



Marisa And Her Dream of Alleviating Poverty

Marisa Wiman started with one life-changing question: "How can I help?"

The global struggle on poverty has shortened lives and has robbed people of their future. Human potentials are wasted due to the lack of opportunities.

Marisa knew employment can significantly improve the prospects of a person. It is however not just about one person but the welfare of an entire family. It is not just about a family but empowering an entire community.

The possibility of having that kind of impact to the world convinced Marisa to get involved in ending world poverty, an advocacy that destined her for social entrepreneurship.

When Skill Met Passion

Marisa has a gift in business. She has extensive experience in working around Information Technology and using this to create support channels for organizations. Her knowledge in international business also gave her the ability in setting up borderless business models, a key component of Business Process Outsourcing (BPO).

But it was when she decided to answer her own question that these skills became a catalyst for social development.

"How can I help?"

Marisa's plan was simple: provide companies from Australia, New Zealand, UK, and South Pacific a cost-effective way to do business by allowing them to hire a virtual workforce from places where poverty is a huge social issue.



This solved two problems right away: One, it addressed western businesses' struggle with high labor costs, and two, it made use of untapped human capital from Third World countries.

This "plan" took Marisa 12 years to execute. There was of course countless challenges along the way. Starting a business is one thing. Sustaining and growing it is an entirely different matter. After all, profitability is the key to creating transformational jobs.

Technology and Social Venture

In the early 2000's there was no VOIP systems, at least not yet. Social Media was an alien term, and Cloud computing was just a concept. In many ways Marisa was a pioneer in the BPO industry. It is interesting to note that her desire to pursue her advocacy on poverty alleviation got her right into the middle of an emerging industry.

Today, Greymouse Virtual Services, the company Marisa built, now employs more than 70 people in Fiji and in the Philippines. And Greymouse is seeing rapid growth – which means more opportunities to provide jobs to people in dire need.

Greymouse has many personal stories about winning over poverty from its own pool of hired talents. The company allowed ordinary, struggling folks to follow their dreams and journey towards self-actualization.

Today Marisa travels a lot between Australia, Fiji and the Philippines, a testament of her success in building not only a business but a social enterprise fueled by hopes and dreams.

