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# D-REV BRINGS HIGH-IMPACT, LOW-COST SOCIAL INNOVATIONS TO MARKET

by [admin](#)



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Recognizing that many solutions developed to help people in poverty are ineffective, inappropriate, and often too costly, D-Rev's mission is to create products that improve the health and incomes of those living on less than \$4 per day with practical, affordable solutions. With Krista Donaldson at the head of the [social enterprise](#), D-Rev is meeting this goal, impacting millions of lives with their life-transforming products.

## How D-Rev is Making Health Products Available to Those Living on \$4 or Less Per Day

D-Rev's guiding principle: The idea has to result in a product that will touch millions of lives (it can't be a niche need), and it can't cost a lot of money. Those are two of the basic criteria D-Rev uses when selecting projects to develop. They're looking for high-impact, low-cost products that will really create change.

But traversing the valley of death – that gully between product prototype and bringing it to market affordably – can be the biggest hurdle in producing products that are practical enough for those living in poverty. D-Rev helps [product designers](#) leap over that valley of death by employing a highly successful model for identifying and creating successful ventures.



- Identify high impact opportunities for increasing income and/or improving health for those living on less than \$4/day.
- Design a product that meets the customer needs, including manufacturing, distribution, and servicing.
- Deliver the product for maximum sustained impact.
- Scale up the project and measure impact to determine that the product is reaching the people and places in greatest need.

D-Rev's work takes them to many countries, including Haiti, Nepal, Ecuador, Botswana, Iraq, and India. Some of the products they have developed to date include:



- **ReMotion Knee**: An affordable prosthetic leg system designed with 165-degree range of motion.
- **Brilliance**: A phototherapy device for neonatal jaundice using LED bulbs and an efficient design.
- **Rise Solar**: A low-cost solar concentrator that provides electricity for cell phone chargers, batteries, and other devices.



## About this Entrepreneur for a Change: Krista Donaldson



Krista, the chief executive officer of D-Rev, was one of the first people to focus on the intersection of engineering and social entrepreneurship in less industrialized economies while working on her PhD at Stanford University (mechanical engineering). She has taken her twin passions for international development and design and applied them to the work of D-Rev. She is also a lecturer at the Hasso Plattner Institute of Design at Stanford University and the author of articles and papers on international development and design. Krista has also received the 2011 Pop!Tech Social Innovation Fellowship and was a 2010-2012 Rainer Arnold Fellow.

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### Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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