

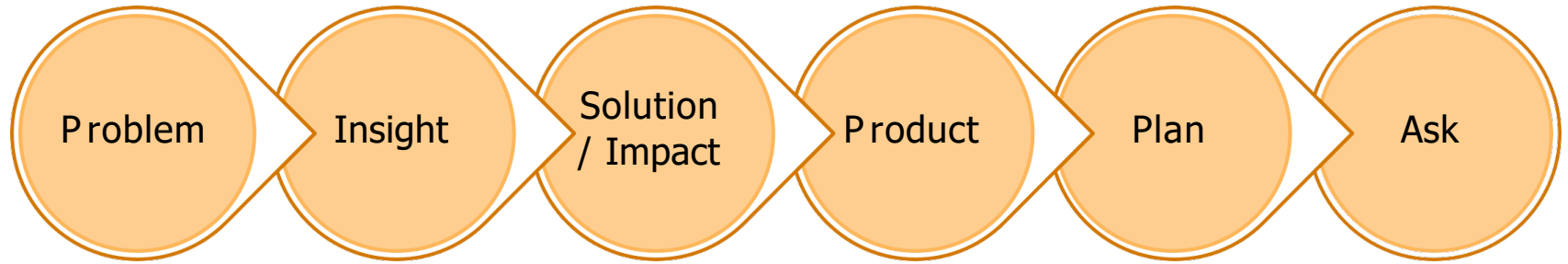
TOR VERGATA
UNIVERSITÀ DEGLI STUDI DI ROMA

SOCIAL INNOVATION

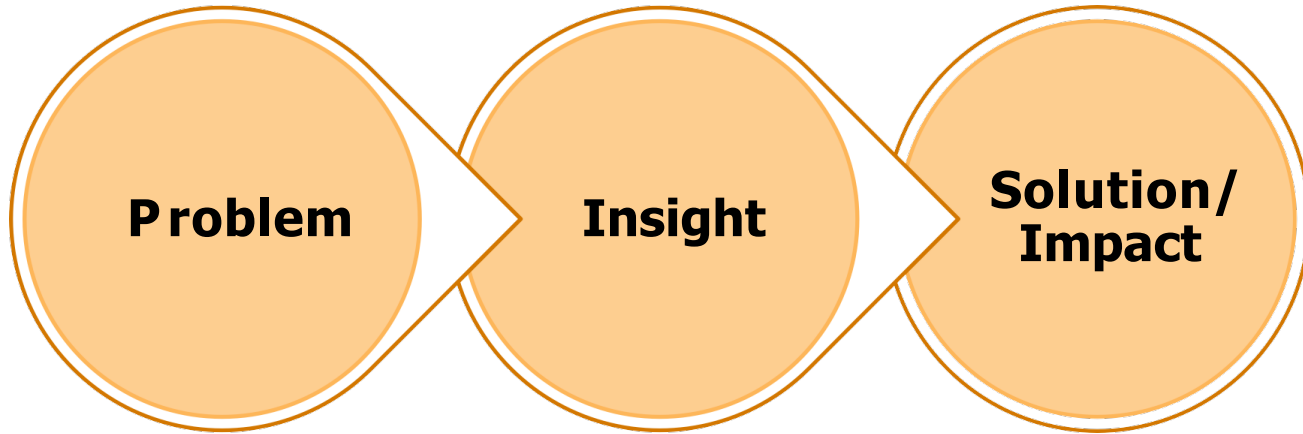
<https://docs.google.com/spreadsheets/d/137fSa0uVwkvla8TJldsYsijUKILRwHZMnTwmiU0VkUE/edit?gid=0#gid=0>

