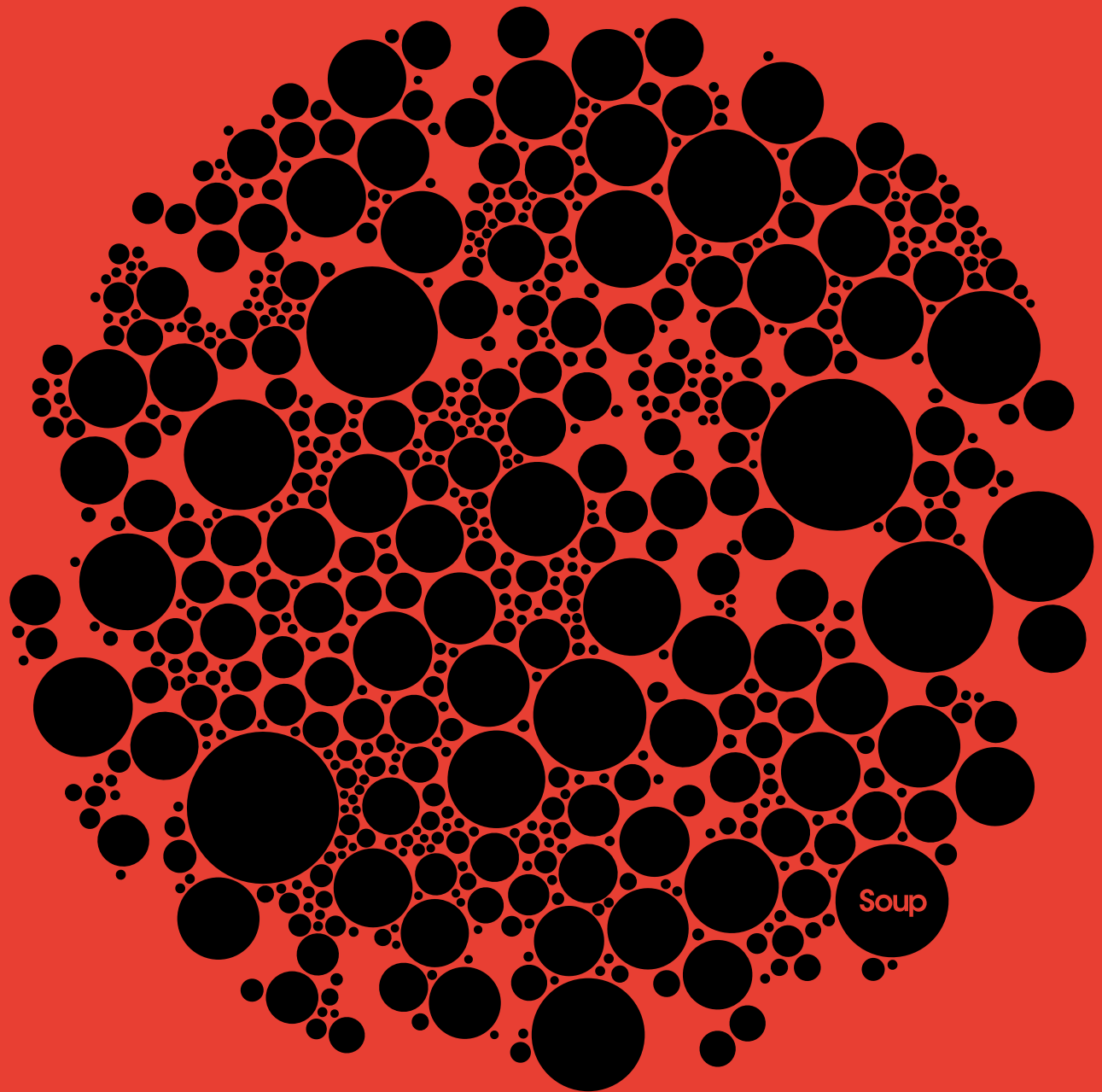


**A Partnership With
The Ping & Amy Chao
Family Foundation**



Soup Team Profile

**Developing & Building
the Top NGO Program
Beijing, China 2011**

Soup has partnered with the the Ping & Amy Chao Family Foundation to help build and develop the Top NGOs Program, a program created in cooperation with the School of Social Development & Public Policy at the Beijing Normal University.

From February 14th to March 6th, four members of the Soup team will be working in Beijing to engage with designers, writers, strategists, and experts to help enhance and strengthen this exciting program.

About the TOP NGOs Program

The Top NGOs Program is an initiative created by the Ping & Amy Chao Foundation in coordination with the School of Social Development & Public Policy at the Beijing Normal University. The program seeks to identify the most promising grassroots NGOs in China and provide these NGOs with funding and consulting over an 18 month period in order to put them in a better position to sustain and flourish.

About Soup

Soup is a company focused on bringing design, technology and business together to tackle the world's gnarliest problems. Soup is currently working on building a software platform to revolutionize online fundraising and donations called FutureBuilding that is set to launch in Q2 of 2011. In December of 2010, Soup was invited to organize an idea generation workshop at the King Abdullah University of Science and Technology in Saudi Arabia to play a part in helping the Kingdom move from a petroleum based economy to a knowledge based economy.

www.soup.is

About The Ping & Amy Chao Family Foundation

The Ping & Amy Chao Family Foundation is an organization focused on interventions and projects that aim to strategically improve children's health and shift the perception of philanthropy in Asia. So far, they have worked on building social networks to engage the youth in the US and China as well as fund immunizations and heart surgeries for children. The Chao Foundation is currently focused on launching the TOP NGOs Program.

www.chaofoundation.org



Joshua To Director

Joshua is the Founder of Soup, a company focused on using design, technology and business to tackle the world's gnarliest problems by building products, providing services, and hosting events.

