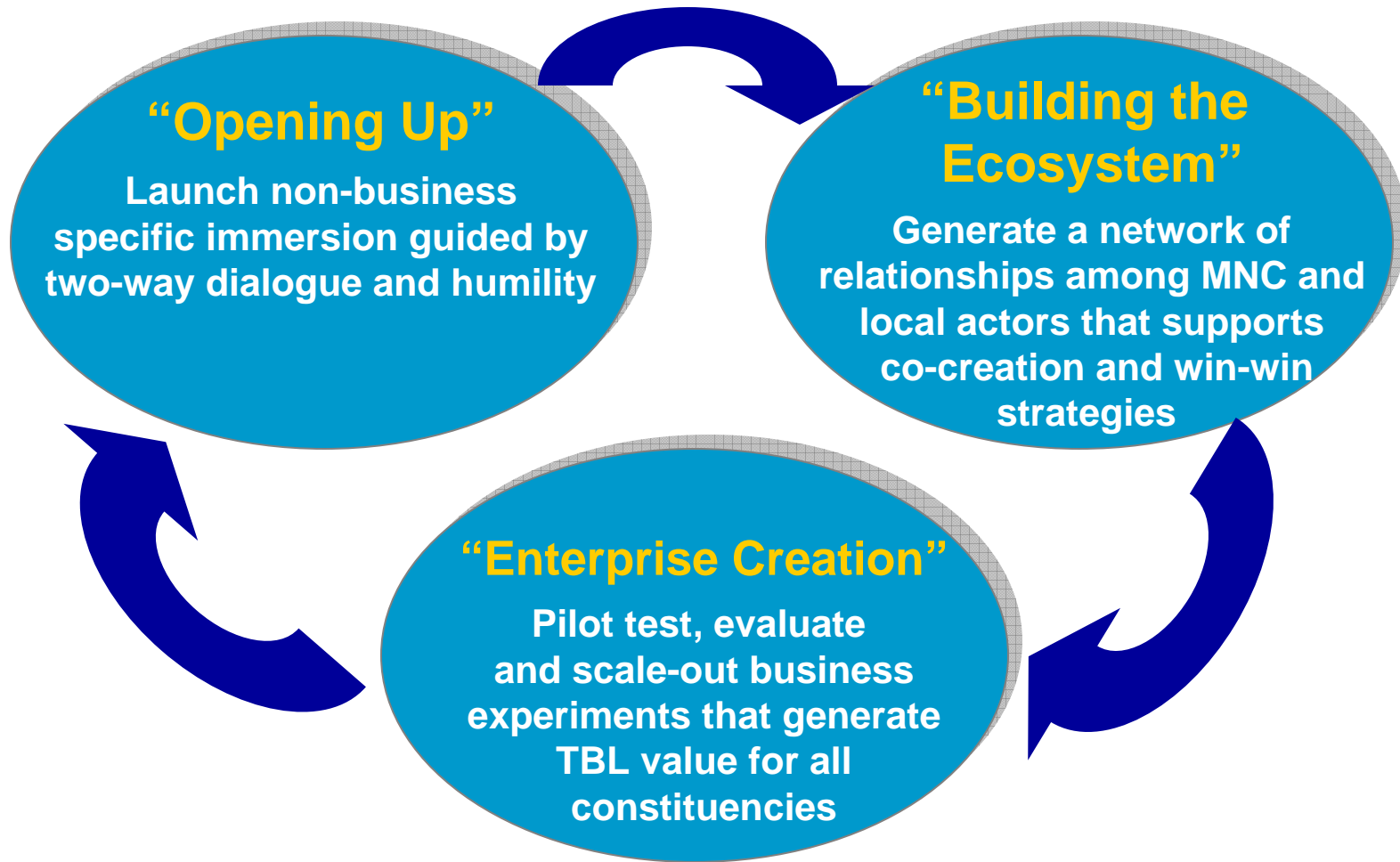
BOP Protocol Project Staff

- Core Staff
 - Erik Simanis, ***Cornell University***
 - Stuart Hart, ***Cornell University***
 - Gordon Enk, ***Partners in Strategic Change***
 - Duncan Duke, ***Cornell University***
 - Mike Gordon, ***University of Michigan***
 - Mark Milstein, ***World Resources Institute***
 - Ted London, ***William Davidson Institute***
 - Steve Branca, ***The Johnson Foundation***

BOP Protocol: Project Flow



The BOP Protocol (V1.0): Overview

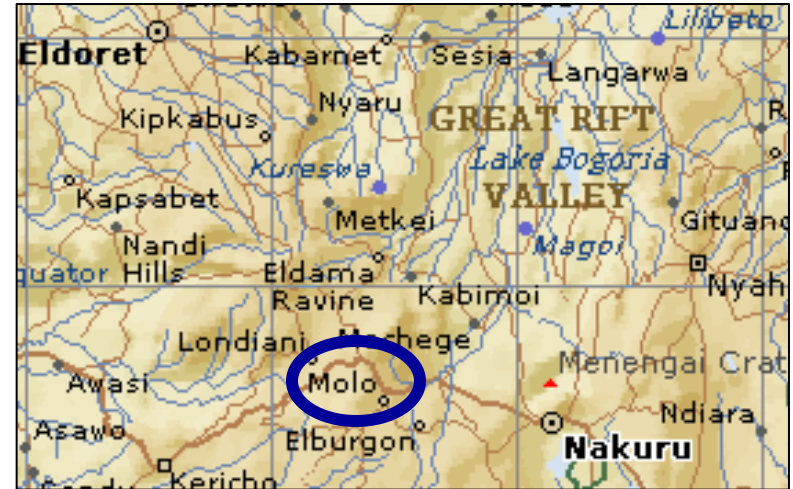


www.bop-protocol.org

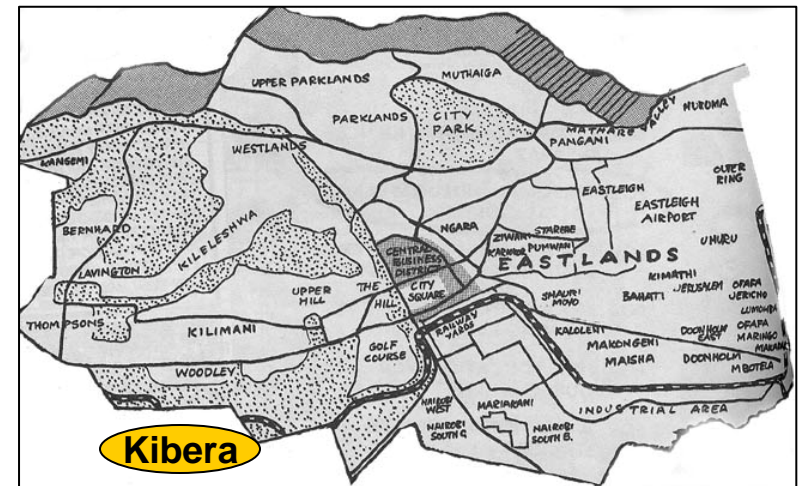
BOP Protocol Pilot Test: S.C. Johnson in Kenya



NYOTA, Nakuru District



KIBERA, Nairobi



BOP Protocol Pilot Test: The Team



6 person Pilot Team from Diverse Backgrounds:

- Justin DeKoszmovszky (Cornell)
- Tatiana Thieme (Cornell)
- Patrick Donohue (Brinq)
- Erik Simanis (Cornell)
- Catherine Burnett (UNC)
- Nyokabi Kiarie (U Michigan)

V2.0 BOP Protocol: Due January 2006

BOP Protocol: Phase II

