

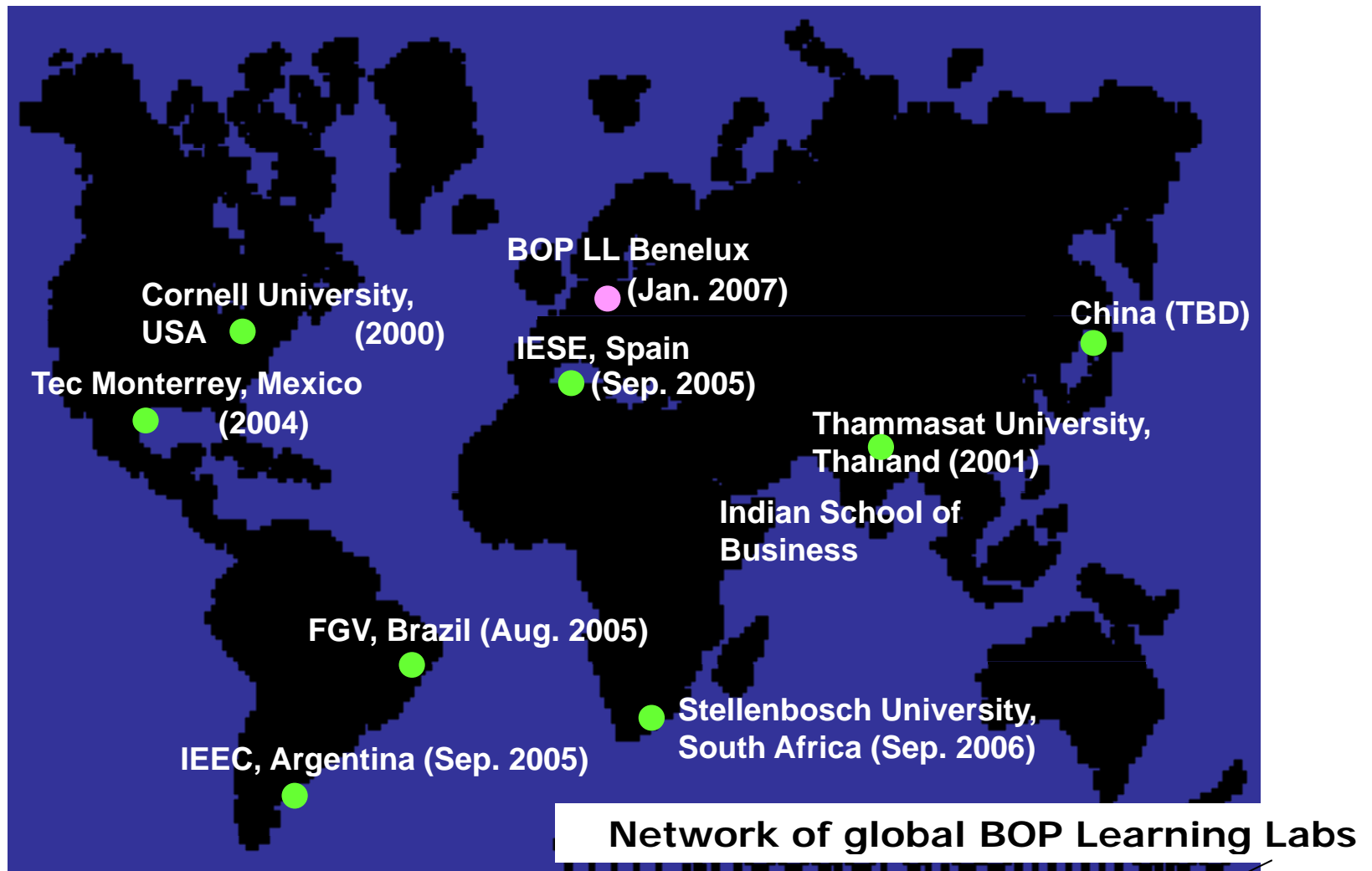
Benelux BoP Learning Lab™

November, 2009

Base of the Pyramid
Learning Lab Network



The Benelux Learning Lab™ is part of a global network of BOP experts



Base of the Pyramid
Learning Lab Network



Why growing interest for BoP?

- Globalisation:
 - Increase of FDI in emerging markets
 - Many companies see a need to break out of mature market sectors
 - Framework conditions in some developing countries are improving
 - Communications are faster and cheaper, making the world a smaller place
- Public expectations of corporations are changing:
 - CSR
 - Transparency
 - Chain responsibility
- Horizontal, vertical and hybrid chain relations
- Aid and investment are beginning to reinforce one another

Why business strategy for low income markets

Growth opportunities:

- Substantive collective purchasing power
 - Latent entrepreneurial drive and motivation to produce and consume
 - Are badly served and confronted with poverty penalty
 - Non-consumption as competitor
- Source of innovation
 - Efficiency advantages
 - Reputation and long term survival

