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SOCCKET = SOCCER BALL = PORTABLE GENERATOR THANKS TO SILVERMAN AND MATTHEWS

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FLARES

Kick a ball ... turn on a light. That's the idea behind [SOCCKET](#). An idea from the brains of two ambitious [green entrepreneurs](#) – Jessica O. Matthews and Julia Silverman – SOCCKET hopes to end energy poverty and light up the night through child's play.

How [entrepreneurs](#) **Jessica O. Matthews and Julia Silverman** of **SOCCKET** are Using Child's Play to Create Renewable Energy

With just 30 minutes of soccer playing, kids can generate 3 hours worth of energy to power a light. It's not exactly child labor, but it sure does put play to good use!

SOCCKET
Innovate. Play. Empower.

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We've heard about the

[power issues in developing countries](#) over and over again. Here are the stats used by Uncharted Play to frame their project:

- 1 in 5 people live without electricity
- 1.3+ billion people live without electricity
- 2 million people die from kerosene-related health problems

- 1 day's worth of a kerosene lamp's fumes is equivalent to smoking 2 packs of cigarettes daily

Realizing that these are solvable problems, Jessica and Julia determined to find a way to turn play into a way to generate clean energy. The SOCKET soccer ball was the result. By using kinetic energy, a gyroscope mechanism in the SOCKET captures energy from rolling and bouncing and uses it to charge a battery inside the ball. Wrapped in a protective water-resistant, durable material that never requires inflation, the SOCKET is virtually indestructible.

Once charged, the ball can be used to power cell phones, fans, lights, water sterilizers, and even hot plates. It's a clean energy alternative to kerosene and could give families – literally the entire family – a way to work together to self-power their lives. Brilliant!

Anyone can get involved in the work of this social enterprise by becoming a [sponsor](#). You pay \$60 so that Uncharted Play can produce 1 SOCKET and 1 LED lamp, which is distributed by their partners to a family in need.

About this Entrepreneur for a Change: Jessica O. Matthews and Julia Silverman

<http://unchartedplay.com/soccket/#sponsor>



Jessica
Matthews

The dream began in 2008 when Julia and Jessica met at Harvard while studying social science. Though they had no experience in engineering, they decided to invent a soccer ball that would double as a portable generator for a class project. Doing so showed them that the world of play is uncharted territory, and thus Uncharted Play was born.

Today, the company is working out of New York City to produce their renewable energy soccer balls for those living with energy poverty. The company has been heralded by several organizations, including the Clinton Global Initiative and TED. They're also working on several new and fun ideas that should further connect play



and social good. Their newest idea is Ludo which captures the data from SOCKET, converts it into play time, which is then tracked and can be used like points. The points are like currency that can be used to donate real world items to other social projects.

Julia
Silvermann

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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



ABOUT ENTREPRENEURS FOR A CHANGE

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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