

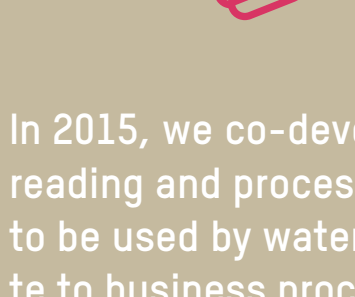
# 2015, a year of change

BoP Innovation Center provides services and tools to develop inclusive businesses in the 'Base of the Pyramid' (BoP).

Our mission is to develop new business activities with entrepreneurs and companies that aim to deliver value to and with communities in the BoP. **Visit our website** for an overview on what we have to offer

## INCLUSIVE INNOVATION

### Improving access to water and sanitation in Mozambique



Providing access to safe water for

**15** towns

In 2015, we co-developed a mobile app for reading and processing data from water meters, to be used by water operators. This will contribute to business process improvements including



Using digital tech to improve the lives of

**100** million people!



### Transforming 100 million lives!

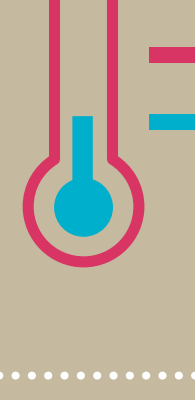
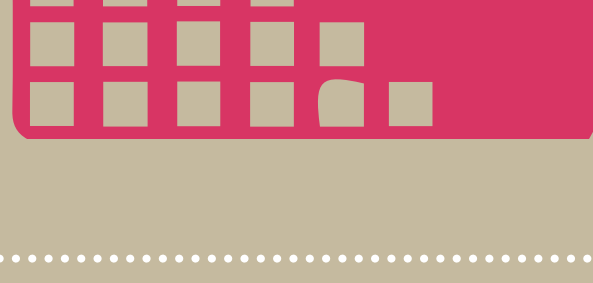
In 2015, we partnered with Unilever to identify behavioral change challenges and find innovative ways to use digital tech to make water, sanitation and energy services more affordable and most importantly, more aspirational. Our ambition is to impact the lives of 100 million people by 2025!

For smallholder farmers in Bangladesh we co-developed a concept for a potato cold storage.

### Why?

Average post-harvest loss of

**25-30%**



## MARKETING & DISTRIBUTION

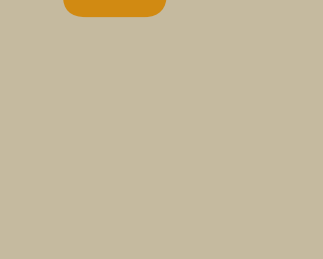
For Unilever Nigeria and GAIN (in collaboration with local NGOs), BoP Innovation Center has facilitated the design of an inclusive route-to-market model for the BoP in Nigeria.



**\$** +  = 

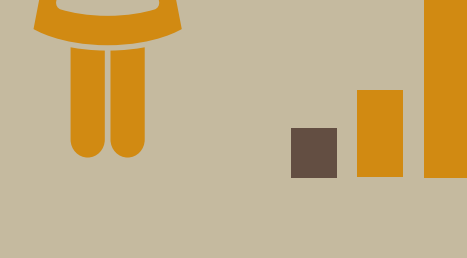
Combining sales and educational messaging to change behavior in Nigeria. We used our experience from **our work in Bangladesh!**

New and highly nutritious baby food introduced in Ethiopia!



We have worked with the Ethiopian food processor Guts Agro. We developed a value proposition and introduced a brand new product in Ethiopia for them: Supermom. This is a highly nutritious blend of maize and soybeans, developed for young children and expectant or breast-feeding mothers.

In addition we've developed a micro franchise distribution model, training women to become sales agents. **Read the story** of two sales agents from Ethiopia.



**33,000** households reached in

**2** months

### Improving food security in Bangladesh

In the PROOFS program we focused on changing the behavior of Bangladeshi people towards a more nutritious diet, empowering farmers with skills and knowledge and we engaged the private sector to realize the desired business and social impact.

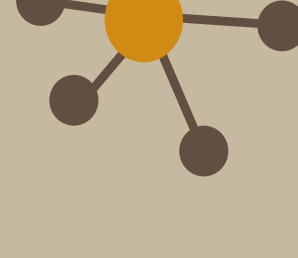


**2014: 16** sales women trained

**2015: 160** sales women trained

**22** new distribution hubs

We signed a partnership with JITA, allowing us to expand our distribution model for nutrition and hygiene products.



The sales women managed to increase sales with

**449%**

## INCLUSIVE BUSINESS EMPOWERMENT

### Accelerating inclusive business

We developed and launched the Inclusive Business Accelerator Toolkits in 2015. These toolkits are developed for business consultants and entrepreneurs to capacitate them in developing inclusive business.

**2** inclusive business toolkits developed



**40** consultants trained



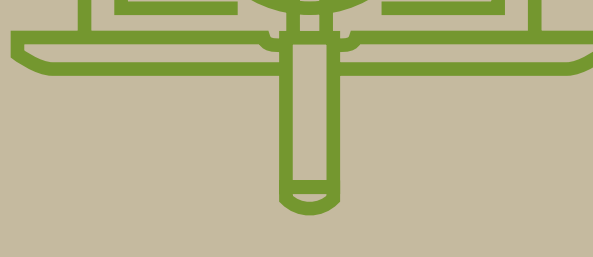
### Train the consultant

Following the Inclusive Business Accelerator toolkits, we launched three day training sessions for business consultants interested to specialize in inclusive business.

### Inclusive Business Accelerator Bootcamps

We do not only train business consultants, we also train entrepreneurs and anyone who might be interested in inclusive business via a smart online approach.

**Check this interview** with an entrepreneur who benefited from a bootcamp.



**3** online bootcamps organized

**500** people trained

**200** University students trained

We strongly believe that business schools have an important role to play in inclusive business, by training university students on the subject of 'strategic innovation, inclusiveness and sustainability'.

Visit our website for a complete overview of 2015.