

SWFF KAIZAN

OBJECTIVE

A group of social entrepreneurs developing technology innovations to optimise water usage for food production were looking to take their idea to market. They wanted to develop a robust business model in order to create impact in emerging economies. We came in as advisors to help these founders take ideas off the ground supported by a right business model, go-to-market strategy, and execution to scale their efforts.

SATTVA'S VALUE-ADD

As advisors our primary role with entrepreneurs, whose innovations were mostly at seed or early stages of development, was to develop an actionable strategy to grow their venture from idea to market. We worked closely to establish the best business model to validate their innovations as well as identify the ideal consumer base in every market. We designed a business model strategy for three to five years which included correct pricing to ensure a product-market fit for long-term sustainability. Our mission was to condition entrepreneurs with business thinking and this involved working proactively with them to zero down on the core value-proposition of their product. Once they hit the market we delved into specific capacity building around sales, marketing, operational planning, financial forecasting and partnership strategy for the foreseeable future. From June 2016 we have meticulously helped these entrepreneurs move through each stage of their journey to reach the ultimate end goal of impact on the ground.



KEY LEARNINGS

We documented our actionable strategy for each aspect of business and entrepreneurship in a playbook which we believe can be customised for use by any innovator in the ecosystem. This knowledge material is a valuable asset for all players in the sector. Alongside, we contributed to change the mindset of social entrepreneurs to prove that innovations can lead to viable and sustainable businesses. Also, we were able to give them actionable strategies to survive and scale ventures, thereby boosting overall confidence in the sector. Innovators were able to strengthen their go-to-market strategy and capacities for next three-five years.

HIGHLIGHTS

Number of entrepreneurs advised: 12

10 Regions covered: Ghana, Mali, Mozambique, Kenya, South Africa, Bangladesh, India, Cambodia, Vietnam and Nepal

Innovations included: Seed tape, affordable green-house technology, contract farming, precision agricultural devices, and weather management phone service

BLURB

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