The perfect pitch

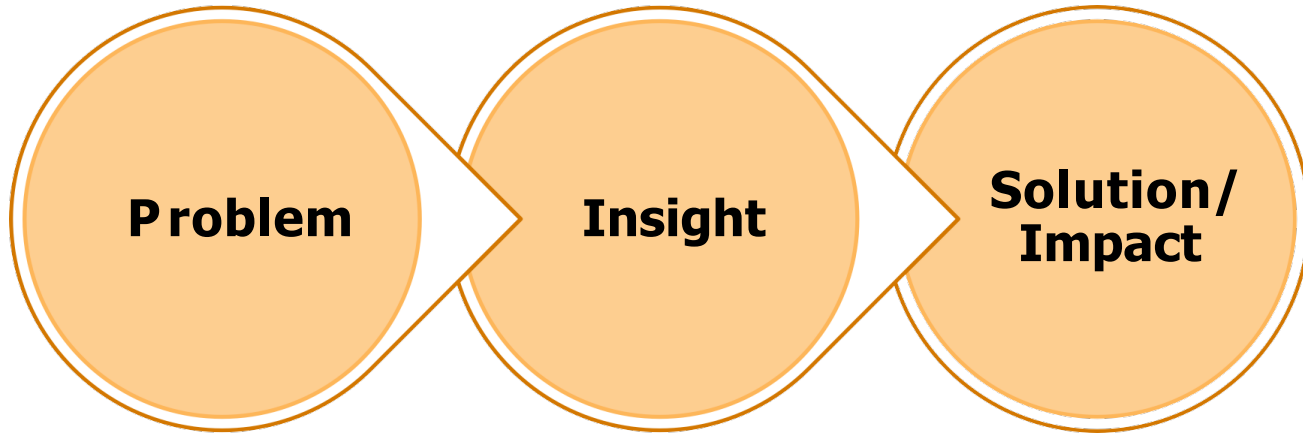
6 steps to the 'Perfect Pitch'



The first 3 steps are the most critical...



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Start with the problem

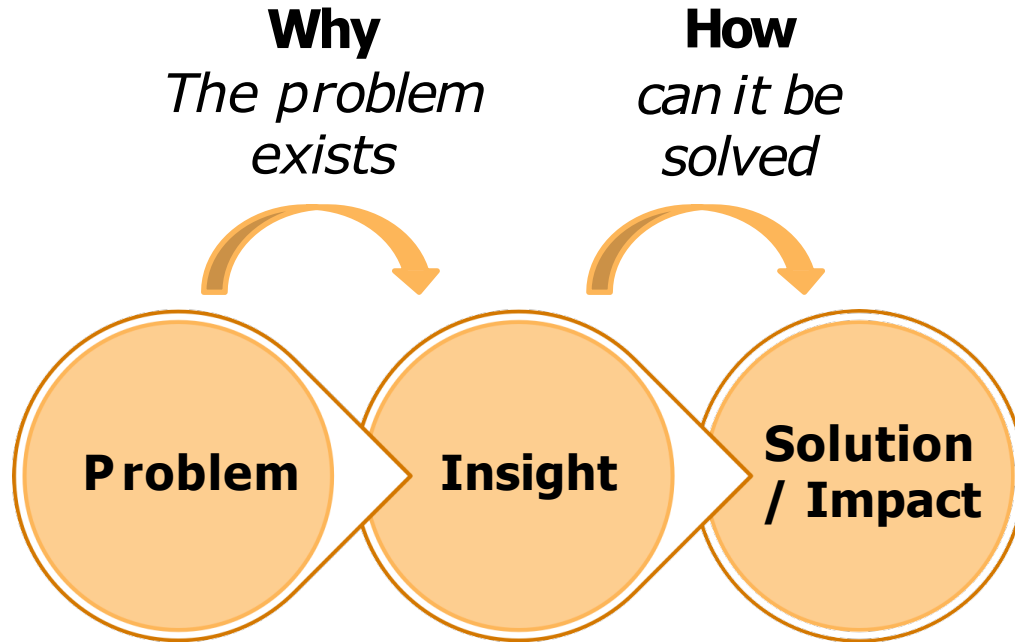


Problem

After introducing the problem, give
the

audience your Unique Insight

Tell us why the problem exists...



Here are 4 Questions to help you build your pitch

1

**What problem are you
solving?**

What problem are you solving?

- What is the **size** of the problem?
- How **severe** is the problem?

Coming back to the Grameen Bank example





Grameen Bank: problem

Size

More than **half a billion** people in South Asia live in poverty because they have no access to affordable credit.

Severity

This means **99%** of the poor are reliant on loan sharks and stay trapped in debt slavery.

2.

**Why does this problem
exist?**



Why does this problem exist?

Poor people don't have access to credit because banks won't lend to them without collateral.

