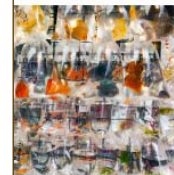


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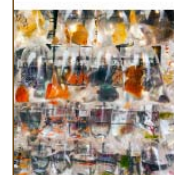
The Commercial Approach to Poverty Reduction

- Investment focus
- Investment concept
- Partnership model



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- Investment focus:
- Danish (start-up) companies that supply products to solve specific challenges in Developing Countries.
 - For example, products that enhance development organization's ability to deliver effective development assistance.
 - Products that directly improve poor people's lives



A development challenge...

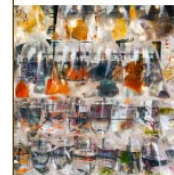
- 'Women and girls in developing countries when dealing with their monthly cycle have little or nothing to help them manage their menstruation. This results in up to 20% of days missed in school and consequently girls often drop out as they are unable to follow their courses any longer. Unicef and UNDP call menstruation an overseen issue that hinders reaching the Millennium Development Goals: education for all, gender equality and economic development'
- Problem: Limited access to conventional menstrual hygiene products

The Ruby Cup



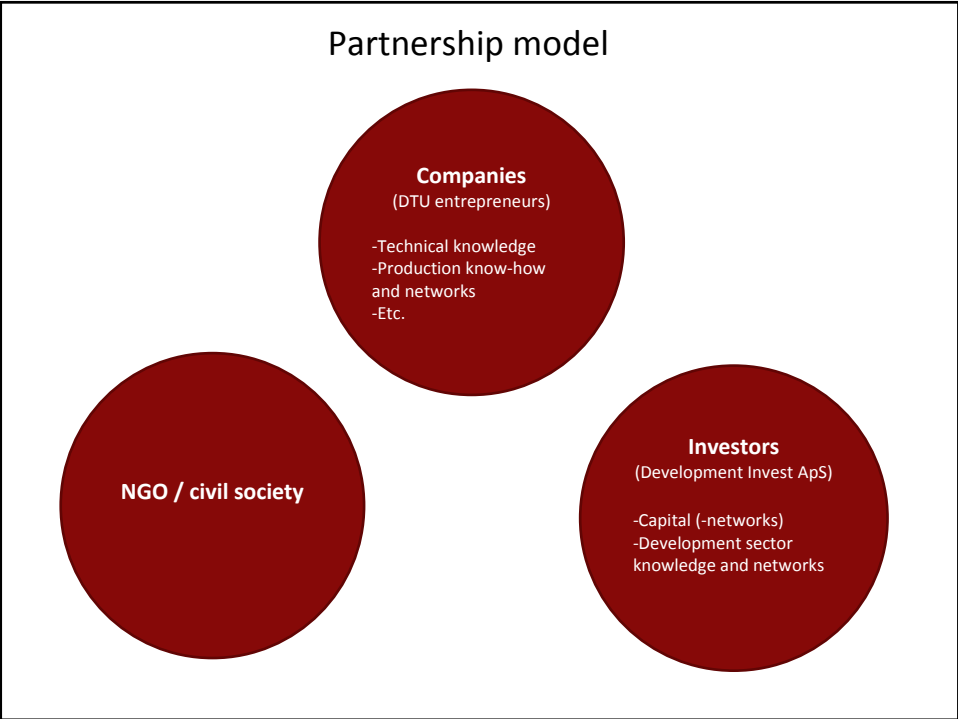
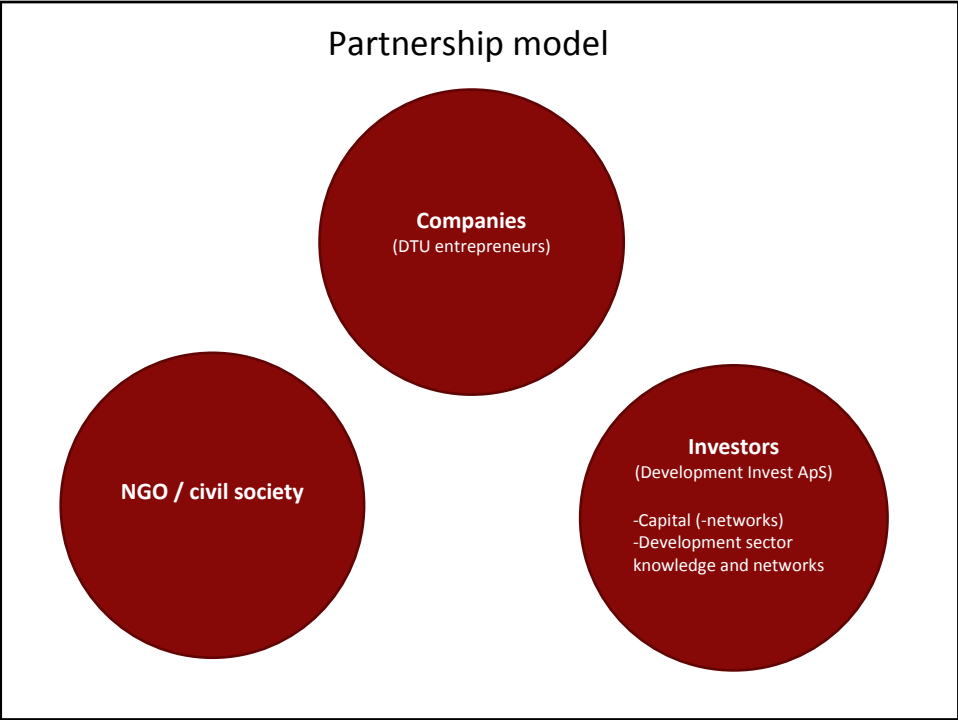
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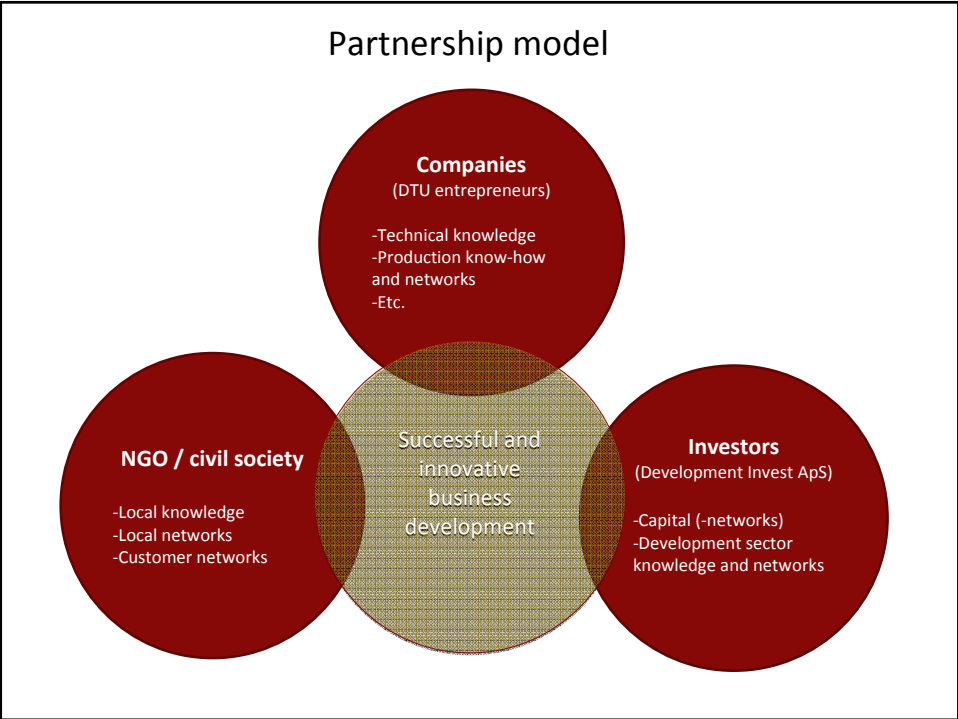
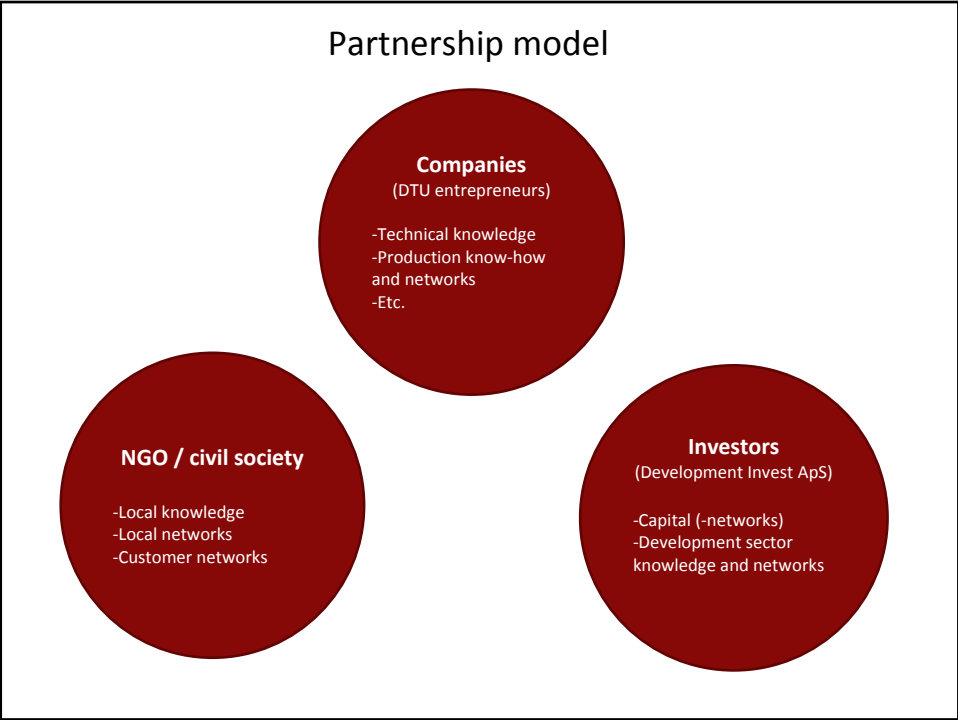
- 'We believe that there is a commercial approach to poverty reduction'
- Establishment of South-North partnerships (eg with development organisations):
 - Problem identification
 - Product/innovation identification
 - Product development; adapted to local conditions
 - Taking account of: physical environment, cultural characteristics, economic and political environment
- Southern influence on Northern innovations
 - Innovation processes with point-of-departure in 'Southern' demands (challenges)

