

LEADING SOCIAL ENTERPRISE PUBLISHES CANDID, INSPIRING STORY OF BRINGING SOLAR ENERGY TO 100 MILLION PEOPLE

Award-winning author and the first director of communications for d.light penned the new release, with a foreword by Acumen CEO Jacqueline Novogratz

July 24, 2020, Palo Alto, California; Nairobi, Kenya; New Delhi, India; Shenzhen, China – Can for-profit businesses provide sustainable solutions to the world’s most intractable social challenges? The question has been debated by business experts and international development professionals since the start of the twenty-first century, when the idea of social-benefit corporations first began to emerge.

Silicon Valley author Dorcas Cheng-Tozun, in partnership with d.light co-founders Ned Tozun and Sam Goldman, offers a clear answer in LET THERE D.LIGHT: yes. But the path to build a business that creates positive social and environmental impact on a global scale is filled with uncharted territory, unknowns, and unexpected challenges that test the courage and tenacity of individual leaders and their teams.

LET THERE D.LIGHT is the story of how d.light evolved from a class project at Stanford University to a multinational business that has brought solar energy to 100 million people around the world, most of whom previously relied on kerosene lamps, generators, and other unreliable and polluting sources of energy. It captures the personal drive and sacrifice of the co-founders and employees, the mistakes and circumstances that almost destroyed the company, and the valuable lessons learned in designing, manufacturing, and distributing new technologies to base-of-the-pyramid families around the world.

In her heartfelt foreword, Jacqueline Novogratz, the founder and CEO of impact investor Acumen, writes, “d.light’s story stands as a primer for anyone interested in the hard, sometimes thankless, but ultimately deeply meaningful and productive work of social change. And Ned Tozun and Sam Goldman will stand forever as two of the most successful role models I have ever met.”

This in-depth case study offers invaluable insights about topics such as customer-centered design, innovation, leadership, and working in emerging markets. It also includes a new, expanded vision for d.light by Tozun and Goldman in the afterword.

The book has been endorsed by renowned business author, blogger, and podcaster Seth Godin, who called it “a unique book about a unique company that is changing the world.” According to James Patell, emeritus professor and co-founder of the Design for Extreme Affordability Program at Stanford University, “The d.light founders, together with the organization and products they have built, are exemplars of the very best that the Stanford Design for Extreme Affordability Program has produced.”

The book is available for sale on Amazon in paperback and as an ebook.

About d.light: Founded in 2006 at Stanford University, d.light is a global leader in solar energy, dedicated to providing the most reliable, affordable and accessible solar lighting and power systems for people living in the developing world. d.light provides distributed solar energy to households and small businesses in 70 countries, impacting the lives of 100 million people. For further information, visit www.dlight.com.

About the Author: Dorcas Cheng-Tozun is an award-winning writer, international communications consultant, former Inc.com columnist, and the author of *Start, Love, Repeat: How to Stay in Love with Your Entrepreneur in a Crazy Start-up World*. She served as the first director of communications for d.light and has written frequently about social enterprise and the intersection of business and family life. Her work has appeared in *The Wall Street Journal*, *Inc.com*, *Christianity Today*, the Unreasonable blog, *The Entrepreneurial Leader*, and dozens of other publications in the U.S., Asia, and Africa. A Silicon Valley native, Dorcas has also lived in mainland China, Hong Kong, and Kenya with her husband and two young sons. Visit www.chengtozun.com to learn more.

Important Notes Include:

- **AUDIENCE:** The overall number of social enterprises worldwide is in the millions, with more than 2,500 companies across 50 countries meeting the rigorous standards of Certified B corporations. In the European Union, one in four new businesses is a social enterprise. Impact investing is growing alongside the social enterprise sector, making more than \$25 billion in investments in 2018.
- **BOOK MARKET:** This book interweaves a rousing narrative with insightful lessons on what does and does not work when scaling a social enterprise. Current and aspiring social entrepreneurs, as well as impact investors and others interested in how business can create positive social change, will be inspired by the personal anecdotes and strategic business advice provided.
- **GLOBALLY RECOGNIZED SOCIAL ENTERPRISE:** d.light has received some of the highest-profile accolades available in the social enterprise and energy sectors, including Toyota Vehicles of Change, Verizon Powerful Answers, Zayed Future Energy Prize, and Ashden Award for Sustainable Energy. Their products have also been recognized for excellent design by Global LEAP, Spark, and others. Co-founders Ned Tozun and Sam Goldman have been named Social Entrepreneurs of the Year and among the world's top social entrepreneurs.
- **SPEAKING AND MEDIA:** Cheng-Tozun has been a featured speaker at the Stanford Graduate School of Business, Amazon headquarters, Founders Space, and more. She has also been a guest on dozens of business, start-up, and relationship podcasts. Co-founders Tozun and Goldman have presented at the World Economic Forum, the Vatican II Conference, SoCap, Stanford University, and Acumen, among many other places. They have been interviewed by *Forbes*, *Fortune*, *The New York Times*, *BBC News*, *CNN*, and dozens of other international media outlets.

- **CONNECTIONS:** As a leading player in the social enterprise sector, d.light is well connected to impact investors, other social-benefit companies, and larger social entrepreneur networks, including Acumen, Ashoka, Omidyar Network, Schwab Foundation for Social Entrepreneurship, and the World Economic Forum. The co-founders are celebrated alumni of the Stanford Graduate School of Business.

LET THERE D.LIGHT by Dorcas Cheng-Tozun
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