



Journeys

Dear friends,

Soon after our family moved to northern India, we realized that the needs among our employees were too great for our small businesses to address. With help from many of you, JoyCorps took shape in response to critical and urgent needs - medical care, basic infrastructure and educational opportunities for workers' children. My favorite moments now are when I learn that yet another child of an employee is enrolled at a reputable university.

In 2016, JoyCorps finally found a way to scale, by beginning to help resource other local leaders who were motivated to address the overwhelming challenges in their communities through entrepreneurship. By the end of 2024, we will have played a part in helping establish over 30 new businesses. Over this past year, our work was characterized by an intentional transition of nearly all operational leadership to India. Sam has a team of nine, and I hope you'll have the chance to get to know them over the coming years if you don't already. I work part-time here in the US and part-time in India, and Josie, our partner for the startup studio, splits her time between the UK and India.

While most startup financing favors cities, high technology, and fast scale, JoyCorps continues to chiefly support rural and semi-rural communities, because we have learned that this is where resources go the furthest. It is these least-resourced and the most vulnerable places, considered by most to be "uninvestable", where a good job can change a family's legacy from generations of poverty and exploitation to freedom, education for the children, and no externally imposed upper limit to the possibilities for future generations.

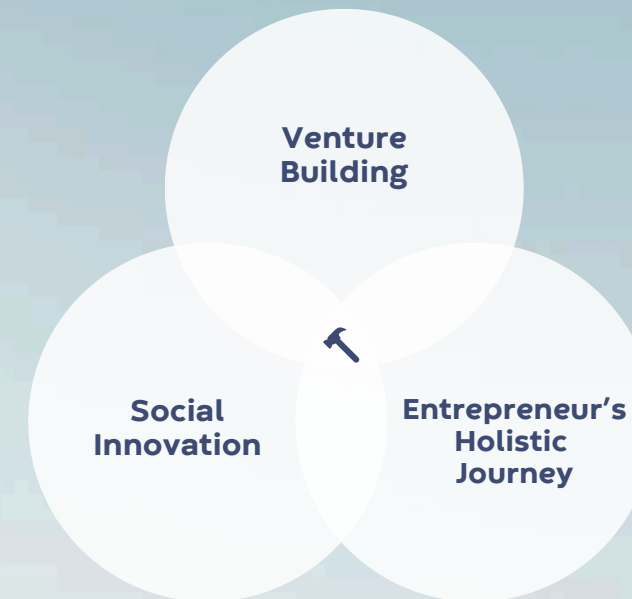
Getting a viable business underway in these communities requires leaders with grit, willing to undertake a steep, slow climb. They often have to establish their own infrastructure, train up a workforce from scratch, and navigate ancient bureaucracies. I'm so grateful that I get to continue to work with these courageous, resilient founders, and I'd love for you to know them the way I do.

Many of you have asked how you can help the most. My answer is almost always, "Come and see." Many of you have visited over the years during our annual Summit. We have another one coming up in the beginning of November, so you still have plenty of time to plan for it. We'd love to have you come and spend time with the new entrepreneurs we are supporting, as well as our alumni founders, many of whom serve as mentors. We'll send out more information on that as we firm up the schedule.

David Murray
Co-Founder & Director of Development

Dear friends,

Through our journey with entrepreneurs over the last many years, we have come to understand that to create lasting community change through entrepreneurship, the critical elements that must be nurtured in entrepreneurs are a venture-building focus, paired with social innovation methodologies, and grounded in the whole person formation journey of the entrepreneur. Here is how we are doing it:



To support social innovation, we offer systems and design thinking methods enabling entrepreneurs to look deeper into the issues that they are tackling through their ventures. For venture building, we offer appropriate resources to entrepreneurs based on the stage of business they are in, to help them move forward from the concept stage to the launch stage, and further towards the growth stage. All of this work is grounded in formational resources and experiences that help the entrepreneurial leader grow as a whole person. For this aspect of entrepreneurship development, we use the heart-soul-mind-strength framework by Praxis' Andy Crouch.

In the following pages, you will learn more about each of our programs from our teams that do the hard work of deploying them on the ground. They are exemplars of our values and it is through them that our community experiences JoyCorps and its ethos. I am honored to call them my colleagues and friends.

Sam Parakkal
Executive Director

2023 - YEAR IN REVIEW

MARCH

- Three Fellows from the 2021 cohort graduate from the Fellowship program

APRIL

- We held our virtual Spring Business Reimagined Summit on April 27 and 28 (see page 11&12)

MAY

- Our first Concept to Launch program launched virtually on May 11 and ran till September 28 (see page 16)
- JoyCorps Studio concluded Phase 1 of Nepal project with a detailed report, and initiated phase 2 with a trip to Nepal to connect with partners and build an ecosystem (see page 21&22)

SEPTEMBER

- Our first Leader Formation Track program launched virtually on September 22 and ran till December 19 (see page 17)

OCTOBER

- JoyCorps Studio held its Initial Scoping workshop with our Kansas City-based partner to create ecosystems of care in areas of poverty (see page 21&22)
- We held our in-person Business Reimagined Summit between October 11 and 14 in Delhi (see page 11&12)

