

# Scaling impact entrepreneurship

2018 yearbook



**EY**

Building a better  
working world

When impact  
entrepreneurship  
works better, the  
world works better.



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# Introduction

At EY, we believe a better working world is one where everyone can contribute to and share the benefits of economic growth.

With billions of people still excluded from the decent work, opportunities, goods and services that most of us take for granted, this may feel a long way from reality. That's why we're proud to work with impact entrepreneurs, helping scale new business models that purposefully drive progress toward the United Nations Sustainable Development Goals (SDGs).

Their small and growing businesses are shining examples of the power of business to help solve some of society's toughest challenges, to drive sustainable inclusive growth in our communities and to empower people to change their lives.

In short, when these businesses work better, the world works better.

It's why, for well over a decade, EY professionals have been lending their skills, knowledge and experience, on

a not-for-profit basis, to help these life-changing enterprises improve their resilience, productivity and capacity for sustainable growth.

Through a new global corporate responsibility program, EY Ripples, we're broadening the range of support we provide to impact entrepreneurs and, with it, the range of opportunities for our people to work with and be inspired by some of the most purposeful businesses on the planet.

From intensive one-day clinics and group mentoring on specific business topics to longer-term capacity-building projects with individual enterprises, this yearbook showcases examples of our work to help some truly amazing innovators overcome their biggest barriers to growth.

These are the examples that most inspire us. We hope they inspire you, too.

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# Helping impact entrepreneurs change lives

From improving access to safe water and clean energy to using drones to boost food production, the enterprises featured in this yearbook share one goal in common: the desire to drive sustainable and inclusive growth that benefits everyone. They may only be a tiny fraction of the many life-changing businesses to which EY people have

devoted hundreds of thousands of hours of service over the past year; nevertheless, even this small sample shows that the impact of their work can be felt by people all around the world.

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Every year, EY people provide hundreds of thousands of hours of consulting support to impact entrepreneurs all over the world.

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# BioFiltro

## Turning waste water into a renewable asset

BioFiltro harnesses the digestive power of worms and microbes to remove up to 99% of contaminants from waste water. This process not only turns waste water into a renewable asset; it also converts

contaminants into organic fertilizer and uses up to 95% less energy than traditional filtration systems. EY helped with market analysis and an expansion plan for the business, which has already successfully treated more than 30b gallons of waste water.



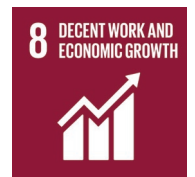
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|----------------------|-------------------------------------|--|
| <p>2 ZERO HUNGER</p> | <p>6 CLEAN WATER AND SANITATION</p> | <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> |
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## Easy Solar

Bringing clean, affordable energy to off-grid families in Sierra Leone

In a country with one of the lowest electrification rates in the world, Easy Solar is making solar-powered energy affordable and accessible to all by providing life-transforming products on a “rent-to-own” basis, enabled by pay-as-you-go technology. Similar models

are already reaching 40m households across East Africa and South Asia. With EY support to strengthen its financial systems and processes, Easy Solar is better positioned to achieve rapid expansion across West Africa.



## Every1Mobile

Equipping shopkeepers to build their businesses and improve health outcomes in low-income communities

Every1Mobile's "U Join" platform provides business education and unlocks access to a range of services to help low-income shopkeepers improve their livelihoods. Via U Join, those shopkeepers can sign up customers to a loyalty club, through which they receive

SMS-based e-vouchers for discounted health and hygiene products. EY helped Every1Mobile develop a commercially sustainable model to scale across 11 cities in 3 countries.





# Eyes in the Sky, Smart Techs on the Ground

Advancing next-generation agriculture in the African, Caribbean and Pacific Group of States

From mapping and surveying to yield estimations and crop management advice, drone technology can provide a range of services that support a sustainable path to food and nutrition security. EY assessment of 26 start-up drone operators involved in this project, supported by the Technical Centre for

Agricultural and Rural Cooperation, could make a substantial difference. As well as boosting agricultural productivity, their success could also create new employment opportunities that offer educated rural youth an alternative to migration.