Banks mistakenly believe they cannot repay otherwise.

But what if we had a way to lend to the poor without needing collateral?



Why does this problem exist?

Poor people don't have access to credit because banks won't lend to them without collateral.

Banks mistakenly believe they cannot repay otherwise.

But what if we had a way to lend to the poor without needing collateral?

3.

**How does your solution fix
this?**



How does your Solution fix it?

We lend to circles of women borrowers who support and guarantee each other.

In this way, we get excellent repayment rates without needing to ask for collateral.



4.

**How do you know your idea
works?**

(What is your Outcome?)

How do you know your idea works?

- Explain the **Outcome** of your program
- Convey the **Systemic impact** you want to achieve

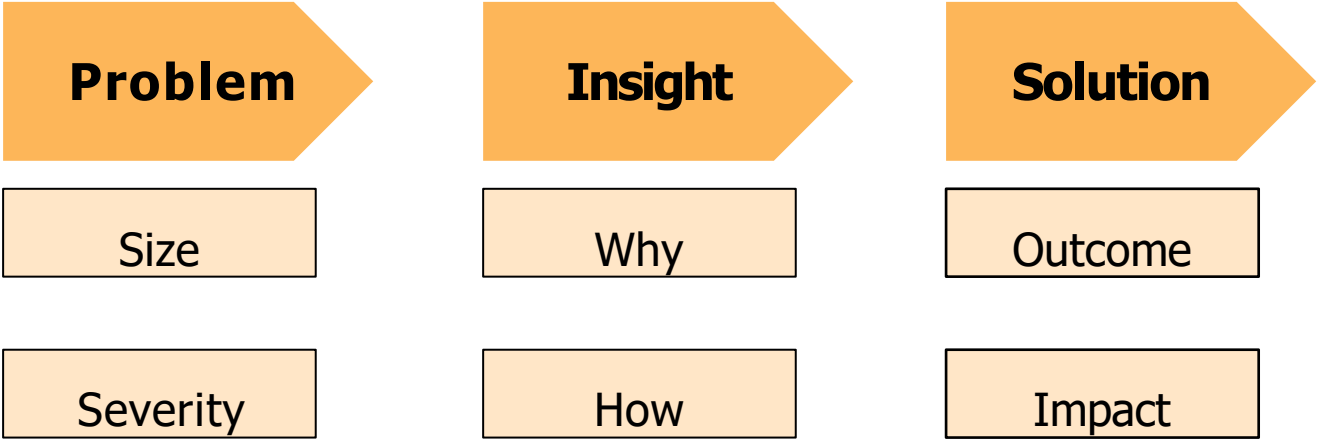


How do we know our idea works?

96% of our borrowers repay their loans.

More than half our borrowers escape poverty within 10 years.

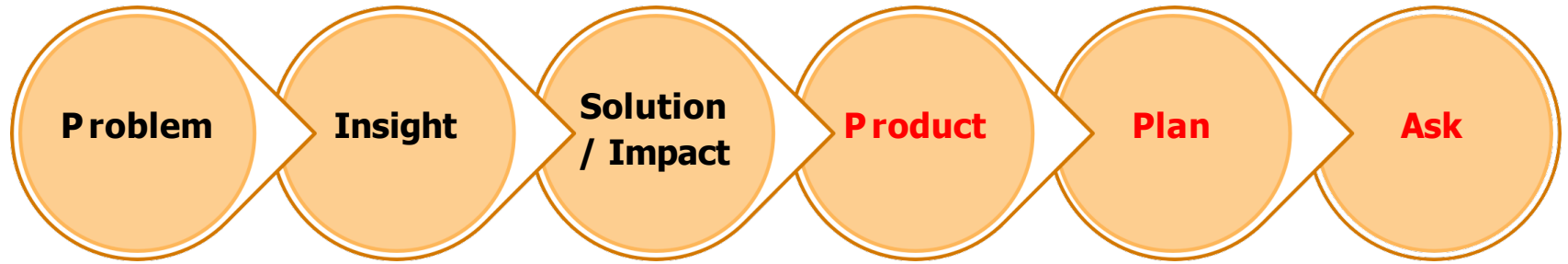
Recap



4 questions to help build your pitch

1. What problem are you solving?
2. Why does that problem exist?
3. How does your Solution fix it?
4. How do you know your idea works?