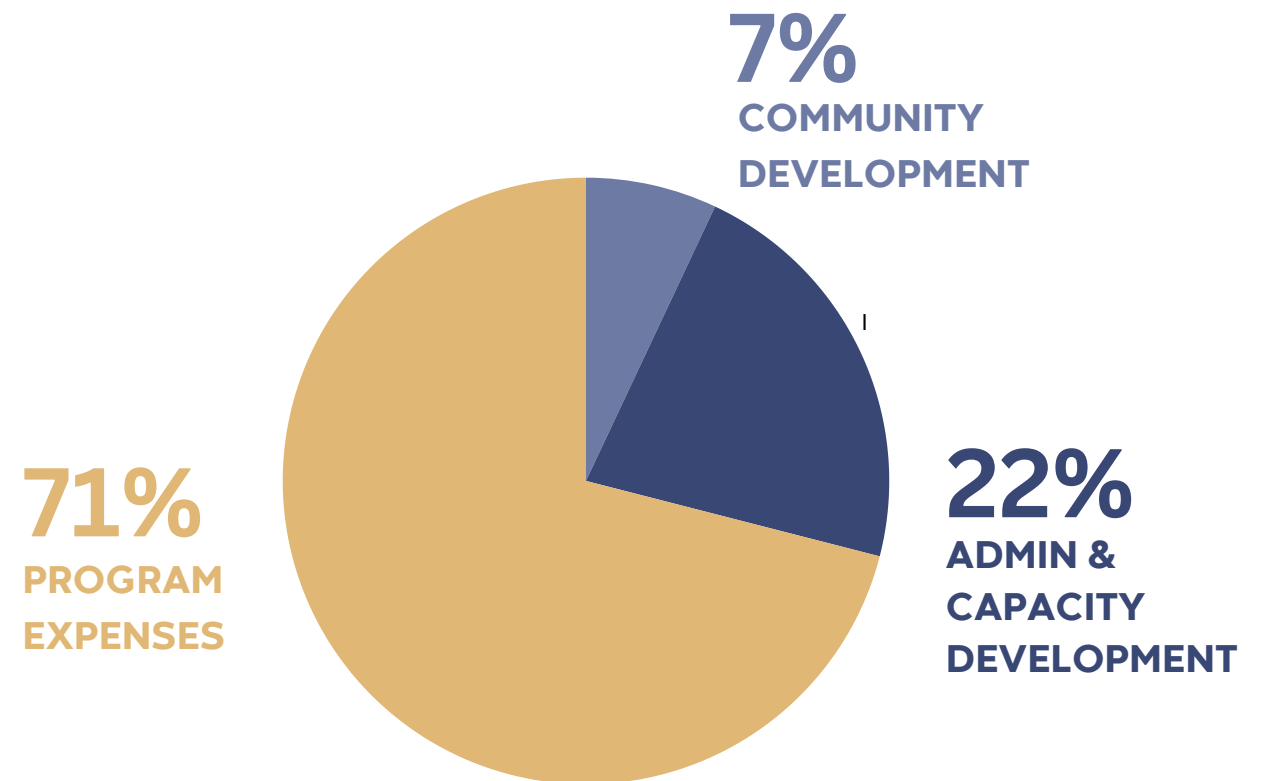
DECEMBER

- A one-day Local Labs event was held in Dehradun on December 02 (see page 18)

Our Fellowship with the 2022 cohort of 7 entrepreneurs and their ventures continued throughout 2023. Our Fellows focussed more on meetings with specialists in a variety of areas, including branding, accounting & legal, and strategy. Fellows also had monthly sessions with business coaches, and regular virtual gatherings to discuss redemptive business practices. (see pp 5-14)

Stewarding the Resources Entrusted to Us

Stewardship and transparency are important to us. We consider it a joy to partner financially with many of you in this work and a privilege to have mutually beneficial relationships, using your gifts wisely while carrying out our mission. Please don't hesitate to reach out if you'd like more information regarding the use of our finances



Beginning balance:	\$ 77,000
Revenue:	\$ 577,000
Total spend:	\$ 614,000

the JOYCORPS FELLOWSHIP

The Fellowship stands as JoyCorps' core program. Since its inception in 2019, we have served 23 entrepreneurs and counting, by offering mentoring and business consultancy services in critical areas like financial management, branding and marketing, legal compliances, accounting systems, and more. Over the years, we have also run monthly gatherings for each Fellowship cohort, where we presented and discussed Praxis Rule of Life and the Redemptive Business playbooks. In 2023, the Fellowship program continued to provide ongoing support to the incredible entrepreneurs of the 2022 cohort. In March, three entrepreneurs from our last cohort graduated:

Chris and Manzoor run Noor, a handicrafts company producing home decor and jewellery pieces crafted with traditional Kashmiri patterns, that are intricately hand painted on wood and papier mache. Ravi Vibhuty runs Mountstrie Agritech, an ag-tech company that is currently in the process of patenting its own aquaponics system to grow trout in the Himalayan state of Uttarakhand in India.

The remaining entrepreneurs from the 2022 cohort will graduate in April 2024. However, this is not a farewell, as we are delighted to see many of our alumni continuing their engagement with subsequent cohorts as mentors.

JoyCorps' past and current Fellows at the 2023 Business Reimagined Summit



"My experience as a part of the JoyCorps Fellowship has been truly transformative. The guidance, resources, and community support provided during the Fellowship were instrumental in shaping my journey as an entrepreneur. I gained valuable insights, built meaningful connections, and honed my skills to navigate the challenges of running a business in today's world. Since graduating from the Fellowship, I have remained deeply engaged with JoyCorps, leveraging my experience and expertise to provide consulting services for startups."

-Ravi
Founder of Mountstrie
JoyCorps Fellow, 2021 cohort

2024 FELLOWSHIP DESIGN

In 2023, our efforts were directed towards reimagining and redesigning the Fellowship, to support entrepreneurs better than ever before. We spent the year listening. We listened to excellent inputs from our Fellowship alumni and other seasoned entrepreneurs in India and delved into the most crucial needs within the Indian entrepreneurial landscape. Additionally, we gained valuable insights from our financial partners and mentors. Furthermore, we utilized our in-house expertise in design thinking and wicked problem mapping to conduct a series of internal meetings around redesigning the Fellowship for maximum efficiency and value.