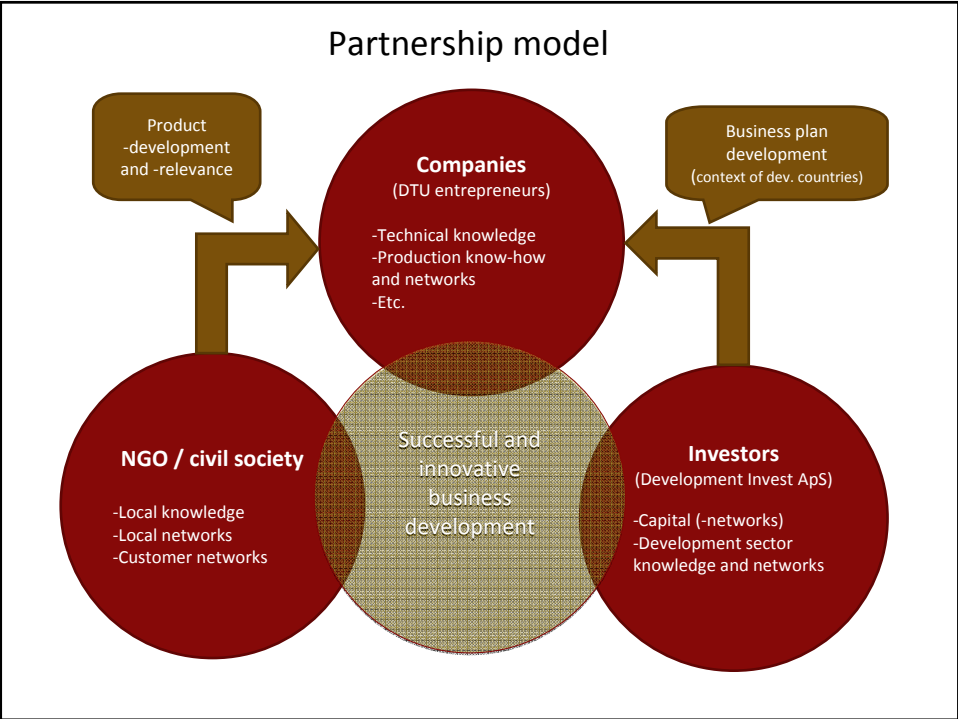
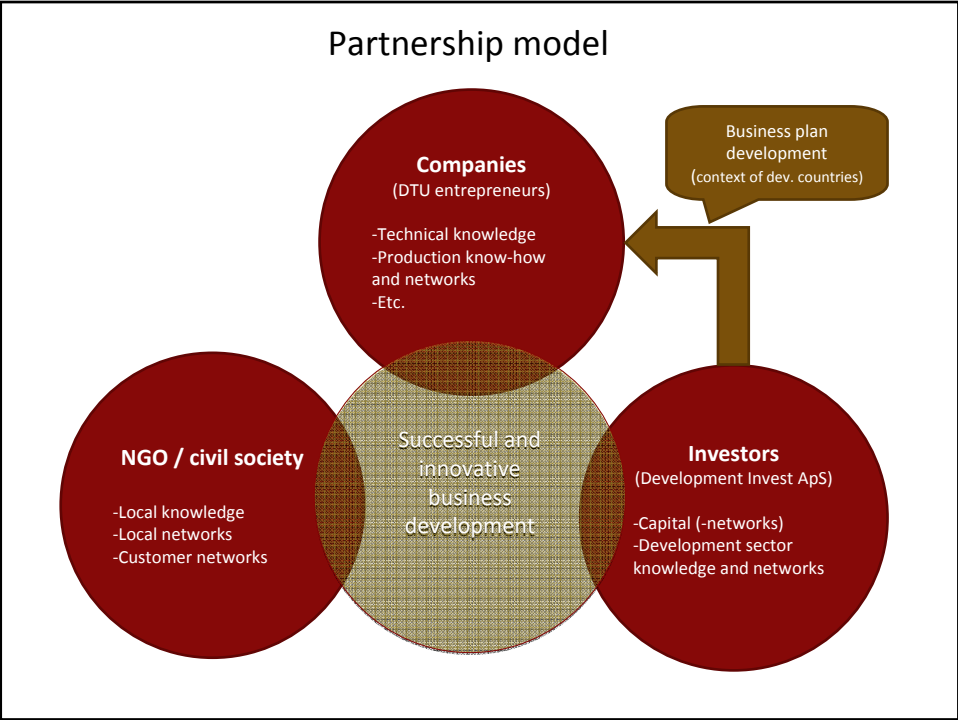