6 steps to the 'Perfect Pitch'



Product



Common Mistakes

- Being too general
- Drowning in detail
- Not showing the product in action
- Forgetting the basics

To create a good product description...

Show us your beneficiary



1. Who are you helping?
2. What exactly do they experience?
3. What is the improvement in their lives?



Grameen Bank: product

We employ loan officers who go to villages and lend small amounts of money ($< \$50$) to groups of women borrowers who guarantee each other.

The same loan officer comes every month to collect small repayments.

By meeting the women regularly, each loan officer knows the borrowers well.

Because all the women know and trust each other, repayment rates are excellent.



Plan



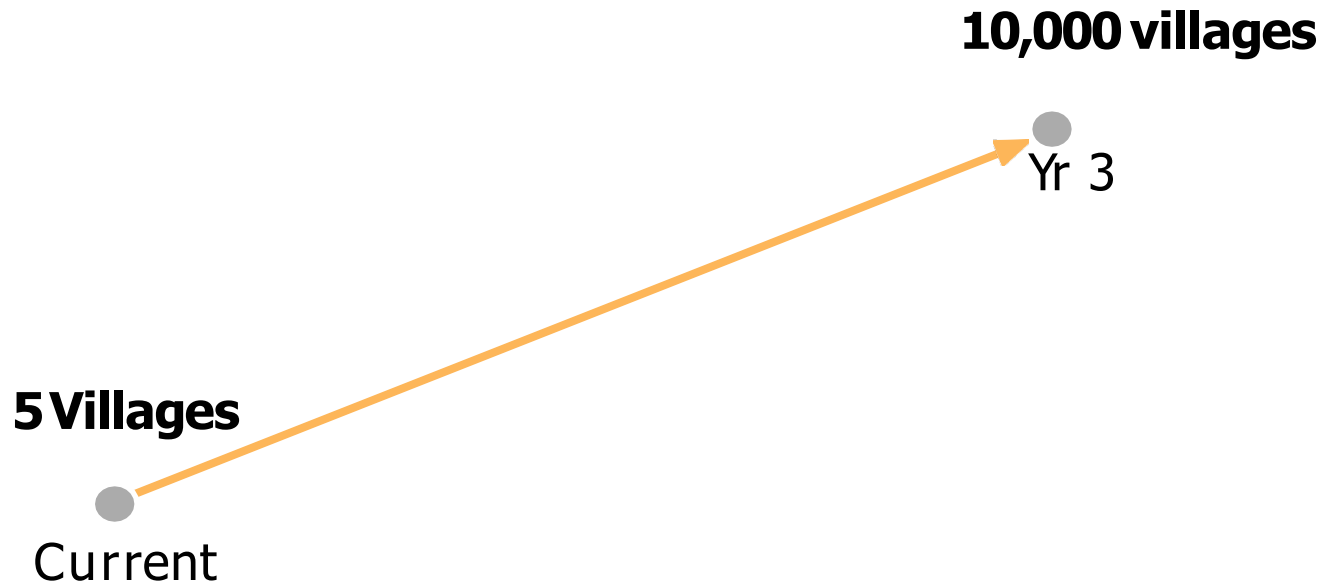
Business Plan: Key Questions

1. Where do you plan to be in 3 years?
2. What do you need to spend on to achieve it?
3. How much should you raise?



Grameen Bank: 3 Year Growth Plan

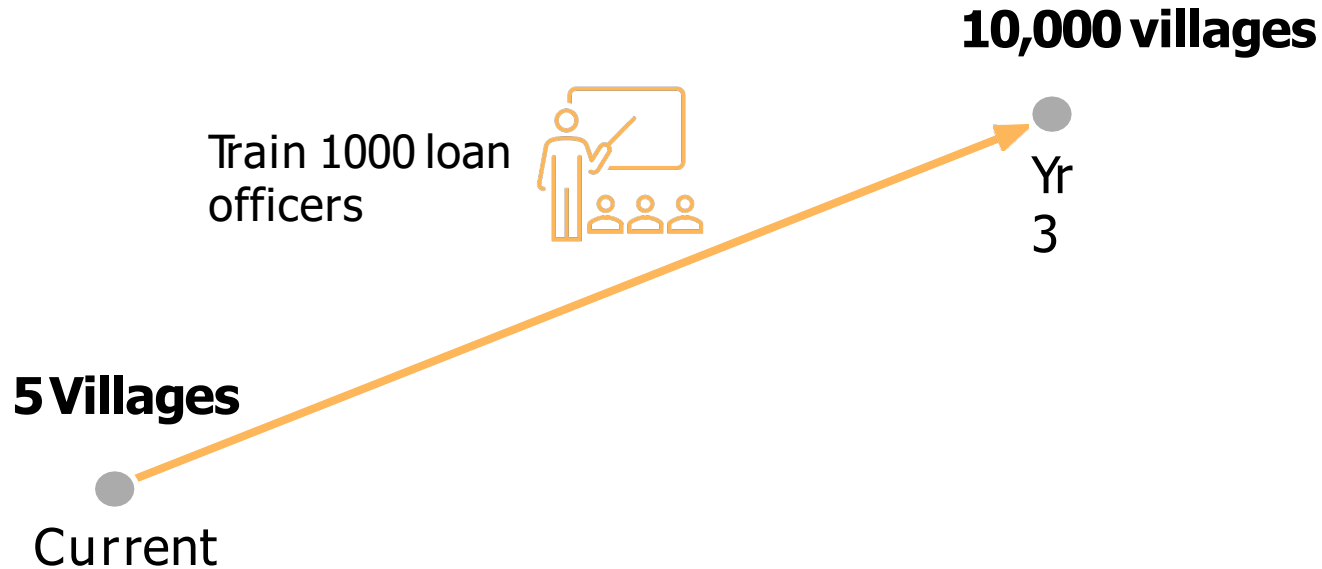
We plan to reach 10,000 villages in the next 3 years





Grameen Bank: Growth Milestones

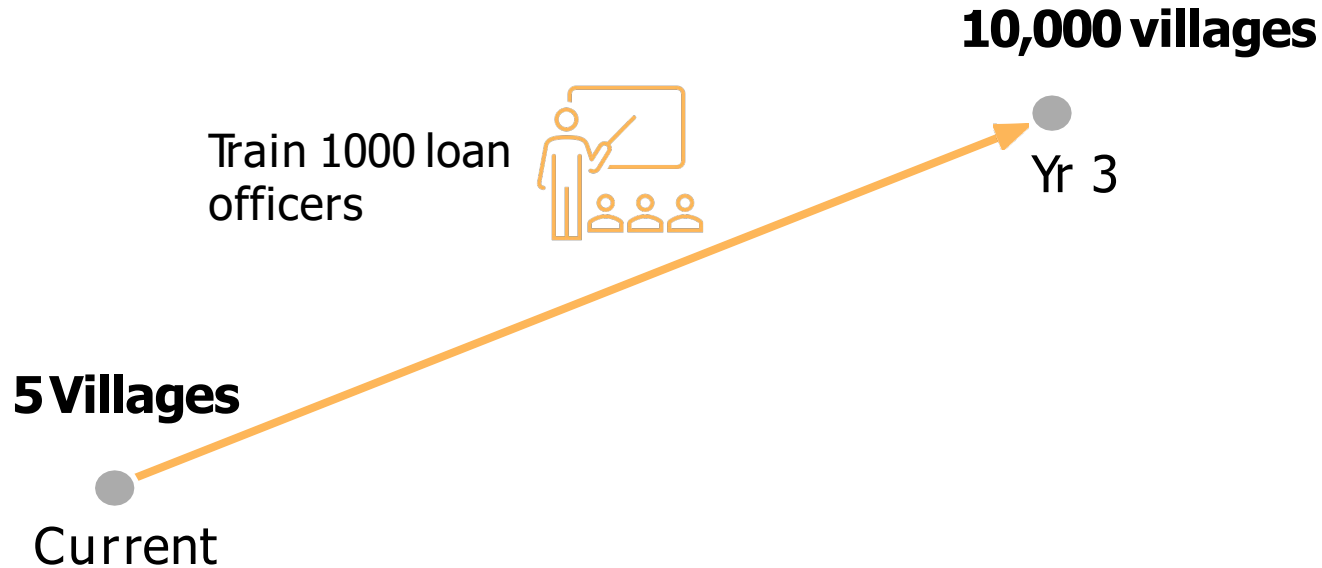
To scale up, we need to train 1,000 loan officers



