

Innovative Solutions

presentation by

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Technology as a Solution Catalyst

- Technology as a BOP infrastructure platform
 - ITC's e-choupal
- Technology as a BOP product
 - Kodak cameras
- Technology as a BOP productivity tool
 - Intel community PC
- Technology as a BOP enabler
 - Distributed renewable energy

Business Models as a Solution Catalyst

- Sachet marketing
 - Unilever, Smart Communications
- Franchising
 - Grameen Phone, Drishtee
- Agent distribution
 - Unilever's Project Shakti
- Tiered pricing
 - Aravind
- Innovative partnerships
 - Janini, Biogas
- SME incubation
 - KickStart, CatGen



Enterprise Development as a Solution Catalyst

Example: Healthcare delivery

- Building local franchises
 - HealthStore, Kenya
- Low-cost devices and distribution models
 - Eyeglasses, hearing aids, prosthetics
- New “preventive” consumer products
 - KX Industries, A to Z bednets, clean cookers
- Health insurance and finance
 - MHOs, Afya Card, Jana Suraksha
- World class service
 - Aravind, etc.



Enterprise Development as a Solution Catalyst

Other sectors:

- Microfinance

- HP/MFI partnership for mobile transactions

- Agriculture

- Honey Care Africa, KickStart micro-irrigation, Flower Value

- Telecom

- Grameen Phone Uganda



Successful Enterprises Don't Just Happen!

The necessary elements include:

- Entrepreneurs and SMEs
- Incubation (mentoring and funding mechanisms)

And also:

- Local networks that include NGOs, social entrepreneurs, community organizations
- New research by David Wheeler documents the importance of these local network, hybrid models

We call these hybrid models **Enterprise Ecosystems**

Building Enterprise Ecosystems

In-country activities to build value for BOP communities:

- Market research (document informal economy)
- Build awareness of BOP opportunities
- Business mentoring and partnership development
- New funding mechanisms
- Monitoring and feedback

Plus a possible global conference on enterprise development for the BOP

A Collaborative Activity

We invite your participation in sharing knowledge and in refining the enterprise ecosystem model.

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