What we have developed for 2024 is both promising and exciting:

- The Fellowship is now a nine-month program with 6-8 entrepreneurs in each cohort.
- The Fellowship will focus on three critical areas for each Fellow: venture building, social innovation, and the entrepreneur's formation
- For each of these areas of focus, JoyCorps is assimilating and growing a pool of individuals who deeply align with our view of business, and who can provide insightful mentorship and/or consultancy to our Fellows in various topics under each focus area.
- At the same time, Fellows will also build a strong community around them through monthly peer advisory meetings with other entrepreneurs in their cohort. The peer advisory sessions are a useful way for entrepreneurs to form deep relationships while drawing from one another's wisdom to resolve pressing issues around the venture or their own formation.
- The Fellowship will conclude with the annual JoyCorps Business Reimagined Summit that is to be held in October/November of 2024.

2024 Business Reimagined Summit

Join us for three days in the foothills of the Himalayas, from Nov 04 to 07

Interested in attending? Contact us at info@joycorps.org

OUR FELLOWS

Gabriella D'Cruz & Chaitanya Chowgule

THE GOOD OCEAN



The Good Ocean is a seaweed company selling wild harvested seaweed B-B to restaurants. Gabriella is an Oxford-educated marine conservationist working to protect the Indian seaweed forests with ethical harvesting practices while creating new supply chains that offer coastal communities better pay for their seaweed

Located: Goa, India
 Founded: 2019
 Team Size: 2

One Field farmers' Market is a retail store with a growing range of products sold to customers across Bangalore. In 2023 they also started a restaurant. The brand is owned by Unified Enterprises, which seeks to support socially minded businesses by providing a distributing and marketing network for their products

Located: Bangalore, India
 Founded: 2018
 Team Size: 11

Prem Kurian

ONE FIELD



Joseph Abhishek

JUBILEE RESTAURANT



Joseph grew up in a Dalit family and is familiar with the challenges of being a student in a new city. Jubilee Restaurant aims to serve students who are away from their homes for further education with good food at reasonable prices, and through this, to create employment opportunities for the out-of-work and marginalized labor force in Delhi.

Located: New Delhi, India
 Founded: 2017
 Team Size: 3

Vets on Call provides professional, affordable and accessible veterinary services to farmers in North India through AI-enabled telemedicine and data-driven application-based technology. John has experience in agricultural value chains and works with Satya as the Business Head of Vets on Call.

Located: New Delhi, India
 Founded: 2022
 Team Size: 15

Satya Chakrapani

VETS ON CALL



Varsha Lama
KHASPA HOME DECOR



Khaspa Home Décor produces decorative macramé accessories and art. Varsha's aim is to fill people's homes with beautiful, eco-friendly products made by hand, and ultimately to create employment opportunities for women who have survived domestic violence.

Located: Dehradun, India
 Founded: 2020
 Team Size: 1

Dipti Mrinalini
DIPTI MRINALINI DESIGN



Dipti Mrinalini Design Studio is a slow fashion brand producing elegant products from the finest handcrafted Indian fabrics, sourced from rural weavers and craftsmen all over India. Dipti's goal is to ensure good quality, design and profitability without compromising on developmental outcomes for the communities involved.

Located: Hyderabad, India
 Founded: 2016
 Team Size: 3 to 10 (seasonal)

Joseph Ponraj

GRACE DIARY



With its own dairy farm of over 40 cows, Grace Dairy ensures the supply of pure and fresh, raw milk directly to the doorsteps of a growing customer base. The venture aims to empower local tribal and Dalit communities, and to integrate the local community with the latest in technology to build a successful social business.

Located: Jharkhand, India
 Founded: 2015
 Team Size: 12

VENTURE FEATURE

The Good Ocean



The Good Ocean is India's first seaweed food company. Gabriella and her Operations partner, Chaitanya work exclusively with native species of seaweed growing along the Indian coast, sustainably harvesting and processing it for restaurants, distilleries, breweries, and other companies in the food space. The company aims to encourage new and high-value markets for Indian seaweed in food, beauty, and nutraceuticals, and to help create new, sustainable revenue streams for coastal communities from the ecosystems they live in. The Good Ocean is therefore working at the intersection of business and marine conservation, to see how a product that is much in demand can be grown to aid ocean conservation while also creating economic resilience in coastal communities. The pilot harvest in 2022 was encouraging, with the expectation of significantly higher yields in the 2023 harvest season. However, there was a noticeable decline in the growth of the wild seaweed forests in this season. To adapt to these shifting growth rates, The Good Ocean team has been collecting seaweed growth data from their harvesting locations and building a database for the coming seasons. In addition, Gabriella is planning on pursuing a PhD on farming Indian seaweed to enable the company to switch from wild harvesting to farming seaweed in the near future.

'PRESENT TENSE'

A film series by JoyCorps

Gabriella's work has been captured by filmmaker Sean Tuckey in the second film of our 'Present Tense' film series. The film, also titled 'The Good Ocean' was the official selection in many film festivals, including the All Living Things Environmental Film Festival 2023 and Yellowstone International Film Festival 2023.

Sean Tuckey is developing a mini docuseries to share stories of hope and beauty through redemptive entrepreneurship. Present Tense follows entrepreneurs as they wrestle with the complications and rewards of committing their lives and "present tenses" to benefit our shared future.



'The Good Ocean' film will be released on Vimeo on June 12, 2024

Sign up for JoyCorps' newsletter on our website www.joycorps.org to receive notification of the launch

Summits: Business Reimagined

Every year, JoyCorps hosts at least one summit in India to provide people in our network the opportunity to experience a sense of community, encouragement, and inspiration. We extend invitations to guests from all over the world – business leaders, investors and entrepreneurs - all pursuing the common vision of reimagining business, that are better for the world and better for people. The agenda for each summit may vary slightly depending on the needs of the cohort, but it typically includes business training, deep dives, mentoring, branding and spiritual encouragement – all designed to equip, resource and refresh each entrepreneur in their work. Since our community is spread all over the world, we understand that it is not easy for people, especially our partners in the US to travel all the way to India. Therefore, we also organize virtual summits to create an opportunity to connect when physical meetings are not possible.

Why do we host Summits?

