

2016 SEED INTERN PROFILES



Stanford | Seed
Stanford Institute for Innovation
in Developing Economies



CAROLINE "CARRIE" VON MUENCH

BS '17
Environmental Systems Engineering
with Biology Minor
Accra, Ghana

ANNA VON WENDORFF

BA '18
Economics with Civil Engineering
Minor
Accra, Ghana

MUSILA MUNUVE

BS '17,
Computer Science
Accra, Ghana

TAMER SHABANI

BS '14 MS '16
Environmental Systems Engineering,
Civil & Environmental Engineering
Accra, Ghana

MAI TRAN

MS '17
Management Science
& Engineering
Lagos, Nigeria

LOGAN RICHARD

BA '15
International Relations
Lagos, Nigeria

TINA DIAO

MS '17
Management Science
& Engineering
Lagos, Nigeria

AMAL EL-GHAZALY

PHD '16,
Electrical Engineering
Oyo State, Nigeria

Seed student programs introduce students to the challenges and opportunities of doing business in developing economies, and are designed to inspire current Stanford students to become globally engaged citizens and leaders. Today's students become tomorrow's leaders who will set the agenda and prioritize social and economic issues according to their experiences and world view.

The Seed on the ground internship program pairs interns with Seed portfolio companies, working on impactful projects integral to the companies' transformation plans. Interns build and apply skills and develop their understanding of the business and cultural environment in West Africa.

THE 2016 SEED INTERNS INCLUDE:

- 4 Undergraduates (Including 1 Post-Graduate)
- 4 Graduate Students
 - 3 Master's Students (Including 1 Post-Graduate)
 - 1 PhD Graduate

WORKING FOR SEED COMPANIES IN:

- Accra, Ghana (4 Interns)
- Lagos, Nigeria (3 Interns)
- Rural Nigeria (1 Intern)

STANFORD SEED INTRODUCES YOU TO THE 2016 SEED INTERNS



CAROLINE “CARRIE” VON MUENCH

BS '17,
Environmental Systems Engineering
with Biology minor

Carrie chose to study Environmental Systems Engineering at Stanford because she has always been passionate about environmental issues, in particular those related to natural resource use and distribution. Working in Namibia the summer after her freshman year revealed how acutely the effects of unsustainable resource exploitation are felt in developing economies. Carrie realized that she could make the fastest and most tangible difference through the private sector, so in summer 2015 she worked for Boston Consulting Group building models for major EU energy companies. Carrie hopes to eventually return to Africa to work in the private sector; thus her interest in this Seed internship.



One reason I am excited to work with Seed is that I want to spend my career building transformative businesses from the ground up. I am impressed by Seed’s mission to enable entrepreneurs to raise the standards of living in their communities and I am considering working in international development long term, so I hope that this Seed internship will inform that choice in the years to come.”



ANNA VON WENDORFF

BA '18,
Economics with Civil
Engineering minor

Anna is passionate about using communications, design, and technology as a way to better the world around us. In summer 2015, Anna worked at a school in Southern India through Stanford's Haas Center for Public Service. She previously worked with a community development NGO in Nicaragua. Anna served on the board of directors and as a youth program lead for a disability awareness nonprofit based in Sacramento, CA. In the future, she hopes to work in economic development and innovation design.



Seed is a unique organization because it works at the intersection of cultural exchange, sustainable development, and profitable business. All of these ideals are powerful individually, but I think that all must be balanced in order to drive long term change. This interdisciplinary approach is what first drew me to Seed. This will be my first time in Ghana, and I am incredibly excited to see the country and learn more about the culture.”





CARRIE & ANNA'S DESTINATION: ACCRA, GHANA

RANCARD

From its humble beginnings in the Taifa district of Greater Accra, Ghana, the company's technology influence and reach continues to grow, spanning more than 72 telecommunications companies in more than 25 countries around the world. It attracts clients such as Google, Intel, the BBC, ESPN, MTV, and Grameen Foundation to its mobile platform, which serves over 200 million mobile subscribers in Africa, the Middle East, and Southeast Asia.

In 2012, Rancard became the first tech company in sub-Saharan Africa to be invested in by a major Silicon Valley company and was quickly followed by another round of investment by Peninsula Capital, one of the founding investors in Baidu, and has been featured on TechCrunch, CNBC, and Reuters.

