drugs could reach $75 billion worldwide. “For every dollar you put into fake meds,” says Gogo, “counterfeitors get between $25 and $250 back. So it’s incredibly profitable without the long jail-term risk of narcotics.”

Gogo’s concept is attracting kudos from high places. It received an Outstanding Commitment Award, with $10,000 of seed funding, from the Clinton Global Initiative. It won first prize in the U.S. and second prize worldwide in the 2009 Global Social Venture Competition. And Sproxil was named Technology Pioneer for 2009 by the World Economic Forum.

**Extend:** Gogo hopes to eventually extend the concept to all of West Africa as well as to India, where many of Nigeria’s counterfeit drugs originate. Meanwhile, two recent Dartmouth College graduates who interned with Sproxil are also helping to spread the idea. Taylor Thompson, DC ’08, and Nathan Sigworth, DC ’07, launched a similar start-up, PharmaSecure, using cell phones to tackle counterfeit drugs in India.

The trickiest part for Gogo is not the technology, but getting pharmaceutical officials and government regulators to work together. “Industry is always trying to get easier regulation . . . [and] regulators are always . . . saying, ‘Hey, we can shut you down,’” says Gogo. But, “it turns out that in this case, everybody realizes that the one who loses the most, the one who could die, is the consumer . . . We’re all here to keep the public safe.”

**Matthew C. Wiencke**