“We host Summits for the purpose of gathering our community. Given that our entrepreneurs and mentors are geographically dispersed across India and other parts of the world, so much of our work is done remotely. Summits serve as an opportunity for us to come together, and grow relationships, connections and camaraderie.”

Sam



“There is something powerful about being together in person and celebrating work that has been done. It is generative for ideas. We draw inspiration from one another, process our individual journeys together, dream collectively, and explore possibilities for collaboration. All of this happens in the context of relationships, making it a place of community and joy. There is a lot of dreaming together, collaboration and partnership for next season.”

Joby



April 27 and 28, 2023
Virtual Summit

The theme of this summit was AMBITION. The Redemptive Business Playbook by Praxis explains the redemptive approach toward ambition:

“We surrender our personal ambition to God and seek first the good of others, not ourselves... we cultivate gratitude, joy, and humility in the way we lead and serve.”

During the summit, 45 attendees explored this idea together. There were also thematic breakout sessions on anti-trafficking, SMEs in Agriculture, Agrotech and Food Processing, Contextualization of the Praxis Redemptive Entrepreneurship content, and Faith and entrepreneurship development.

October 11- 14, 2023
Hyatt Regency, Gurgaon, India

Our theme for 2023's in-person Summit was "Opportunities for Redemptive Imagination - Exploring the Role of Entrepreneurship in Addressing Major Issues." During this three-day event, 32 attendees from India, the USA, and the UK attended many engaging sessions on topics such as SME development, investment readiness, redemptive quests, design thinking, etc. We also designed the program to facilitate building genuine relationships, ensuring that everyone felt seen and heard. We attempted to create a holistic experience at the Summit that also included rest, nourishing meals, and recreation.

2024 Business Reimagined Summit

Join us for three days in the foothills of the Himalayas, from Nov 04 to 07
Interested in attending? Contact us at info@joycorps.org

FELLOWSHIP IN NUMBERS

Fellowship Venture Portfolio to Date

19 ACTIVE VENTURES = **82%** SURVIVAL RATE



FELLOW HIGHLIGHTS FROM 2023

11 ventures from our portfolio participated in our 2023 survey. Here is their accumulated data:

\$933,783
Total FY 23 revenue

195 JOBS
provided through these 11 ventures

- Himalayan Haat set up a new community centre and kitchen for their business production, as well as a freezer room.
- Grace Dairy set up a dairy processing plant that has a capacity of up to 8000 Litres of milk per day. They will be launching packaged milk and milk products during the early part of 2024.
- Vets on Call expanded their revenue streams by introducing three new services for cattle- artificial insemination, animal first-aid, and de-worming, and a range of products in cattle nutrition.
- One Field launched a new restaurant in June 2023 in Bangalore.
- Atmosphere launched an aggressive strategy to grow their D2C channel, including launching nine new products, and offering pan-India shipping.
- JOYN entered it's 13th year in business, having weathered covid, supply chain issues and inflation.
- Dehradun Guitar Company (DGC) launched three models of guitars; Fireside, Skylight, and Homestead.
- Sirinya Coffee, based in Chiang Rai Thailand can plan for further expansion since it was able to secure a government loan of 8 million baht (USD 225,800).

To find out ways to engage with us, please see pp. 21-23 on Partnership Development.

Other PROGRAMS

"2023 was quite a big year for us here at JoyCorps. We ran three new programs and hosted two summits in addition to running our Fellowship program. It was a big learning curve for all of us. The response to our pilot Concept to Launch program surpassed our expectations, and it showed us how much early-stage entrepreneurs need support to conceptualize and launch their business ideas. Our Leader Formation Track targeted an older age group of seasoned leaders. It was a solid program, drawing from the expertise of two steering organizations in the area of redemptive leadership, i.e. Praxis and DAI, and received much appreciation from the attendees. Local Labs was a different experience all together because we deployed a turnkey project by Praxis. Local Labs was a two-day intensive, in-person program making it an intimate gathering that enabled us to form deep relationships with the attendees. I invite you to read more about each of these programs in the next few pages."

Joby Varghese,
Senior Associate, Programs & Ecosystem



CONCEPT to LAUNCH



The Concept to Launch (CTL) program offered by JoyCorps, caters to entrepreneurs who have a new business idea with little to no prior entrepreneurship experience. In the past, we have primarily focused on the core program i.e. the Fellowship, which was designed for entrepreneurs already operating functional businesses with a growth-oriented mindset. CTL was launch because JoyCorps recognized the need to engage entrepreneurs in earlier stages, i.e. those in the concept or early launch stages of business. The objective of the program is to address challenges such as lack of business acumen, founder isolation, and inadequate financial planning skills, all of which are proven to be the main reasons businesses fail. The 2023 pilot program was designed using the content of our partner OCEAN Accelerator, as well as the Redemptive Business Principles by Praxis. The program was conducted virtually through a community learning portal called Mighty Networks. We offered a fortnightly Zoom session for the entrepreneurs to hear from successful businesses and their cohort peers on each of the nine modules, such as Called to Create, Your Customer & The Problem, Financial Capital, and others. The 2023 cohort consisted of entrepreneurs whose ideas were in sectors like ed-tech, business services, restaurants, clothing, and personal products, among others.

CTL IN 2024

In 2024, we plan to shorten the length of the program. The 5-month duration of the program proved to be a long commitment for entrepreneurs. In 2024, we will reduce the duration to 3 months. We also want to revisit the primary mode of learning. The content was hosted on Mighty Networks, an online learning platform. We discovered that this is an unfamiliar site for most people in India and it did not garner much engagement. Going into 2024, we will be looking to engage participants on a platform they might already use, such as WhatsApp.