Rancard continues to blaze the trail with groundbreaking work in social recommendations, working with vendors such as Amazon and Walmart in driving traffic to their sites. The company was a Meffys Finalist for Discovery and Engagement.

CARRIE & ANNA'S PROJECT

Apply design thinking methods in conducting primary research on the applications of artificial intelligence and social recommendations in e-commerce leading to the development of a prototype app for home stock replenishment.





MUSILA MUNUVE

BS '17
Computer Science

Born and raised in Kenya and a graduate of the African Leadership Academy (ALA), Musila is deeply interested in how technology can be leveraged to meet people's basic needs and improve their standards of living. Musila put his tech skills to use at Stanford last year when he co-founded ThisAbility, a mobile app to help users with dyscalculia make basic calculations. Musila also enjoys football and photography.



I chose this Seed internship because I'm interested in working in the tech industry in Kenya in the future and I want to learn more about the tech environment in other African countries in order to learn their best practices."





TAMER SHABANI

BS '14

Environmental Systems Engineering

MS '16

Civil & Environmental Engineering

A Ghanaian who has lived in the U.S. for the past 10+ years, Tamer is eager to return to Ghana to experience the growth of the tech industry there. A recipient of the Stanford Alumni Association Senior Class Award of Excellence, Tamer has served as president of the Stanford African Students' Association (SASA), a resident assistant, a teaching assistant, on the ASSU Nominations Commission, and as a speaker at Faces of Community. He has professional work experience as a health and safety consultant and has conducted research on the energy landscape of Ghana. An avid photographer, Tamer has covered photo-journalism assignments for Stanford University.



In 2014, during a personal crisis, two Stanford alumni donated a camera and lens to me after learning that I had sold mine to sustain my needs. Equipped with the tools to re-launch my photography career, I was able to expand my client base and stabilize my financial circumstances with photography gigs. That taught me the importance of skills and tools in addressing poverty. After reading up about Seed's mission, I was interested in supporting it, especially in my home country of Ghana."

MUSILA & TAMER'S DESTINATION: ACCRA, GHANA

SMSGH

Founded in 2005 in the West African nation, Ghana, SMSGH has evolved to become a leading mobile technology company in Africa processing more than 4 million requests daily for over 45,000 direct customers, while serving more than 20 million mobile subscribers and application users.

SMSGH is now on a mission to expand the mobile cloud to do more for businesses and people across Africa. Under the leadership of Alex Adjei Bram, the company has the ambitious goal of building and managing a mobile cloud platform of useful applications for more than 200,000 businesses, serving over 250 million people across Africa by the year 2020 (up from 30,000 serving 18 million in early 2015). In doing so, SMSGH hopes to generate annual sales revenues in excess of \$50 million by the end of 2020.

Driven by the wider agenda of transforming Africa, Alex leads the company's transformation agenda which includes incorporating good governance, improving team performance, and growing the overall enterprise.





MUSILA & TAMER'S PROJECT

Musila will analyze and provide recommendations to improve the organization and team structure. He will assess and rethink the way the company's three teams – marketing, sales, and customer support – work together, so as to bring clarity on each team's role and function and improve the processes through which they attract and retain customers. Tamer will support the marketing needs of the company, ranging from digital strategy to multimedia production.



MAI TRAN

MS '17

Management Science & Engineering

Mai was raised in Northern California and attended University of California at Davis as an undergraduate, earning a BS in Managerial Economics. While an undergraduate student, Mai worked with Professor Stephen Vosti, a health economist, and became passionate about development economics. She later worked as a program coordinator at an NGO in Ghana and gained firsthand experience working in a developing country. Her subsequent travels and work have further shaped her desire to work in economic development and environmental sustainability, which she believes must go hand in hand. She believes that as we work to improve the lives of people around the world, we must do so conscious of environmental constraints to keep those advancements sustainable in the long run.



I applied for Seed because I have heard great things about the program and I believe in its mission to help transform developing countries through assisting their entrepreneurs in building businesses that may have substantial impact on people's lives. This program also aligns with my desire to work in development in the future."





MAI'S DESTINATION: LAGOS, NIGERIA

ADCEM HEALTHCARE LIMITED

A technology and innovation driven healthcare company, ADCEM Healthcare is the leading provider of renal care services in Nigeria. The company's services range from design and installation of pneumatic air tube systems to turn-key delivery of renal dialysis centers. ADCEM covers the spectrum of renal therapy options for chronic kidney disease (CKD). ADCEM is a reliable source for vascular access solutions in specialties spanning chemotherapy, critical care, nephrology, hematology, and gastroenterology.

