

## **Georgetown Student Launches Online Social Business**

Georgetown University in Qatar International Politics senior, Hamza Iqbal, has recently launched CHASHMAY.com, a social business venture that combines retail profits with social good. The online retail portal is the result of the 21 year old's drive to make the world a better place through socially responsible consumerism.

Working in partnership with an NGO in Karachi, Pakistan, Iqbal's social business provides eye exams and free prescription eyewear for every pair of glasses purchased by a customer online. And now he's ready to take his project to the next level.

"Changing the way in which money exchanges hands, to me is our only shot at changing the world around us," he explained, crediting his university experience as both an inspiration for his global outlook, and for developing his company.

"My time at Georgetown and the immense diversity on our campus has really given me a holistic outlook on the consequences of actions, both individual and collective, in political, social and economic contexts. I have peers from over 55 countries, with at least as many different worldviews, so I often joke that I rely on my campus community for product development."

A social business is defined as a venture with both a measurable social outcome and a profit motive, both of which form the key performance indicators of success. Iqbal's CHASHMAY.com is based in Hong Kong and ships to customers worldwide. "We have suppliers in Shanghai and creative partners in California, Hanoi, Istanbul and Lahore, and I am able to remotely manage the business," he explained.

For now, he says, the response to the business venture is very encouraging. "We broke even in under 21 hours of launch and welcomed our 900th store visitor in under three weeks of going live. A unique 3-D electronic tryout is in the pipeline and so is a grand online branding campaign."

Prior to the launch of Chasmay.com, Iqbal spent one summer learning Arabic in Jordan, and another summer working for one of the most prominent public relations and business development firms in Turkey. His social business can be accessed at <https://chashmay.com/>

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