Thank you so much for the valuable training you've taken us through. It is very helpful. I learned many good lessons that'll help me as we slowly start applying the concept. I wish I attended the last session, but grateful for the uploads, I will surely go through it. Looking forward to learning many more things from you even in the future"

-Alemla Lonkumer
Concept to Launch 2023 participant

LEADER FORMATION TRACK

In our years of journeying with entrepreneurs, we have come to understand that who the leader is and who they are becoming will almost certainly be externalized in their venture. Therefore paying special attention to this becomes very important. With this in mind, we initiated the Leader Formation Track (LFT) program in 2023 in partnership with our friends at Development Associates International (DAI), and Praxis Labs.

The primary beneficiaries of this program are entrepreneurs who are in leadership positions in their respective organizations, spanning various stages from early concept to growth phases. The pilot 2023 LFT was an online, workshop-based program spanning 19 weeks with four learning modules: The Praxis Course and a Rule of Life by Praxis, and Servant Leadership and Coaching for Leaders by DAI. It was attended by 8 entrepreneurs.

At the end of the program, our learnings were as follows:

1. We observed the positive impact that we were able to bring to our participants by following a hybrid model. This approach facilitated different perspectives on the 'WHY' and 'HOW' aspects of becoming better leaders.
2. We also acknowledge areas for improvement. In 2023 we offered LFT only as an online program which had its limitations in the engagement it can generate.

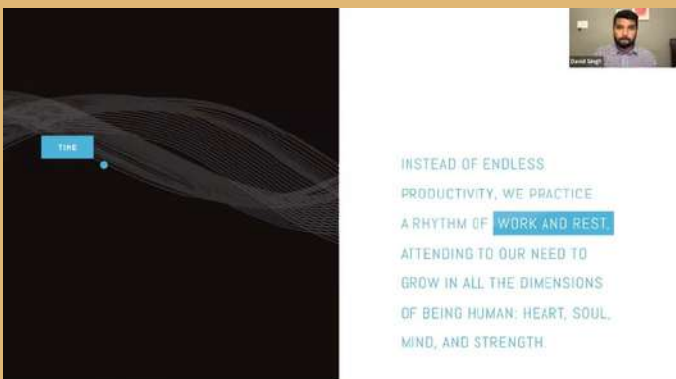


The JoyCorps Lab was an amazing opportunity to meet people with the same heart investing in the same sort of things and learn from the journey they have been on. And the Redemptive entrepreneurs framework that was presented was fantastic; I deeply resonated with that.

-Simon van der Wel
Local Labs 2023 participant

LFT IN 2024

Our world is calling for businesses to reimagine their strategies and operations, and we at JoyCorps firmly believe that the transformation starts with the leaders themselves. In 2024 we plan to refine the program further by shortening its duration, making it more workshop-oriented, and enhancing the overall participant experience with at least one in-person session. As we look to the future together with our learnings from this past year, our goal is to continue empowering a community of leaders who are not only profit-driven but also serve as catalysts for positive change.



"I think I was very apprehensive about whether I should do this workshop; I am the only female amongst all well-settled businessmen who will have things to speak about. I had only a goal to start my own business... But as we progressed there was not a single workshop I wanted to miss. The coaching workshop was very useful, both in the discussions we had and then also in getting an opportunity to try and coach. I also enjoyed the module on servant leadership."

-Ekta D'Souza
Leader Formation Track 2023 participant

The primary objective of Local Labs as envisioned by our US-based partner Praxis has been twofold- one, to introduce the idea of the Redemptive Framework to entrepreneurs, and two to build an ecosystem of redemptive entrepreneurship. The program offers dual benefits of knowledge acquisition and community-building. It serves as an introductory gateway into the world of redemptive entrepreneurship, equipping entrepreneurs with valuable content knowledge, and fostering connections within a supportive community of mentors and peers who also believe in the idea of redemptive entrepreneurship.

This year, JoyCorps hosted Local Labs as a one-and-a-half-day program in Dehradun, a beautiful city in the foothills of the Himalayas. Our Local Lab was attended by six entrepreneurs. We invited four experienced entrepreneurs to act as mentors for the group. There were many engaging discussions within the Redemptive Framework. The attendees also made presentations where they shared the vision for their businesses and the stories of their entrepreneurial journey. Through the content and discussions, the attendees got to learn lessons in entrepreneurship and leadership from the personal and business experiences of not just other participants, but of the mentors as well. Entrepreneurs left the gathering with a better understanding of what redemptive entrepreneurship is, and how they can better apply redemptive strategy to handle operations, and to lead effectively.

In 2024, we look forward to hosting many such lab gatherings in more cities across India.

In 2023, JoyCorps:

REACHED 39 ENTREPRENEURS

through the Fellowship, Concept to Launch, Leader Formation Track, and Local Labs

IN 16+ CITIES

in India virtually, and two cities in-person



“ When we gather in person, we build understanding, we build trust.”

It is pretty well established that the way we order ourselves is by bouncing and reflecting our ideas, and our experiences off of others, and getting validation for the ones that are leading us in the right direction and that are well received. I think it's great to spend time listening to each other and to have the opportunity to speak. There is also something about physical presence as well. Our bodies are not separate from who we are, and we express ourselves through our bodies. There are so many signals that we give each other that we might not even be consciously aware of, on a virtual call. When we gather in person, we build understanding, we build trust.

We can affirm people more fully and to be understood, to be known and, encouraged at such a different level than anything that we could do virtually, through an email, or on a video call. To me, it is not optional. We have to spend time together in person, and as much as possible.

-Dave Murray

We would like to organize more in-person events and programs across India. In-person events cost more than virtual programs but bring significantly more connections and engagement.

To support us in this endeavour, please contact sam@joycorps.org

the JOYCORPS STUDIO

JoyCorps Studio is the consultancy arm of JoyCorps, which was set up to support organizations and businesses to tackle issues of vulnerability and exploitation. As a team, we work with big dreamers and entrepreneurs by facilitating an in-depth contextual mapping process that embraces design-thinking methodologies, to help entrepreneurs move away from an assumption based approach of problem solving to a more deeply informed, human-centered approach. In 2023, the Studio concluded the first phase of work with two anti-trafficking organizations based in Nepal and launched into the second phase. The purpose of this project was to support the two organizations in designing prototypes that tackle the complex issue of community reintegration after a period of rehabilitation and skills training for young women who are survivors of human trafficking.