Photo credit: Giacomo Rambaldi

## Hello Paisa

### Reducing the cost of migrant remittances from South Africa

Hello Paisa provides an international remittance service that allows low-income migrants to send money to their families via mobile phone, at a fraction of the time and cost of traditional

services. EY professionals provided support to improve the effectiveness of its customer help desk and support function, which will, in turn, help Hello Paisa reach its ambition of serving 1.5m customers by 2019.



10 REDUCED INEQUALITIES



# Hello Tractor

## Boosting agricultural livelihoods in Africa

Effectively “Uber for tractors,” Hello Tractor’s app links tractor owners with smallholder farmers, providing affordable access to the machinery they need to boost their productivity

and incomes. EY support to strengthen financial management and improve digital sales will help Hello Tractor scale a business that’s already been proven to increase farmers’ yields by 200%, and that could help bring millions of hectares of uncultivated land into production.



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|--|---|---|---|
| <b>1</b> NO POVERTY<br> | <b>2</b> ZERO HUNGER<br> | <b>8</b> DECENT WORK AND ECONOMIC GROWTH<br> | <b>17</b> PARTNERSHIPS FOR THE GOALS<br> |
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## Kaah International Microfinance Services (KIMS)

### Financing inclusive growth in Somalia

KIMS provides affordable loans and business skills training to its customers, many of whom are low-income women and returning refugees. Since its foundation in 2014, it has provided over US\$11m

in financing, contributing to the creation of more than 8,000 jobs. With EY support to develop a blueprint and implementation plan for rapid growth, it aims to have provided cumulative financing of US\$55m to 40,000 micro and small enterprises by 2021, stimulating creation of a further 30,000 jobs.



# Sanergy

## Scaling non-sewered sanitation in Kenya

Already franchising clean toilets across 11 slums in Nairobi, Sanergy is targeting an active network of 4,700 toilets by 2020, providing affordable access to dignified sanitation for more

than 180,000 urban residents. With EY support to demonstrate the cost-effectiveness and scalability of its model, Sanergy aims to persuade the Nairobi County government to pilot larger scale adoption of non-sewered sanitation through a public private partnership with the city.



Photo credit: Sanergy

## Shift Labs

Realizing the life-saving potential of safe IV drug administration in emerging markets

Shift Labs' award-winning DripAssist Infusion Rate Monitor is a low-cost device that enables clinicians to safely administer intravenous drugs in any environment. EY supported the business by developing a unit economics model that could help identify areas for

strategic and operational improvements, and strengthen its value proposition. With 10m unmonitored infusions performed worldwide every day, realizing the full potential of DripAssist could improve millions of lives.



Photo credit: Shift Labs



## Social Impact Factory (SIF)

Accelerating social entrepreneurship in the Netherlands

SIF is accelerating the movement toward social entrepreneurship in the Netherlands. It already connects around 300 social enterprises with public and

private sector organizations to help co-develop and implement entrepreneurial answers to social problems. Aided by EY support to improve its financial management, it can strengthen its support for this growing network and help drive greater social impact.



# Splash

Bringing safe water, clean hands and toilets to children in Asia and Africa

Tackling the disproportionate effect of the global water crisis on children, Splash provides safe drinking water, hygiene programs and improved sanitation in schools, shelters, hospitals and orphanages. EY helped develop a business plan for the production and

sale of a new generation of plastic drinking and handwashing stations that will be more durable, easier to transport and store, and more cost efficient to scale. This will aid the continued growth of an operation on track to impact the lives of one million children by 2023.



Photo credit: Splash



## Tiger Toilets

Bringing safer sanitation to India

An ingenious answer to the problems of poor safety, bad odor and groundwater contamination that blight traditional pit latrine design, Tiger Toilets use tiger worms to digest solid waste and

convert it into small amounts of safe "vermicompost." With EY support to define unit economics and a model for scaling the business, Tiger Toilets aims to increase sales ten-fold, helping to drive major improvements in sanitation and public health across rural communities.



