

“A charity dollar has only one life. A Social Business dollar can be invested over and over again.”

– Prof. Muhammad Yunus, Nobel Peace Prize Laureate and Chairman of Yunus Social Business

YUNUS SOCIAL BUSINESS SEARCHES, DEVELOPS AND INVESTS IN HIGH-IMPACT SOCIAL BUSINESSES THROUGH ITS OWN INCUBATOR FUNDS.

WHAT IS SOCIAL BUSINESS?

A Social Business is a non-dividend company created to solve a social problem. Like an NGO, it has a social mission, but like a business, it generates its own revenues to cover its costs. All profits are reinvested for growth and innovation, or to seed new Social Business ventures. Investors may recoup their initial investment. In this way, Social Business introduces an additional business model to capitalism where serving society is the sole objective of the company. Since Social Businesses compete in the free market to provide their goods or services, they are efficient and effective at meeting customer needs. Over the last 30 years, Professor Yunus has pioneered more than 40 social businesses in Bangladesh alone—some of them are among the largest companies in the country. Today, the concept is broadly acknowledged by the UN, EU, multinational corporations and academic institutions.

WHAT IS YUNUS SOCIAL BUSINESS (YSB)?

Co-founded by Peace Nobel Laureate Professor Yunus, YSB initiates and manages incubator funds for social businesses in developing countries across the world. While the incubators search, coach and select social businesses, the funds provide loans and equity (between 50-350k USD) after a thorough due diligence process. YSB also provides advisory services to corporates, NGOs, foundations and governments. Its team of enthusiastic consulting, venture capital and development experts is based in Germany, with subsidiaries in Haiti and Albania, and is currently expanding into Brazil, Togo and Tunisia.

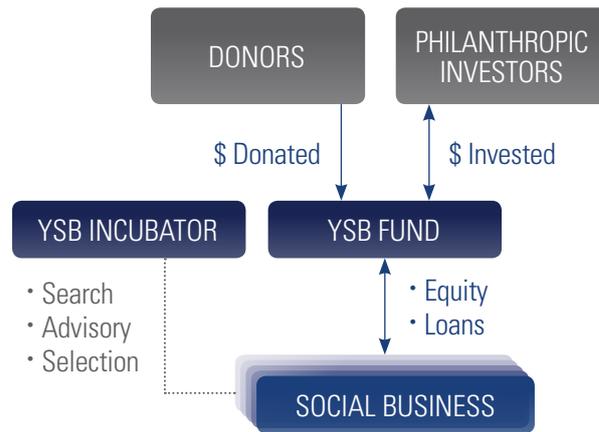
PARTNERS ACTIVE IN THE SOCIAL BUSINESS SPACE



## SEVEN PRINCIPLES OF SOCIAL BUSINESS

1. Overcome poverty
2. Financial and economic sustainability
3. Investors repaid; no dividends
4. Profit funds expansion and improvements
5. Environmentally conscious
6. Market wages; better working conditions
7. ... Do it with joy

## YSB'S INCUBATOR AND FUND APPROACH



## EXAMPLES OF SOCIAL BUSINESSES SUPPORTED BY THE INCUBATOR FUND APPROACH



### Port-au-Prince, Haiti: Etre Ayisyen

The goal of entrepreneurial training centre Etre Ayisyen is to train job creators of tomorrow on financial literacy, business development and planning, professional and personal development. The business skills training center for Haitian youth is located in Port-au-Prince, Haiti. YSB Fund invested \$80K in Etre Ayisyen. The investment has helped Etre Ayisyen to educate more than 450 working professionals and aspiring entrepreneurs per year. Etre Ayisyen is making a profit, repaying its loan, and planning to establish similar centers in three further cities in Haiti.



### St. Marc, Haiti: Sesa

Sesa is a jatropha plantation in the region of St. Marc, Haiti. Jatropha fruit can be processed into biofuel oil, protein meal and briquettes, for sale to Haiti's commercial sector. Not only does it provide an environmentally friendly and competitive local source of energy and protein, its operations also prevent erosion on otherwise unusable land (Haiti has only 1.4% forest cover remaining) and provide employment. Yunus Social Business Fund is investing \$240K in Sesa. This will help Sesa to employ over 200 farmers in cultivation and sales.



### Albania: Rozafa

Rozafa works with 15 workshops around Albania that mainly employ vulnerable women in the traditional handicrafts industry. The centres not only provide income and stable employment to over 100 otherwise unemployed women, they also help to preserve skills in traditional handicrafts. Yunus Social Business is considering investing in the business to help it develop a more sophisticated branding and marketing strategy for handicrafts with a modern twist in order to attract clients in the high end European crafts markets. ♡