MAI'S PROJECT

Research, analyze, and test the market for the introduction of a proven alternative kidney failure treatment, peritoneal dialysis (PD), and create a marketing strategy to introduce PD in Nigeria.



LOGAN RICHARD
BA '15
International Relations

A 2015 Stanford graduate, Logan served as student body co-president. His academic emphasis was on understanding and evolving private sector and government investment programs in Latin America and Africa. Logan interned at the U.S. State Department (Washington, DC) and UniCredit Bank (London), studied and conducted development work in Canada, Kenya, India, and Chile. Logan's longer term career interest is to work with organizations that focus on implementing projects critical for growth and sustainability.



I'm disturbed and perplexed by the persistence of economic inequality. Over my lifetime, I hope to lead efforts to close gaps between haves and have-nots by directing resources to under-resourced communities for the direct benefit of their members. I'm looking for more exposure to the ways and means of effecting economic progress through innovation and entrepreneurship. I am hopeful that my Seed internship experience with BOT will equip me to contribute to multidisciplinary teams designing and deploying scalable solutions that broaden economic access and result in economic equity."





LOGAN'S DESTINATION: LAGOS, NIGERIA

BOT ENGINEERING COMPANY LIMITED

BOT provides electrical, mechanical, plumbing, and HVAC engineering designs, installations, and maintenance services for the following sectors: Telecommunications, Data Centers, Hospitals, Hotels, and other buildings.

LOGAN'S PROJECT

Provide a detailed analysis of BOT's operational supply chain and possible solutions to improve efficiency of delivery.



TINA DIAO

MS '17

Management Science & Engineering

Tina was born and raised in China until the age of 15, when she was awarded a full government scholarship to attend high school in Singapore. In 2010, she came to the U.S. to pursue a liberal arts education at the University of California at Berkeley. After graduating with joint bachelor's degrees in Statistics and Economics in 2013, Tina worked as an actuarial analyst at a pension consulting firm and subsequently an insurance company. Wanting to learn how to combine her statistical inference skills with her passion for communicating complex ideas to diverse audiences, Tina came to Stanford and to the Management Science & Engineering program.



I chose to do this Seed summer internship because I wanted to gain experience working in developing economies, specifically on the African continent. The project is a perfect fit for my educational experience here at Stanford, giving me an opportunity to put into practice what I had been learning in my classes. This Seed internship will give me a taste of what it is like to work in a developing country and on a strategy analysis project, both of which I am exploring for my future career.”





TINA'S DESTINATION: LAGOS, NIGERIA

CRUST RESOURCES LIMITED

Crust traditionally offers engineering services to organizations in the telecoms and upstream oil & gas sectors of Nigeria and Ghana. As part of the company's Seed Transformation Program, Crust developed a business unit to launch a new product, the Software-as-a-Service (SaaS) Enterprise Resource Planning (ERP). The SaaS ERP is specifically targeted for small and medium sized enterprises in West Africa and is a unique solution that is localized, user friendly, affordable, and cloud based, hence adaptable across all devices including mobile devices.

TINA'S PROJECT

Develop a marketing strategy, including market positioning and market pricing, for the SaaS ERP.



