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May 11th, 2015

Rector Leonid V. Hubersky
Taras Shevchenko National University of Kyiv
Volodymyrska Str. 60, 01033
Kyiv, Ukraine

Dear Rector Leonid V. Hubersky,

I am writing to you in the hope that we might be able to partner in the hosting of a Mustard Seed event at the Taras Shevchenko National University of Kyiv in the latter half of 2015. Vitalii Cherniuk, General Director of Science Park, graciously introduced us to explore this potential collaboration.

With a mission to encourage enterprise for society, Mustard Seed hosts events at top universities in Europe and beyond to empower incubation and growth of businesses that are seeking to deliver meaningful social and environmental good.

Mustard Seed has hosted events at INSEAD, Oxford, Cambridge, Imperial College and LSE amongst others and we would be delighted to partner with the Taras Shevchenko National University of Kyiv in our mission to enable enterprise for society. We strongly believe that the Taras Shevchenko National University of Kyiv can be a powerful and innovative agent in addressing this mission in Ukraine.

It is our conviction that there is a rising appetite for social mission amongst students to address big social and environmental problems. At the same time, business is becoming increasingly aware of its societal impact and consumers have a greater voice in expressing societal needs.

Mustard Seed typically advertises an event one month prior to the scheduled date, and does so by partnering with the entrepreneurship society or any other relevant student body. We ask students to submit a 2-minute video on their business model (we have a process that clearly articulates the criteria) to address the way in which their proposed business is solving a big societal or environmental problem. We then select up to 15 finalists for the event, during which pitches run for 5 minutes, including time for 2 minute Q&A. We will typically follow up with 5 such potential businesses post event and invest anywhere from £50k GBP to £500k GBP in any single company. The events are high energy, extremely though provoking (as they typically span a wide array of industries and stages of development). We typically see over 200 attendees at our events and tend to create significant excitement and interest on campus.

Mustard Seed prides itself in the strength of its member network in helping companies scale beyond their immediate country of domicile - we endeavour to facilitate commercial outcomes for our companies through meaningful introductions.

We see the following benefits for the Taras Shevchenko National University of Kyiv:

1. Inspiring students to create profitable enterprise with a social purpose.
2. Connecting student IP and ideas with capital.
3. Allowing the Taras Shevchenko National University of Kyiv to position itself as a relative leader in the impact space as this remains a relatively nascent area, albeit growing fast.

Subject to your agreement, we expect to be able to command a fair amount of corporate interest, not least from the likes of top tier consultants and financial institutions (typically these companies are keen to be associated with such events for the purposes of graduate recruitment and enhancing their corporate and social responsibility programmes).

All we would like to ask from the Taras Shevchenko National University of Kyiv is access to a lecture theatre to accommodate a 200+ audience, the participation of a key-note speaker (we would of course be honoured to have yourself, or an appropriate member of faculty speak), and a relevant student society to help advertise and co-ordinate the event on campus.

We would like to suggest sometime in Q3 or Q4 in 2015, depending on how this best fits into the academic calendar. We are ready to accommodate your scheduling needs to make this work in the best possible way for the Taras Shevchenko National University of Kyiv.

We would be delighted to discuss any parts of the plan in more detail over the phone or any other means you consider appropriate to address any issues or questions you might have. We have attached an overview document on Mustard Seed for your perusal.

We look forward to hearing from you soon.

Warm regards,

A handwritten signature in black ink, appearing to read 'H. Wigan', with a stylized flourish at the end.

Henry Wigan
Managing Partner and Co-Founder

c.c. Vitalii Cherniuk, General Director of Science Park