

THE MICROCONSIGNMENT MODEL

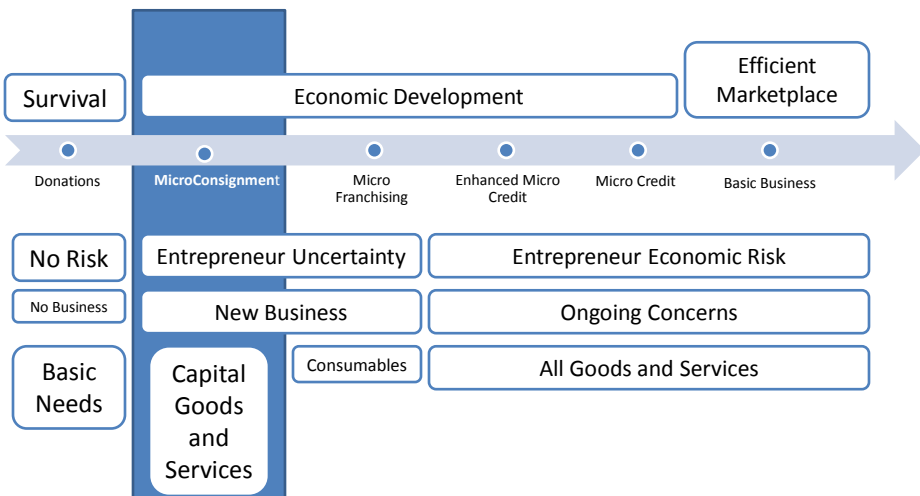
MISSION:

A "LAST MILE" SOLUTION

TO CREATE FIRST-TIME ACCESS TO LIFE CHANGING PRODUCTS AND SERVICES FOR VULNERABLE COMMUNITIES THROUGH LOCALLY OWNED, MANAGED AND SUSTAINABLE (PROFITABLE) ENTREPRENEURIAL SOLUTIONS

Why do we need MicroConsignment?

New Technologies/Services + New Entrepreneurs for Underserved Markets



Snapshot Benefits

- Community problems are solved by community members
- New income generation opportunities are created through an investment of “sweat equity”
- Entrepreneurs realize a profit within one month of start-up
- Individuals with very little education or with limited time can become very successful entrepreneurs
- Individuals are able to “test drive” an entrepreneurial opportunity and do not suffer financially if it doesn’t work out
- Entrepreneurs are provided with the capital (consigned products), resources (marketing materials et al), training, strategic and tactical support on an ongoing basis
- Entrepreneurs efficiently “reinvest” in their ventures. As they must return a portion of sales to the organization to restock their inventory they do not see that portion as theirs, and thus do not consume revenues needed for capital reinvestment
- Purchasers vote with their limited resources
- New technologies can be tested, modified and distributed at a very low cost
- Current infrastructures can be leveraged
- Business training is embedded
- All stakeholders add and derive value

The Stakeholder Needs

Primary Beneficiaries (Local):

Villagers:

Protect/Improve Health
 Save Money
 Increase/Maintain Productivity
 Use Resources Efficiently
 Quality
 Dignity

Local Entrepreneurs:

Opportunity
 Earn Money
 Increase Self-Esteem
 Help Community
 Care for Family
 Learn New Skill Sets

NGOs:

Achieve Primary Mission
 Offer Enhanced Services
 Maintain Low Cost Structure
 Increase Revenues

Secondary Beneficiaries:

Donors/Investors:

Sustainable and Quantifiable Impact
 Appropriate Return

Universities:

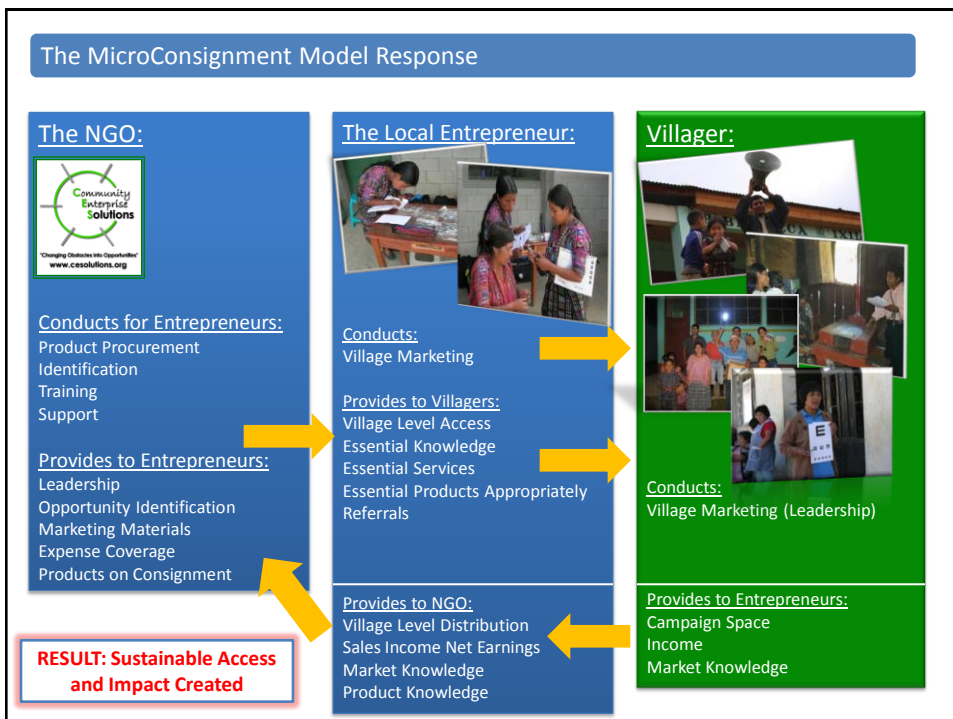
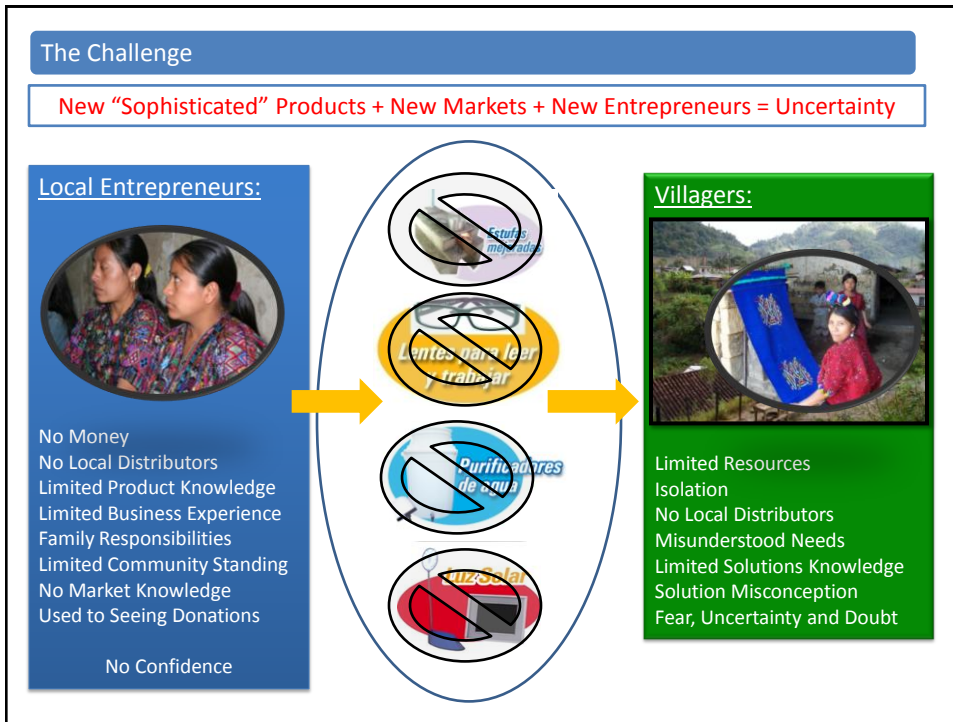
Unique Developing Country Experience
 Student Education
 Research

University Students:

Sustainable and Quantifiable Impact
 Engage and Learn
 Make Informed Career Decisions

Solutions Providers:

Distribution System
 Open New Markets
 Make Product Modifications



The MicroConsignment Model Results

Needs Understood + The MicroConsignment Model = Needs Addressed

Villagers:

Protected and Improved Health
 Money Saved (Equity)
 Increased /Maintained Productivity
 Use of Resources Efficiently
 Quality Service and Product
 Dignity Through Purchase

Local Entrepreneurs:

Professional Opportunity
 Compelling Income Earned
 Increased Self-Esteem
 Helping Community
 Caring for Family
 Learnt New Skill Sets

NGOs:

Continuance of Primary Mission
 Offering Enhanced Services
 Maintaining Low Cost Structure
 Increased Revenues

