

To: Tom Pritzker[t [REDACTED]]; Epstein Jeffrey[jeevacation@gmail.com]
From: Joi Ito
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Subject: Pearl Initiative
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Hi Tom and Jeffrey.

A friend of mine, Badr Jafar, set up this thing called the Pearl Initiative.

http://en.wikipedia.org/wiki/Pearl_Initiative

He's basically working on trying to set up best practices to not let companies get messed up when they are being handed down to heirs in Arab families. As part of this, he's focusing on fighting corruption and increasing transparency. It's based in the UAE.

Any chance you guys would be interested in talking to him or know anyone who would be a good consultant or academic for them?

- Joi