Important challenges

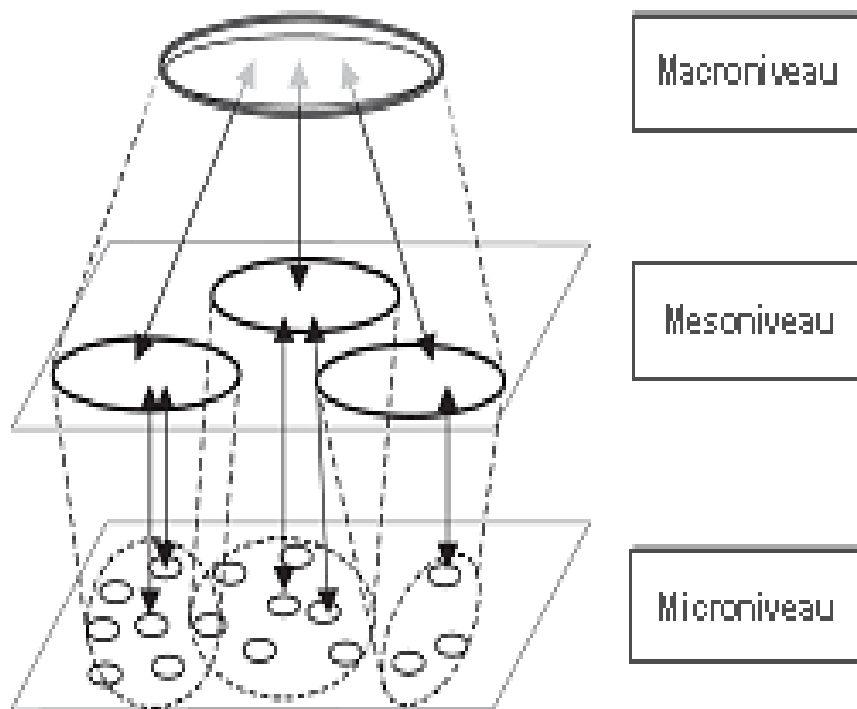
- Understand market insights/ social embeddedness
- Co-creation and co-innovation
- New business models
- New partnerships

Benelux BoP LL objective

An independent multiactor initiative that

- Provides an *open* innovation space
- To obtain knowledge and experience with *innovative* and *inclusive* business strategies *towards* and *within* developing countries
- Contributes to more effective private sector strategies
- And improved *well being* of low income producers, consumers and entrepreneurs at the BoP

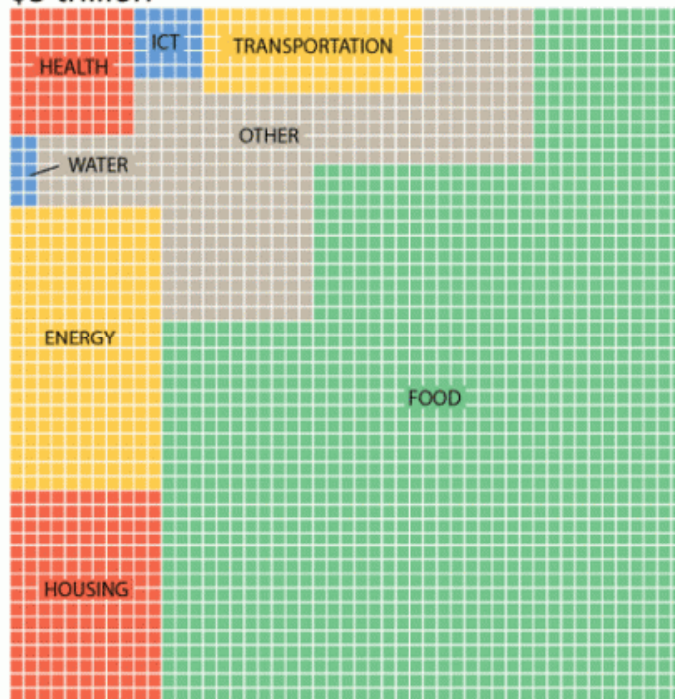
Domain and core activities



- *Think tank –macro- level:*
 - Trend analysis and scenario development sessions
 - Lobby activities
 - Policy influence
 - Facilitate access to funds
- *Network -meso- level:*
 - Linking network parties in North and South
 - Development of methods, techniques and instruments
 - Information gathering, knowledge building and dissemination (through website, events, publications).
- *Operational BoP –micro- level:*
 - Facilitate efficient and effective analysis of market insights
 - Facilitate the development of BoP innovation trajectories during the precompetitive phase.

Focus

Estimated BOP market by sector
\$5 trillion



WORLD RESOURCES INSTITUTE

- Priority themes 2009 and 2010:
 - Agro-Food and Nutrition
 - Rural electrification

Activities 2009

- Identification Dutch private sector demand
 - Consultations
 - Focus group meetings: rural electrification and food
- Identification KOMBI* agenda
- Development BoP market exploration tool based on:
 - pilot rural electrification to Amazon region in Brazil
 - Pre-feasibility study in health product for East Africa
- Facilitate the effective matchmaking between knowledge institutes, NGOs and private sector
- Coordinate international BoP conference
- Design and validate business plan 2010-2014

- KOMBI: kennis, overheid, maatschappelijke orgs, bedrijfsleven en innovatie

For more information:

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