

296 December 2008

To Whom It May Concern

Rupert Douglas-Bate from Global MapAid came to work for Mowgli during November 2008. We gave him the specific target of energising our January 2009 evening Launch Event. This meant winning support from a recession hit Dubai business population, as well as providing ideas for how the visual presentation at the event could occur.

It turns out that Rupert has considerable sales talents, we asked him to help us win over 50 people, split into 5 Tables of 10 people each.

Within a week he had won over 8 tables, so we pushed up the target to 10 then to 20 Tables. At the end of his three weeks with us, 26 Tables had been won, and since then the momentum and word-of-mouth enthusiasm he generated, has helped push that number to 30 Tables. This represents 300 people at our Launch Event.

Rupert also has a scientific mind, and has helped us with a methodology to measure the success of our charity, it is called 'The Social Return on Investment' and has been used by McKinsey & Company.

Finally, he helped by pointing us towards a very interesting map, the Global Hunger Index map, that will enable us to know which countries and regions are the most in need of our services, which are about Mentoring small business entrepreneurs in less developed countries.

Rupert works well in a team and on his own.

We fully recommend Rupert Douglas-Bate and Global MapAid

Yours faithfully,



Simon Edwards
CEO