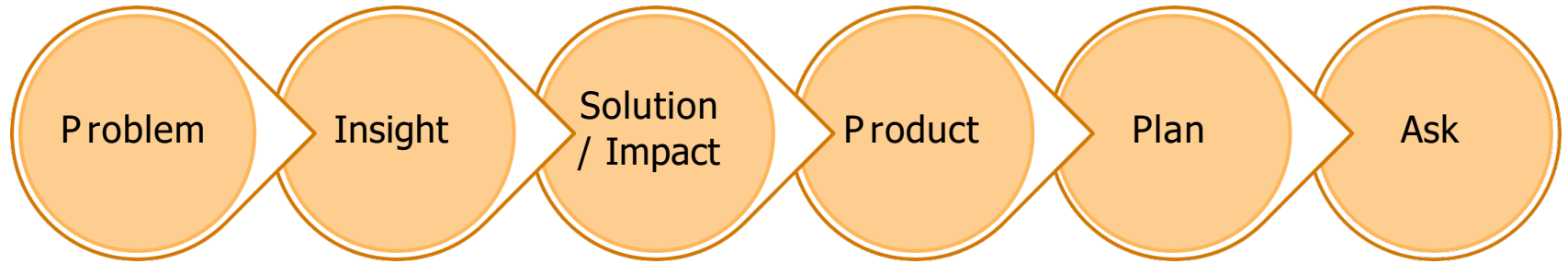


Grameen Bank: Funding Need

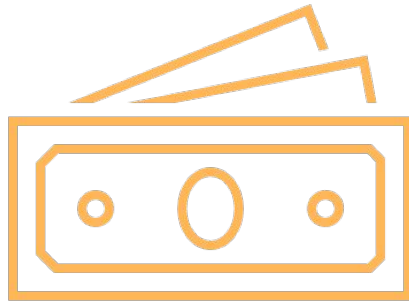
We need **\$1mn** to train 1,000 loan officers



6 steps to the 'Perfect Pitch'



Ask



Making the Ask

- How much money you need?
- On what terms? E.g., debt, equity
- What will the money be used for?
- What impact will it create?



Grameen Bank: Ask

- We need a \$1mn grant to help us train 1,000 loan officers.
- This will enable us to reach 500,000 women borrowers in the next 3 years.
- Your funds will help us move at least half of these women borrowers out of poverty within a decade.



Grameen Bank: Elevator Pitch





Debt Slavery Entraps the Poor

More than **half a billion** people in South Asia live in poverty because they have no access to affordable credit.

Instead, poor people have to go to loan sharks who extract all their profit. This means **99%** of the poor stay trapped in debt slavery.

Poor people need access to credit

Poor people don't have access to credit because banks won't lend to them without collateral.

Banks mistakenly believe they cannot repay otherwise.

But what if we had a way to lend to the poor without needing collateral?



Grameen's Unique Approach

We lend to circles of women borrowers who support and guarantee each other.

In this way, we get excellent repayment rates without needing to ask for collateral.



How do we know our lending model works?

96% of our borrowers repay their loans.

More than half our borrowers escape poverty within 10 years.



Grameen Bank: product

We employ loan officers who go to villages and lend small amounts of money (<\$50) to groups of women borrowers who guarantee each other.



The same loan officer comes every month to collect small repayments.

By meeting the women regularly, each loan officer knows the borrowers well.

Because all the women know and trust each other, repayment rates are excellent.



Our Plan: Reach 10,000 villages

We are currently present in 5 villages and plan to reach 10,000 villages in the next 3 years.

To do this, we need to train 1,000 loan officers.

Training 1,000 loan officers will require a spend of **\$1mn.**



Grameen Bank: Our Ask

- We need a \$1m grant to help us train 1,000 loan officers.
- This will enable us to reach 500,000 women borrowers in the next 3 years.
- Your funds will help us move at least half of these women borrowers out of poverty within a decade.

Emphasize your Uniqueness!



THANK YOU



Simona Sinesi

