



World's first 'Percolator', precursor to the Incubator, Welcomes First Co-hort of Teams from 23 Nations

Washington, DC, November 22, 2020: The world's first virtual Sustainable Development Goals (SDGs) "Solutions 'Percolator'" has launched in the nation's capital. The premise of a percolator to serve as a pre-incubator or precursor to a business incubator, an entity that assists start-ups in their formation and growth.

The SDGs Solutions Percolator takes ideas and partners them with team members globally to form a platform for inspiration, design thinking, collaboration, and preparation toward arriving at a tangible solution that can then be incubated -or in some cases launched. Community initiatives, programs, and other targeted activities would qualify in this case.

The first of its kind in the world, the Solutions Percolator (slogan, "put the kettle on..., something's brewin') was born out of the Global SDGs Challenge, the world's most massive Challenge spanning the globe and focused on solutions to any and all of the 17 Sustainable Development Goals as defined by the United Nations.

The inaugural Solutions Percolator opened to its first cohort, the 25 winning teams of the SDGs Challenge to assist the teams comprised not of entrepreneurs or technologists but average citizens of all ages and walks of life and society and thus who were not as business savvy as many whose ideas may qualify as a potential business or for incubation and whose ideas need further development and polishing prior to 'prime time' and moving toward tangible outputs (an app, a new product or service, a new company, nonprofit, or community initiative.

Assistance runs the gamut from branding, technology development, building financial models, incorporation, strategic introductions and more. The Percolator works with service professionals from various key sectors such as staffing, accounting, legal, and tech developers.

Lisa La Bonte of Uplifting Ventures, product developer of numerous social impact enterprises, says, "many young would-be changemakers and entrepreneurs are often shut out of incubators as their ideas may be first rate but are lacking know-how including knowledge, skills, and connections needed to move their ideas forward from a business perspective including strategy and operations. The Percolator serves pre-early stage development, just as pre-school prepares for Kindergarten which prepares for School, so does the Percolator prepare for an Incubator and Acceleration in the start-up world."

www.SDGPercolator.com for information www.UpliftingVentures.vip

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About Uplifting Ventures (Up!)

Uplifting Ventures, or Up! is an international idea factory powered by an economic development champion on a mission to empower new ideas and ‘small but mighty’ businesses that deliver impact across the globe. Up!’s principal cheerleader has a penchant for socially relevant and mutually lucrative outputs that include inventive and inspirational programs, initiatives, competitions, content, branding, and strategic business frameworks. Specialization includes emerging markets and new entity launches. www.uplifting.vip

About the Global Citizens Innovative Solutions SDGs Challenge “SDGs Challenge”

Focused on innovative solutions to the world's most pressing problems encapsulated in the U.N. Sustainable Development Goals (SDGs), the SDGs Challenge is a dynamic, free, and impact driven activity in which citizens of any nationality, ethnicity, age, or gender are tasked to arrive at imaginative and viable solutions to any one of the SDGs by way of teamwork, diversity of ideas, and collaboration. www.sdgchallenge.org

About the UN Sustainable Development Goals (SDG)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. SDG #1: No poverty; SDG #2: Zero hunger; SDG #3: Health and well-being; SDG #4: Quality Education; SDG #5: Gender equality; SDG #6: Clean water and sanitation; SDG #7: Affordable and clean energy; SDG #8: Decent work and economic growth; SDG #9: Industry, innovation and infrastructure; SDG #10: Reduced inequalities; SDG #11: Sustainable cities and communities; SDG #12: Responsible production and consumption; SDG #13: Climate action; SDG #14: Life below water; SDG #15: Life on land; SDG #16: Peace, justice and strong institutions; SDG #17: Partnership for the Goals. www.sustainabledevelopment.un.org