In early 2006, Joshua founded BRUTE LABS as an experiment to explore what impact a small group of passionate but fully-employed young people could have. Since its inception, the team has launched over 12 projects which include implementing clean water projects in Africa, tackling childhood obesity through a program called RUN! and distributing maps to homeless people in Santa Monica to help them locate services available to them.

Before starting Soup, Josh served as a Product Manager at Google for four years leading technology development for marketing applications. During his time there, he also served as a business development consultant with Google.org.

While in college, Joshua founded a socially conscious clothing brand called RESONANCE during his sophomore year at University of California at Los Angeles (UCLA). By developing strategic partnerships, Joshua created a global label that was sold in over 50 stores internationally.

In 2005, Newsweek named Joshua as "one of the top 15 college students in America" for the impact he was creating as a result of thoughtful design aimed at fostering social and political awareness. Joshua holds bachelors degrees in Design and Communication Studies from UCLA.

Highlights

- 2010** Speaker at the TEDxArabia conference in Saudi Arabia
- 2008** Head of Development for WellDone International, a non-profit focused on implementing clean water projects in developing countries
- 2007** Traveled to Tanzania with Google.org to serve as a guest lecturer in a national business plan competition
- 2006** Founded BRUTE LABS, a non-profit organization focused on incubating small non-profit projects
- 2006–2010** Worked as a Product Manager leading technology development at Google



Sara Yap

Development Consultant

Highlights

- 2010** Led womens-only workshops in Saudi Arabia at the King Abdullah University of Science and Technology
- 2009–2010** Worked at Mozilla as a project lead for Firefox Mobile
- 2008** Project Manager for a program between NIKE & ASHOKA to use sports as an outlet to empower girls in rural Egypt
- 2007** Led a team at UNICEF to link research on microfinance, migration and the effects of remittances on children
- 2005** Served as a Fulbright Fellow in Damascus, Syria and Sana'a, Yemen

Sara is a development consultant who recently worked with Mozilla as a project lead for Firefox Mobile in its open source initiatives in product design, user experience and assists with its non-profit's initiatives such as the Anita Borg Institute for Women and Technology and Drumbeat.org.

Her interests include connecting communities with networks, sharing open source tools and master-minding new methods for idea generation. Sara has worked with Acumen Fund in Pakistan as a business development associate as well as Ashoka and Nike in Egypt for their social impact initiatives.

After college, she served for two years in the Peace Corps in Morocco as an advisor for a women's development association and small business owners in the Sahara desert. She moved further east to study Arabic and social entrepreneurship in Syria through a Fulbright Fellowship and then worked at Google on the Global Team. She received a bachelors degree in International Relations and Fine Arts from Brown University and a masters from Columbia University in Economics and International Development.

The random bits: Sara is Native Hawaiian, she enjoys running and occasionally strumming an ill-tuned ukulele.



Mike Fogel Engineer

Mike leads technical development at Soup, a venture to combine design, technology and business to tackle some of the world's gnarliest problems. Soup's showcase product is FutureBuilding, a online software platform which brings an unprecedented level of transparency and accountability to the online donation process for non-profits.

Before joining Soup, Mike completed a triple major in Physics, Astro Physics and Applied Math at UC Berkeley and a Masters in Computer Science at Stanford. He also was the first employee of OpenDNS, a successful startup which works to make the internet safer, faster and smarter using free and open DNS technology.

Outside of the technology world, Mike loves to be outside in the world — cycling, running, climbing as well as traveling.

Highlights

- 2010** Graduated from Stanford University with a Masters in Computer Science
- 2007** First employee at OpenDNS and helped push the company to profitability through technology and dashboard development
- 2005** Vanderbilt University Prize in Undergraduate Research
- 2004** Commencement Speaker, Physics, UC Berkeley
- 2004** Department Citation, Astronomy Department, UC Berkeley



Björgvin Friðgeirsson **Graphic Designer**

Björgvin is a graphic designer from Iceland, currently working in California with Soup and BRUTE LABS. He studied the conceptual and philosophical aspects of design at the Iceland Academy of the Arts, and information design under Erik Spiekermann at UdK in Berlin, Germany.

In the fall of 2010, Björgvin went to Frankfurt, Germany as an advisor on John Bielenberg's Project M workshop, which focuses on using design in a positive way to enact social change. Since then he's been involved with John's new ventures in various capacities, with Soup being the main one.

Björgvin focuses on applying his skills in visual design to projects that lead to positive social change. These skills include but are not limited to print, brand design, illustration, web design and interface design. His style is heavily influenced by the so-called International Style of the early 20th century Swiss masters of graphic design, where good typography and clean visual feel is key to bringing the message of the project to the forefront.

His hobbies outside of work include football, DJing, cooking burgers and having philosophical discussions.

Highlights

- 2011** Nominated for the Icelandic President's Prize for Innovation, for his work on Vistland, a database for sustainable architecture in Iceland
- 2011** Advisor at Project M : Frankfurt
- 2010** Graduated with Honors from the Iceland Academy of the Arts
- 2010** Nominated for FÍT (Icelandic Association of Graphic Designers) Student Prize for Typeface design
- 2009** Studied Information Design under Erik Spiekermann at UdK Berlin
- 2009** Member of Project M : Reykjavík