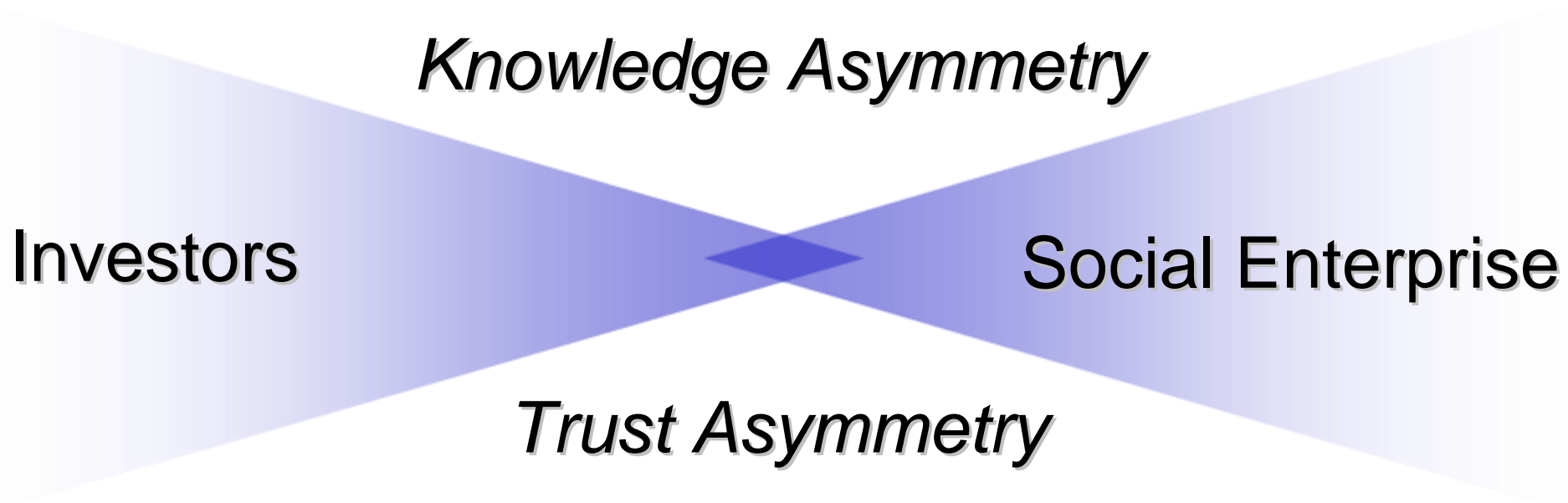




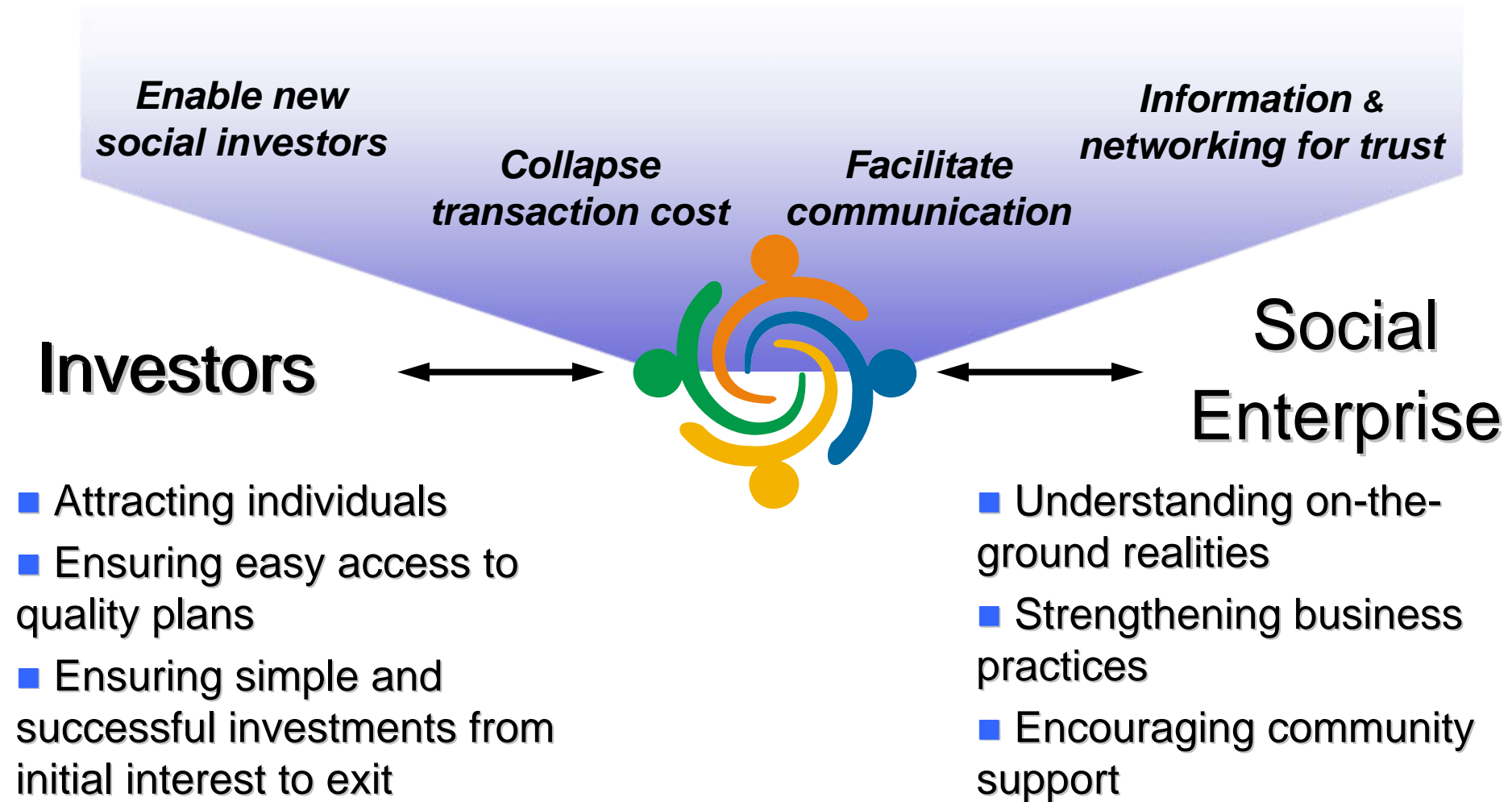
Concept note - draft



Problem: Limited risk capital for socially, environmentally & financially sustainable businesses



Proposal: Create an online meeting place for potential investors and social enterprises



Investor Profile

Institutions

- Socially-minded VC's, Grant-makers
- Immature market
- Seek cheaper, faster sourcing
- Want streamlined oversight
- Aim for higher deal-size
- Limited number

Individuals

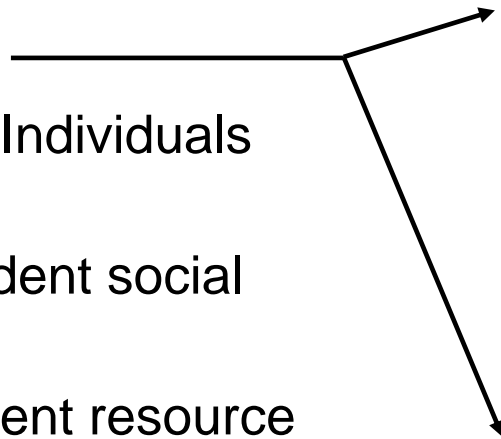
- High Net-Worth Individuals (HNWI)
- New to independent social investments
- Seek more efficient resource distribution, reduced risk
- Little experience
- Local connection

Casual Investors

- Traditional Philanthropy
- All professions/backgrounds
- Want to monitor, some input
- Give only money

Highly Engaged Investors

- Venture philanthropists, capitalists, entrepreneurs
- Active as well as retired
- Give time & money



IDG Investor Services

Key value-add

Instantly Accessible Pipeline

- High-potential investment opportunities
- Helpful and straightforward investor environment

