



**For Immediate Release**

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**Students from Presidio School of Management Win Western Regional Competition of  
Wal-Mart's Better Living Business Plan Challenge**  
Business Plan for Smart Energy Product Incorporates Sustainability Principles  
Using Integrated Bottom-Line Approach

San Francisco (February 25, 2009)—A team of MBA students from Presidio School of Management beat out teams from Stanford University and U.C. Berkeley's Haas School of Business to win the Western Regional competition of [Wal-Mart's](#) second annual Better Living Business Plan Challenge, started last year to give business students from around the world the opportunity to invent sustainable products and business solutions.

Sandra Kwak, Kendall Laine and Elizabeth Stuart from Presidio will be competing along with seven other teams in the semi-finals in Bentonville, Arkansas, in April. Three finalists will present to an executive panel, including former Wal-Mart CEO Lee Scott and executives from leading companies and non-governmental organizations. "We are thrilled to have the opportunity to compete and incorporate everything we are learning in our Sustainable Management MBA program into our business plan," said Stuart. "The judges were impressed with the innovative Presidio approach to making a strong business case for sustainability."

The Presidio team wrote its plan for an easy-to-use smart-energy product called the Powerzoa, a technology product that meters and controls energy use and connects to a website that displays energy use information. The business plan incorporates sustainability principles throughout in a compelling integrated bottom-line approach. The students, along with three other classmates, developed the product idea last semester in a class on Sustainable Products and Services.

"Having three of our students win the Western Regional's of a global sustainability competition sponsored by Wal-Mart is an honor," said Nicola Acutt, associate dean, Presidio School of Management. "It is a testament to our innovative curriculum and validates our mission to develop leaders that have the competencies and courage to implement sustainable ideas in the business world. We applaud the students behind this business plan that so powerfully integrates bottom-line sustainability."

Presidio School of Management was one of the first schools in the country offering an MBA in Sustainable Management. With an emphasis on whole systems, the School's curriculum teaches integrated bottom-line sustainability principles that serve as the foundation of a strategic commitment to sustainability, which has been proven to increase every aspect of shareholder value. More than a dozen studies done over the last two years have found that companies that behave in more sustainable ways have benefited through increased profits and market share and been able to drive innovation, attract the best talent and reduce costs and risks.

The students are scheduled to complete their MBA degrees at the School this May. They plan to develop a product prototype and further research product viability as they explore starting a company to develop and market the product.

Wal-Mart will present the winning team with \$20,000 in prize money that can be used as seed money to fund their venture.

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### **About Presidio School of Management**

Presidio School of Management in San Francisco, California offers innovative graduate education in sustainable management including an MBA, MPA and Executive Program. Started in 2003, Presidio features faculty members who are noted scholars and practitioners in sustainable business. Students and graduates of the programs use proven sustainable management theory with practical experience to enable organizations to implement systemic changes for improving the way they do business and interact with their stakeholders. Presidio School of Management is an affiliate of Alliant International University, accredited by the Western Association of Schools and Colleges (WASC). For more information, please visit <http://www.presidioedu.org>

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