



unreasonableinstitute

giving high-impact social entrepreneurs wings

Dear Unreasonable Finalist:

On behalf of the entire selection committee, we would like to congratulate you for being accepted as a Finalist of The First Annual Unreasonable Institute. Please accept our most sincere congratulations and enthusiasm. We selected you because we are convinced that you, your team, and your venture will be remembered by future generations as having changed the world. Your dedication to impact is only rivaled by the quality of your team and the brilliance of your venture.

To give you an idea of what it means to be a Finalist, we received applications from 284 committed social entrepreneurs from 45 countries. We carefully examined your entrepreneurial experience, your adaptability to best serve the needs of your target market, the cohesiveness and qualifications of your team, and your venture's financial model and ability to scale globally. We narrowed the field to 63 candidates to interview. In this round, we tested your ability to absorb and respond to criticism without being defensive, indicating your ability to learn and to be receptive to mentors. We evaluated your integrity by observing if you openly admitted when you did not know the answer to a question. We considered your knowledge of your market by asking you about your major competition. And after two rounds of vetting, we've selected you as one of our 42 Finalists!

Now that you're a Finalist, you'll need to be prepared for the next and last stage of selection: The Finalist Marketplace. We've assembled this packet to give you all the information you'll need to know. Please review it carefully and let us know if you have any questions.

Finally, please allow us to say that we are deeply humbled by your interest in attending the Unreasonable Institute, by your entrepreneurial capabilities, by what you've already accomplished, and by what you're about to do. We believe you are on a path to defining progress in this century—on a path to fulfilling Muhammad Yunus' dream of creating a world in which our grandchildren will have to visit museums to see what problems like poverty were like. History will be grateful for your "unreasonability."

Congratulations again! We greatly look forward to the launch of the Finalist Marketplace and to showcasing your venture to the world!

Most Unreasonably Yours,

Daniel Epstein,

Teju Ravi Lochan,

Tyler Hartung,

Vladimir Dubovskiy,