“ I love this mapping, especially it has allowed me to be more creative in my working and something new that we can implement in our work especially in the training”

- Training and Transformation Manager, Organization 2



“It was good to see the join (where organization 2 and organization 1 meet) and see all the different characters, mapping out the journey gives me the opportunity to sit down and see where certain problems might come up”.

- Executive Director Nepal, Organization 2

The outcomes of phase one; the wicked problem maps, prototypes and incubator design are detailed in an extensive research report. If you would like to read the full report, please send an email to josie@joycorps.org. Phase two of the project started with the JoyCorps Studio team traveling to Kathmandu to meet with both organizations, discuss the findings from the report and to build connections with the entrepreneurial ecosystem in Kathmandu. This was followed by additional workshops facilitated during the JoyCorps summit in Delhi. Excitingly, one of the organizations has built a dedicated entrepreneurial team, who JoyCorps will be working with in 2024 to provide support integrating the findings from the report into the mission and vision of this new venture.

We have been so encouraged by the support that this project and research has gained from the wider anti-trafficking community. Giving us the opportunity to build connections, and present our work at universities and conferences.

Alongside the Nepal project, the Studio engaged with two new projects in 2023; the first based in Kansas City, asks the question how can we create ecosystems of care in areas of poverty? Exploring how the local church and community can provide effective and sustainable wrap-around support for vulnerable families and children in deprived neighborhoods. The Second project, focuses on the issues of bonded labor in the agricultural and brick manufacturing sectors in India. Looking at how to transition systems of exploitation to ones of health - with a particular focus on identifying areas for innovation and entrepreneurship. We are looking forward to these projects evolving in 2024 - 2025.

The past year has been one of great growth for the Studio team; we welcomed Asha Mathew into the role of senior research assistant and Erica D'Souza brings her experience in data analysis. Our big learning from the past year is that complex 'wicked' problems need to be approached in community and not in isolation.

Josie

Erica

Asha



JOYCORPS' Contextualization Projects

What are we doing in our work with contextualization?

JoyCorps has partnered with Advait (Adi) Praturi of Ergon Labs to contextualize the Rule of Life and the Redemptive Business Playbook, two publications from Praxis that in a way, form the core of what JoyCorps does in terms of formational work with entrepreneurs. When we think about what contextualization means, it is more than just making words and text a little bit easier to understand. The translation is definitely a part of it, but what we envision with contextualization is to create a vision for redemptive business that is not just comprehensible but also makes sense for India, and emerges from India.

Why contextualization?

The need for contextualized Praxis material became apparent as JoyCorps began presenting the content to entrepreneurs and groups around India. We received good pushback. For example, one entrepreneur in our Fellowship program provided feedback about Praxis' Rule of life. He pointed to his head and said "I get it", and then he to his heart and said "but I don't". Sam, our Executive Director had the vision that we should present the content in a way that is as profound for our audience, as it has been to Sam personally and to others too in JoyCorps.

When we think about what it means to create a redemptive business in India, we are trying to not redefine what redemptive means, so much as reorient its understanding and let this idea of 'redemptive' emerge from the current culture and context. I have been inspired by the great writer and theologian Paul Devanandan from Chennai who says even as we use the work that has already been done in the West, an important responsibility we have is simultaneously to develop something that emerges from the culture around us, for the culture around us.

-Advait Praturi
Director, Ergon Labs



The Process of Contextualization

In 2023, Adi and his team at Ergon Labs prepared the first drafts for the contextualized 'A Rule of Life' and the 'Redemptive Business Playbook'. Now that the drafts are ready, 2024 will be the year that this content will be co-created using three concentric levels of review. The first is internal, where the JoyCorps team and select stakeholders will review the content till the point we are comfortable with it. The second phase is when we invite more people to speak into it through focus group discussions. Once we have that layer refined, we run the content through a pilot program. Our goal is to test the content repeatedly to make sure we have something that resonates with people. When we reach that stage, we finally go to the studio and produce a series of videos that can be delivered to a larger audience as a course.



JOYCORPS TEAM

Dave is our resident philosopher. He is gifted at weaving magic with words and music. Dave speaks his heart about 'the why' behind everything we do, keeping us tethered to our values, earning him the title of 'Connector to People's Heart'.

Gentle and soft-spoken, **Josie** does groundbreaking work in design thinking, natural dyeing, strategic planning, weaving, teaching, and others. She is inexorably inspired by the natural world, and leads the JoyCorps Studio with fiery passion. The team refers to her as the 'Fearless Dreamer'.

Among the team, **Sam** is the 'Cheerleader', for his generous encouragement and for the grace that he extends, when mistakes are made. Sam does an admirable job in partnership development in the US, while also being a conduit between JoyCorps' US leadership and Indian operations.

Tenzin, dubbed the 'Silent Doer', barely speaks in the group, instead, he's observing team mates and absorbing discussions. He is the operations and tech support ninja at JoyCorps, and goes the extra mile in his work.



The JoyCorps team with Dr. Kristen Willard, JoyCorps Board Chairperson

Joby leads programs at JoyCorps. He loves people and is instrumental in growing our ecosystem in India. Among the team, Joby holds the title of 'Jokester' for his deadpan humour.

Shweta, the 'Problem Solver', is our Ops person, focussing heavily on the execution of annual plans by organizing and assigning tasks to roll out Joycorps programs and summits. She adds the much required touch of humour with her memes on the team's Whatsapp group.

Asha is the research whiz of the Studio Team, and a willing volunteer wherever needed in the organization. She dislikes people knowing about the doctorate degree she holds in International Relations! For her kindness, Asha holds the title of 'Generous Heart', within the team.

