Accelerating Business for Good

AIM2Flourish celebrates and catalyzes business innovation as part of a global learning challenge. We are inspiring the next generation of business leaders to build a better world by discovering new ways of doing business that are both profitable and progressive: Businesses that do good and do well.

AIM2Flourish.com

AIM2Flourish.com is the world’s first student-led global learning platform showcasing business innovations that solve humanity’s greatest challenges. Business students around the world are using the 17 UN Global Goals for Sustainable Development and Appreciative Inquiry (strength-based interviews) to search out and report on world-changing innovations.

Selection Criteria

Our criteria are aligned with the UN Global Goals to showcase innovations for good, such as ending poverty and ensuring peace and justice. We are looking for examples of business innovations that increase economic prosperity while contributing to a healthy world and human wellbeing.

Celebration and Recognition

We’ll celebrate the best-of-the-best business innovation stories in June 2017 with the inaugural Flourish Prizes at the 4th Global Forum. This initiative represents an unparalleled opportunity to dynamically connect students, business leaders, management schools, media makers, and investors across geographies, generations, and industries. We will help business leaders, students and professors share their innovation stories’ impact, accelerate their contributions, and inspire others with their examples.
Untold Stories of Business Innovation

This snapshot of innovations shows the scope of stories discovered by business school students globally on AIM2Flourish.com.

PT TIRTA MARTA – This Indonesia-based company once made plastic bags that took 500 years to degrade. Now it’s making plastic bags from tapioca, a naturally abundant starch from the cassava root. These eco-friendly bags can degrade in just two weeks. Plus, the company’s operations and sourcing are from local tapioca cooperatives that follow fair trade standards to earn a living wage. (IPMI International Business School, Indonesia)

SUNWATERLIFE – In Africa, Sunwaterlife describes in three words a solar powered system that generates about 800 liters of pure water a day. It’s built for tough environments, yet light weight (45 kg) to carry and easy to operate. Sunwaterlife offers people a means of providing fresh water with an innovation adapted to extreme life conditions and budgetary pressures. (Toulouse Business School, France)

ZIGITZA HEALTHCARE – In India access to emergency care via ambulance is only available to the wealthy. A need surfaced for organized and professional ambulance providers similar to “911” service in the United States and “999” service in the United Kingdom. Think of it as an “Uber for ambulances” type of service democratizing access and affordability to emergency care. (Indian Institute of Technology Bombay-Shailesh J. Mehta School of Management, India)

Global Partners

What’s Next

After our UN launch in June 2015, we have 100 professors worldwide whose students are submitting business innovation stories to AIM2Flourish.com to share with our global community. We are building our network of business leaders and higher education institutions.

Help Us Flourish!

Together we can accelerate and celebrate business’ highest potential to do good and do well through transformative management education.