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# Broadening impact

As the stories above illustrate, impact entrepreneurs are coming up with some of the best ideas and boldest actions for tackling inequality. That's why, alongside immersive projects with individual enterprises, we're also seeking new ways to connect with more of these outstanding innovators and share the benefit of our skills, knowledge and experience. For example:

## **Webinars**

2018 saw the continuation of a series of webinars, presented by EY in association with leading impact investors and social entrepreneurship networks Toniic, Acumen, Echoing Green and the Aspen Network of Development Entrepreneurs. Combining advice on overcoming common barriers to growth with tangible examples of leading impact entrepreneurs who have done it, these webcasts attracted almost 1,500 attendees from more than 100 countries.

## **Business clinics**

Building on existing initiatives in Colombia, the Netherlands and the UK, 2018 also saw EY pilot new business clinics with impact enterprises in the US. Likewise focused on common topics of interest and barriers to growth - spanning business improvement, risk management, and tax and financial planning - these intensive one-day workshops are designed to bring together groups of impact entrepreneurs, offering a combination of practical training, peer discussion, and individual and group mentoring.

## **Thought leadership**

Where possible, EY continues to translate lessons learned from individual projects into insights that can help accelerate the growth of entire sectors. A joint report from EY and Unilever, [How can a trickle become a torrent?](#), is a prime example. Launched at World Water Week in August 2018, it offers guidance for building truly sustainable Safe Water Enterprises with the potential to make safe drinking water affordable to millions more people.

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# Upcoming projects

We already have many exciting projects in the pipeline for 2019. Here is just a sample of the amazing impact enterprises we hope to help scale in the year ahead.

## **Essmart Global**

Operating in India's Tamil Nadu and Karnataka region, Essmart Global is improving last-mile access to vital goods and services – from solar lights and clean cookstoves to irrigation devices and efficient home appliances. It curates a catalogue of more than 160 high-quality, warranty-supported products and distributes them to rural and peri-urban retailers, whom it assists with sales training, product demonstrations and after-sales support.

## **SunCulture**

Nairobi-based SunCulture is showing how solar energy can provide smallholder farmers with more efficient, low-cost ways to irrigate their crops, and to boost agricultural productivity and incomes. Its RainMaker irrigation technology combines the energy efficiency of solar power with the effectiveness of micro-irrigation, helping farmers increase their incomes by up to 10 times.

## **Tarjama**

A UAE-based translation and linguistic services company, Tarjama currently has five offices across the Middle East. Its business model involves working closely with universities and development organizations to find, assess, train and hire qualified women who might otherwise be unable to enter the workforce. Offering competitive salaries, paid maternity leave and work-from-home flexibility, it has already established the largest network of Arabic-speaking female translators in the world.

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# Where are they now?

We've worked with some truly outstanding impact enterprises over recent years and are proud to have helped them lay the foundations for sustainable growth. Many of them have gone on to achieve remarkable things, as these examples show.

## **Jacaranda**

Aiming to become East Africa's first truly sustainable provider of quality maternal health care for low-income women, Jacaranda engaged EY last year to help streamline its patient management and financial processes. Remarkably, for a business providing high-quality care at just GB£100 per birth, it's now operating at 99% break even at the hospital level. What's more, it's now been onboarded by 11 private insurance companies and is raising investment to expand to more hospitals.

## **M-KOPA**

Since receiving support from EY to streamline its operations and lower the cost of supporting its growing customer base, Nairobi-based M-KOPA has connected a further 130,000 homes to affordable solar power. As of January 2019, it has connected a total of 700,000 homes and financed more than 1.1m assets and services. It is providing customers with 87.5m hours of fume-free lighting each month, projected to save them more than US\$525m over the next four years vs. buying kerosene. Those numbers will only continue to grow with US\$80m in new investment secured in late 2017, which M-KOPA says will help it convert a further million households to solar.

## **PINCHO**

With its focus on fresh, sustainable produce and investment in skills, Miami-based PINCHO is turning fast food jobs into rewarding careers and creating a breeding ground for the next generation of sustainable restaurateurs. Since receiving support from EY to streamline financial processes and improve its ability to raise capital, the business has begun franchising and signed a deal to expand its regional footprint beyond Florida. It now expects to grow from 10 locations to 100 over the next 5 years, creating hundreds of quality jobs.

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At EY, we believe  
a better working  
world is one  
where everyone  
can contribute  
to and share  
the benefits

of sustainable  
economic  
growth.

### About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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