Erica is recognised as the 'Organizer', for her immaculate work presence. She is a part of both the programs team and the Studio team at JoyCorps. She is a data whiz and is also skilled in communication and project management.

JOYCORPS BOARD



Dr. Kristen Willard is an economist who holds a Ph.D. and an M.A. in Economics from Princeton University. She taught microeconomics for ten years, spent ten years in litigation consulting, and has traveled extensively to Asia to serve and teach. She has served on JoyCorps' board since 2019 and as its chairman since 2020.



Henry Ho is the CSO and Co-Founder of Field Agent and spent 19 years at Procter & Gamble, in both the US and Asia. He has been a part of multiple start-ups and helped to start and support several Multiple Bottom Line businesses in Asia. Henry has a B.S. from Furman University and has served on the JoyCorps board since 2016.



Demi Lloyd is co-founder and owner of DEMDACO, a wholesale gift company, and RedRock Traditions, a direct selling company. She is committed to the idea that business is first and foremost a human endeavor. She was previously CEO of House of Lloyd and has served on the JoyCorps board since 2020.



Lisa Pineira works as a Global Outreach Coordinator developing emerging redemptive leaders and mentoring them once they launch globally. She volunteers with the Lakota First Nations Tribe in South Dakota and has served on the JoyCorps board since 2021.

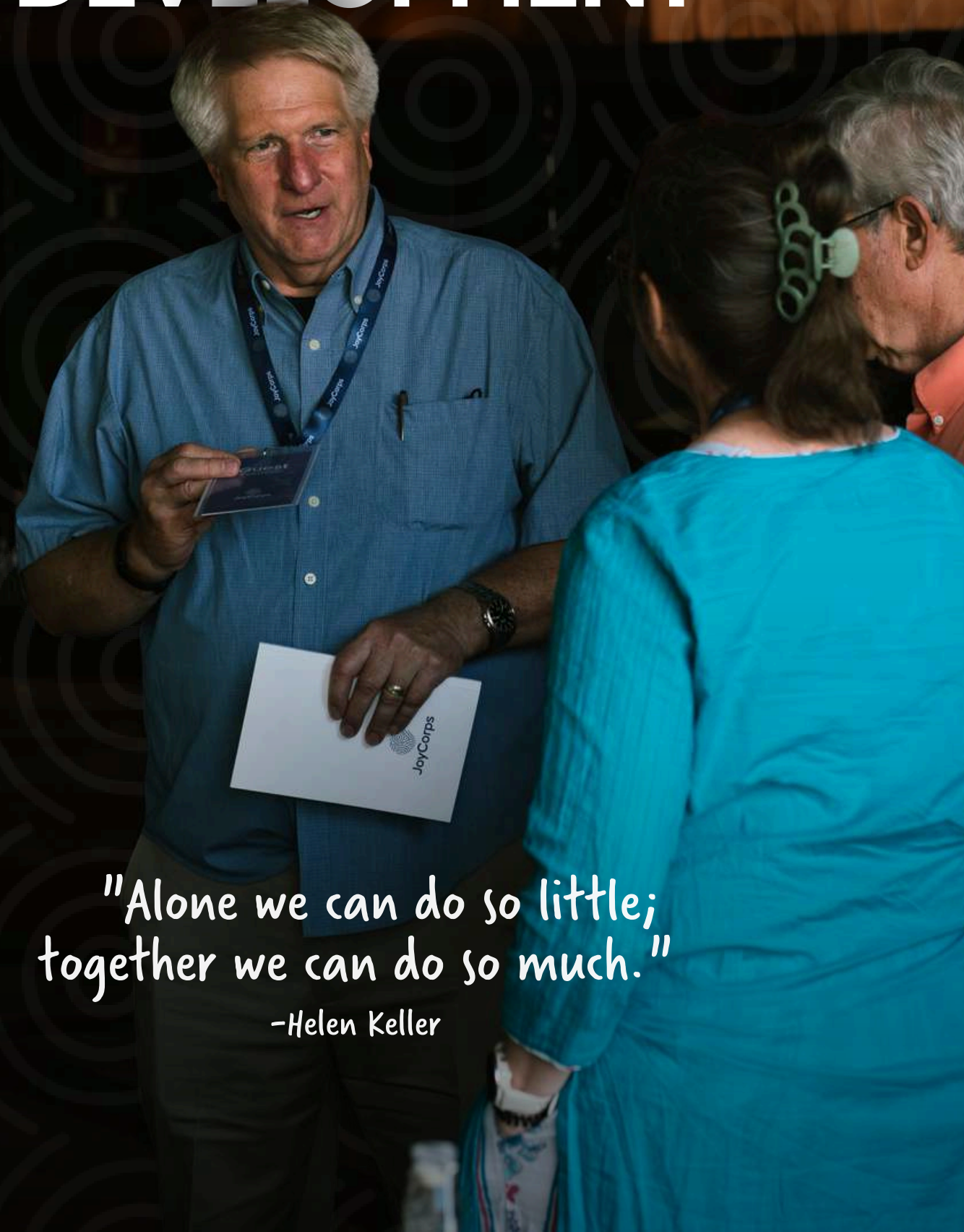


David Murray has been working with ventures in Asia for 20 years. In 2011 he founded a guitar business in India, and while there, co-founded JoyCorps to support the community. He manages our partner relationships and creates content. Dave lives with his wife and two sons in New York.



Sam Parakkal is our Executive Director. He grew up in the Arabian Gulf, earned a business degree in the US and spent a decade gaining experience in manufacturing, business process & organizational development. He began coaching JoyCorps Fellows in India in 2018 and became Executive Director in 2021. Sam lives in north India with his wife and two daughters.