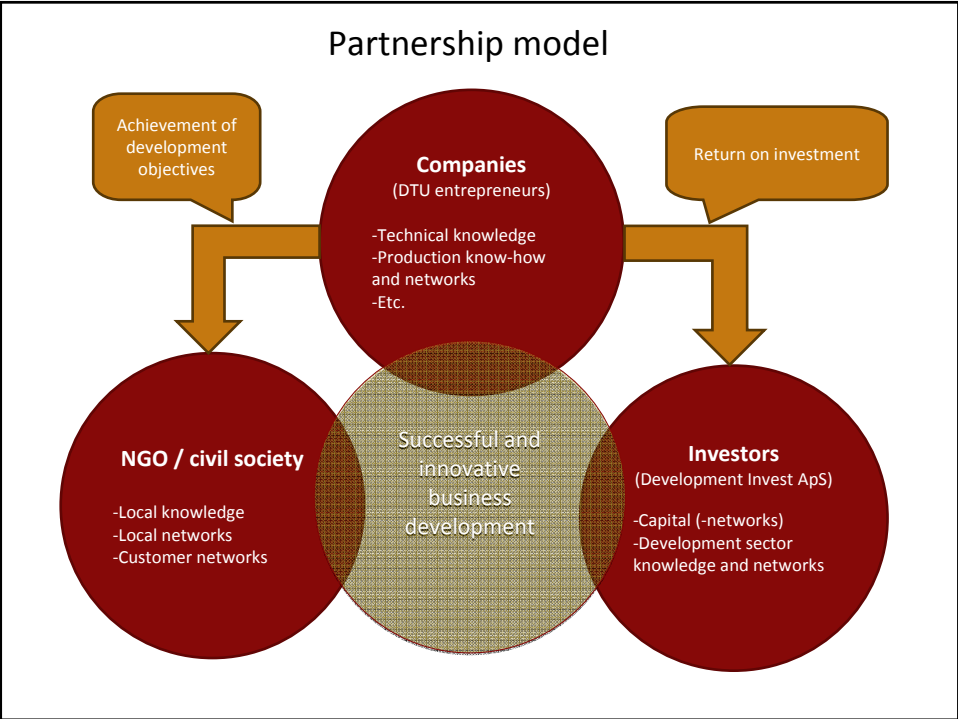
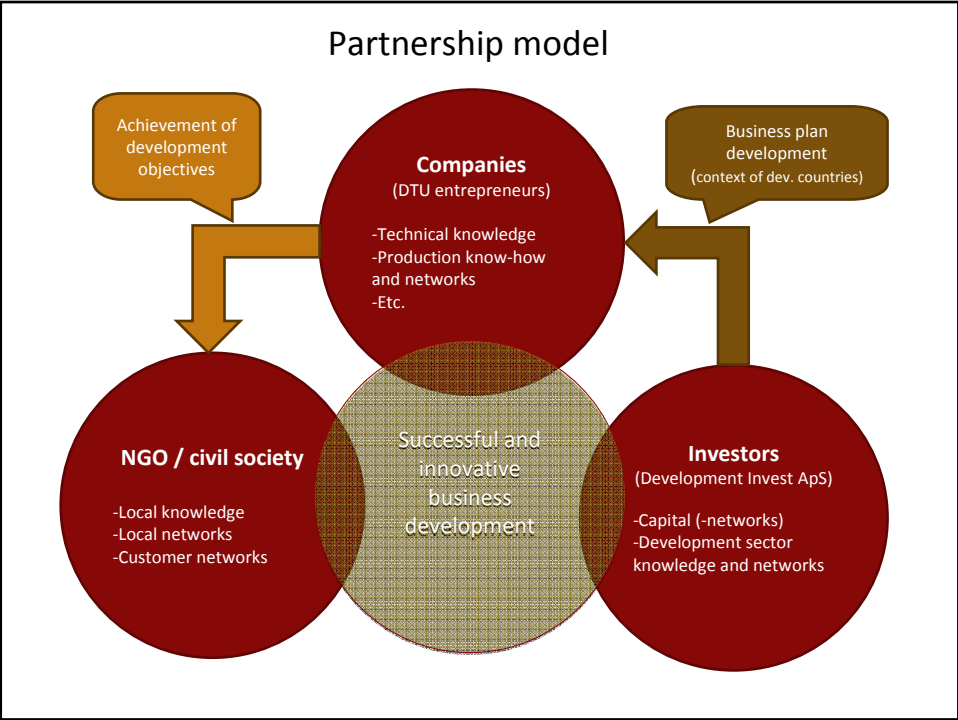
Partnership model