AMAL EL-GHAZALY

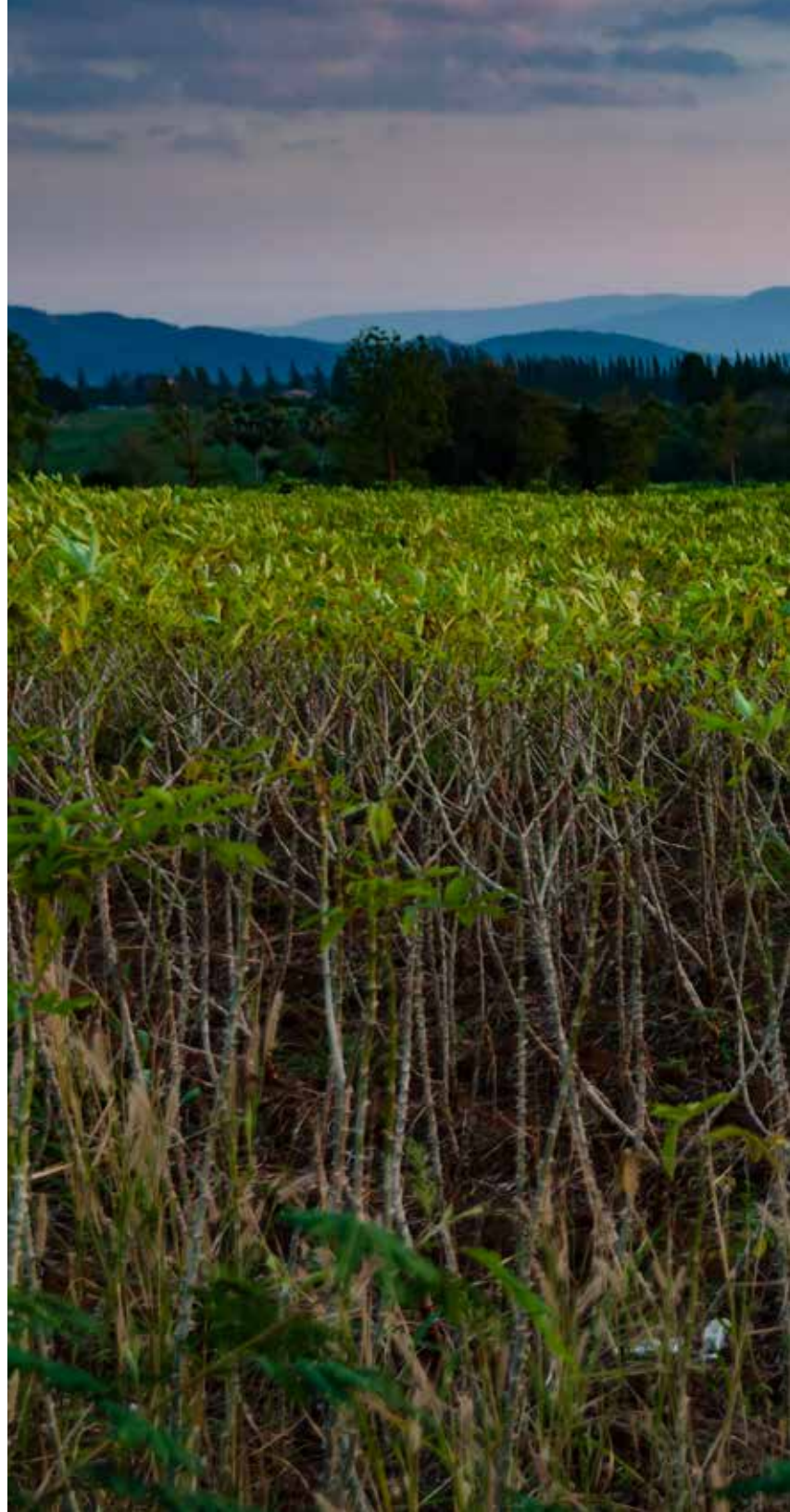
PhD '16

Electrical Engineering

Amal recently defended her PhD in Electrical Engineering (Radio Frequency Devices Using Thin-Film Magnetic and Magnetoelectric Composites). Her research pushes the boundaries of magnetic high frequency operation in order to address the needs of current mobile technologies. Amal completed her BS and MS in Electrical and Computer Engineering at Carnegie Mellon University in 2011. She has a strong interest in translating science to non-technical settings and is excited to do so at Psaltry.



“Through the Seed internship, I hope to gain greater international business experience, particularly in developing countries, that would help me develop my future research agenda. The summer internship will provide me with the opportunity to use my skills as an engineer to solve the problems of the developing world and envision new solutions for the future.”





AMAL'S DESTINATION: OYO STATE, NIGERIA

PSALTRY INTERNATIONAL COMPANY LIMITED

Psaltry International Company Ltd (PIL) is an agro allied company based in rural Nigeria. Established in 2005 to market cassava produce, PIL later expanded its operations to farm development and production of food grade starch from cassava. Psaltry converts cassava into many useful products to sell to other industries for production of food, paper, textiles, adhesives, beverages, confectionary, pharmaceuticals, and building materials like tiles.

AMAL'S PROJECT

Work with engineers to determine how to convert waste (about 40 tons/day) to energy and recycled clean water and waste to fertilizer.



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