PARTNERSHIP DEVELOPMENT



*"Alone we can do so little;
together we can do so much."*

-Helen Keller

VISION FOR PARTNERSHIP DEVELOPMENT



Our philosophy for partnership development is to know others deeply and be known by others deeply. Partnership development creates linkages that have a huge generative potential for all stakeholders involved. All of us in this ecosystem are engaged in the kind of entrepreneurship and business that have a bearing upon existing social challenges, and are all in the pursuit of creating resilient solutions. These challenges we face in our society are not completely unique to our context. In fact, owing to the nature of the world, they are often global issues. So learning about and connecting with others who are tackling similar issues creates so many generative opportunities in terms of thinking about approaches that work. It helps us learn from others in the space and makes us better. I invite you to join our ecosystem and engage with all stakeholders here. We are keen to listen to your ideas and learn from your experiences. We are equally keen to share our ideas and experiences.

-Sam

I value the partnerships we are building in India tremendously. They are a source of learning and inspiration to us. We receive a lot of good push back and insights from our partners here. For example, the positive feedback we have received about the content around redemptive entrepreneurship led us to develop a project for contextualization of the material. This is important work because we are not here to advance culture, but renew culture. There is a tension here as we go about proving our credibility, both to our partners and to ourselves. Our partners here are incredible individuals and organizations. They bring expertise, mentorship, and connection to a wide network of relationships that they have painstakingly built over time. I look forward to growing these partnerships, learning more and adapting our work in South Asia.

-Joby



With JoyCorps Studio addressing deep-rooted issues of exploitation and vulnerability, partnering with organisations and individuals who have made their mark in these spaces, as well as those who have a heart for these issues, has been both encouraging and inspiring. We are working on long-standing wicked problems and one aspect that enables us to bring something new to the table is the design thinking methodology. This methodology looks at creating and testing out different prototypes, and also ensures the inclusion of stakeholders from diverse backgrounds towards the design process. We have been fortunate to build relationships with these stakeholders, who have not only helped amplify our work but also heartily welcomed us into their ecosystem. This has been a very humbling journey. On doing a deep dive into some of these projects in the last one year, we have come to understand the need for more collaboration, especially from within the South Asian context.

-Asha

PARTNER WITH US



PARTNER

with us to financially support our ongoing and new initiatives.



INTRODUCE

us to others in your network who may be interested in our work.



ATTEND OUR FALL SUMMIT!

Join us in India in the foothills of the Himalayas for our Business Reimagined Summit in October/November (dates to be announced soon)



COME & SEE!

If you are interested to visit us and our entrepreneurs in India, we will be happy to create an itinerary for you and host you at any time of the year.



CONSULT/MENTOR

our team and/or the entrepreneurs in our networks. Let us know if you have experience in business training, leadership development, and more, and if you can volunteer your time.



INVITE US

If you think we would be able to add value to the work you are doing in entrepreneurship development, or if you would like us to participate your conference/event, please reach out to us, we would be keen to show up!



STAY IN TOUCH

by signing up for our newsletter on www.joycorps.org

Visit www.joycorps.org to learn more about our work.

LOOKING AHEAD 2024 AND BEYOND

"our dream and hope for abundance is that over the next few decades, a community of practice forms around the three areas of our focus, i.e. venture building, social innovation, and formation, to create exemplary ventures in our context. We also hope that we begin to see redemptive entrepreneurship become a more widely adopted paradigm for how entrepreneurship is thought about and practiced in South Asia."

-Sam Parakkal
Executive Director, JoyCorps

2024 Conservative Budget

• JoyCorps Fellowship & Summit-	\$220,812.50
• Ecosystem Development-	\$108,312.50
◦ Concept to Launch	
◦ Redemptive Labs	
◦ Contextualization of Praxis materials	
• JoyCorps Studio -	\$114,125.00
• Community Development -	\$ 22,000.00
• Admin & Capacity Development -	\$113,100.00

Total - \$578,350.00



CALENDAR OF EVENTS 2024

APRIL

- The JoyCorps Fellowship 2024 started with the Orientation and Kick-Off Week in Dehradun, India from April 08-April 12
- The 2023 Fellowship cohort graduates
- JoyCorps Studio launches the report on Phase 1 of the work they did with two organizations in Nepal's anti-trafficking movement launches

MAY-OCTOBER

- Program months at JoyCorps where the team organizes at least one Local Labs (in partnership with Praxis), and three Concept to Launch programs (in partnership with Sinapis), in addition to the Fellowship program.
- JoyCorps Studio to continue working on Phase 2 of the anti-trafficking project in Nepal, and engaging with two new projects: the first with our Kansas City-based client/partner, to explore how the local community can provide effective and sustainable wrap-around support for vulnerable families and children in deprived neighborhoods, and the second focusing on the issues of bonded labor in the agricultural and brick manufacturing sectors in India.

NOVEMBER

- JoyCorps' Business Reimagined Summit takes place between November 04 and 07 in Dehradun, India
- The 2024 Fellowship cohort graduates

DECEMBER

- Call for Application for Fellowship 2025

Meet Us

Our team is trying to show up in various locations and events as much as possible across India and the world to continue growing partnerships, both old and new. We hope to see you soon!



USA

- Our Executive Director **Sam Parakkal** to visit the US between May and mid-July to attend conferences and meet partners along with our Co-Founder Dave Murray. To meet Sam and Dave in the summer, please reach out to Sam (sam@joycorps.org)



THAILAND

- **Freedom Business Forum**, May 05-09. Josie, Asha and Erica will be attending the Freedom Business Forum in Thailand between 5th-9th May. To connect with the Studio Team in Thailand, please send an email to Josie (josie@joycorps.org)



INDIA

- **Business Reimagined Summit 2024**
- Sam, Joby and Erica from JoyCorps will be attending events in India and meet partners in India. To find out more, please contact Joby (joby@joycorps.org)



"Telling a story is like reaching into a granary full of wheat and drawing out a handful. There is always more to tell than can be told."

-Wendell Berry

Thank you for reading our 2023 Annual Report
- The JoyCorps Team

www.joycorps.org