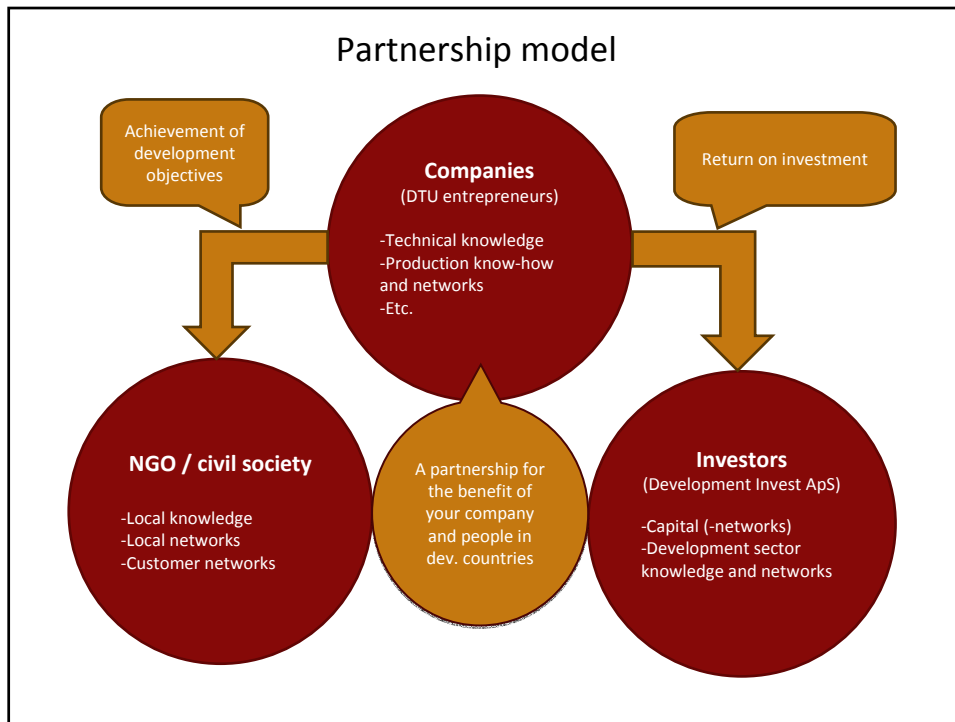






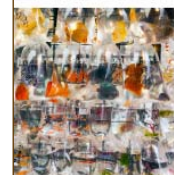






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- We emphasize:
 - Business plans based on **current** and **documented** challenges in developing countries
 - Products with **measurable positive impact** for end-users
 - Relevant **business partnerships**.



Development assistance in numbers!

- In 2010, the United Nations procured goods and services for its programmes in more than 166 countries for more than USD 15 billion.
 - Danish private companies were awarded contracts and orders for USD 470 million in 2010
- NGO spending increased from USD 3,2 billion in 2002 to USD 8,9 billion in 2009.
- High demand for goods and services tailored to deal with specific development challenges.

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