Speeds Selection

- Preference filter & alerts
- Standardized & investor-friendly presentation

Enables Collaboration

- Connecting to co-investors
- Effortless feedback for entrepreneurs

Ensures Quality

- Business plan rating
- Strengthening plans & management

Support tools

Investor Guides

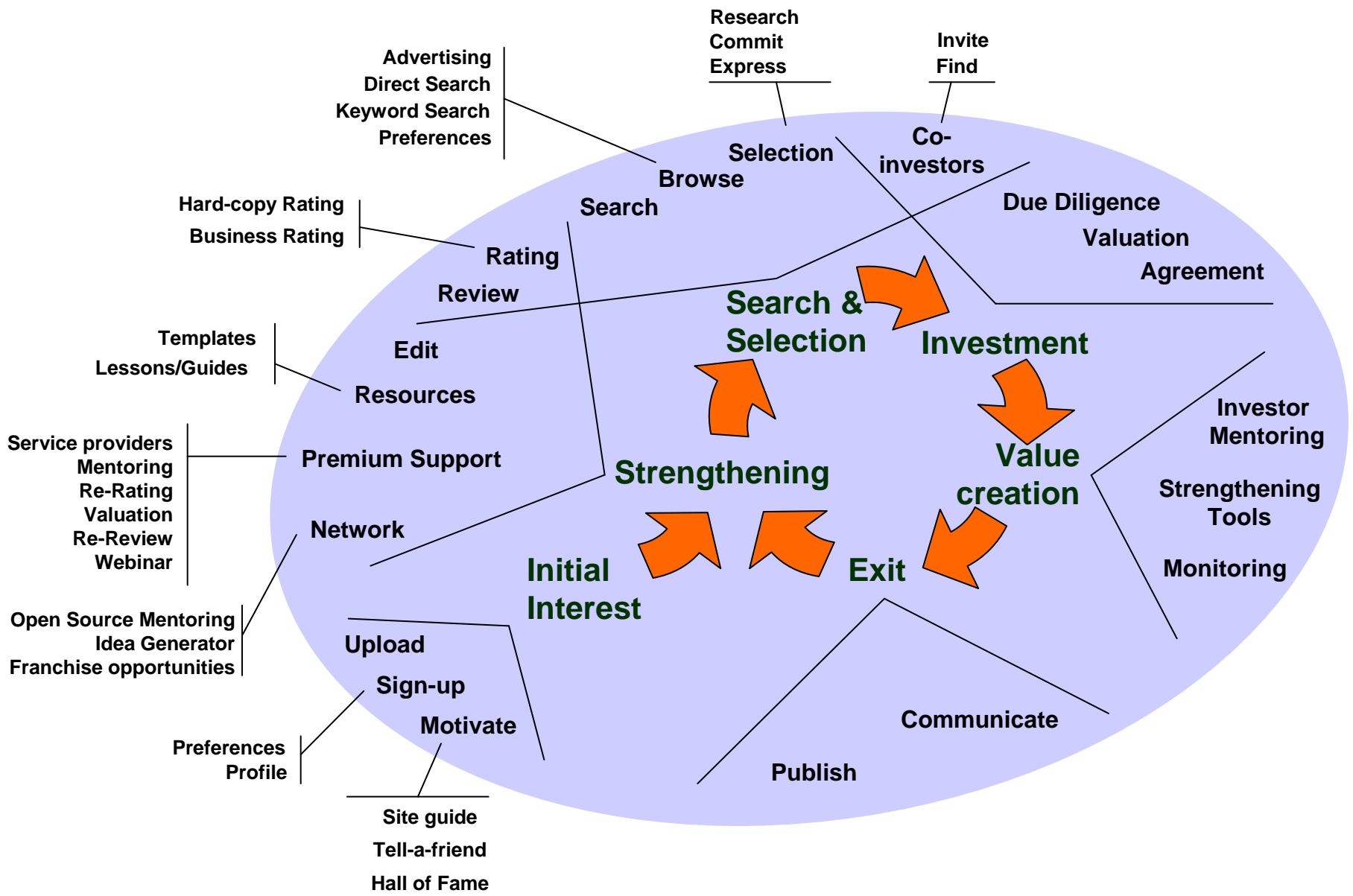
Service Provider Access & Rating

Deal Flow Monitoring

Connecting Through Blogs, Photo & Video

News & Research

IDG Process



Social Enterprise Profile

Attributes

Multi-bottom line entities

- Social or Environmental impact
- For-profit, or break even
- High multiplier effect

Springs from local need

- Innovative business concepts
- Utilise local materials & HR
- Tapping untapped markets

Diverse backgrounds

- Urban & Rural
- Start-ups & Established
- Manufacturing & Service
- Online & Offline

Needs

Business Environment

- Policy Support
- Realising Social Value
- Overcome infrastructure

Management

- Strategic thinking
- HR Management
- Building capabilities:
finance

Financing

- No Friends & Fools Funding
- Small deal size barrier
- Equity starved, cash strapped

IDG Enterprise Services

Key value-add

Connects to Investors

- Access to time & money
- Individuals & Institutions

Easy Business Plan upload

- Builds on limited business knowledge
- Intuitive & Interactive
- Recognises different industry needs

Fosters Quality

- Training & Mentoring services
- Free if part of competitions

Supports Management

- Templates
- Contact to rated service providers
- Access to experts
- Online marketing opportunities

Support tools

Service Provider Access & Rating

Business Guides

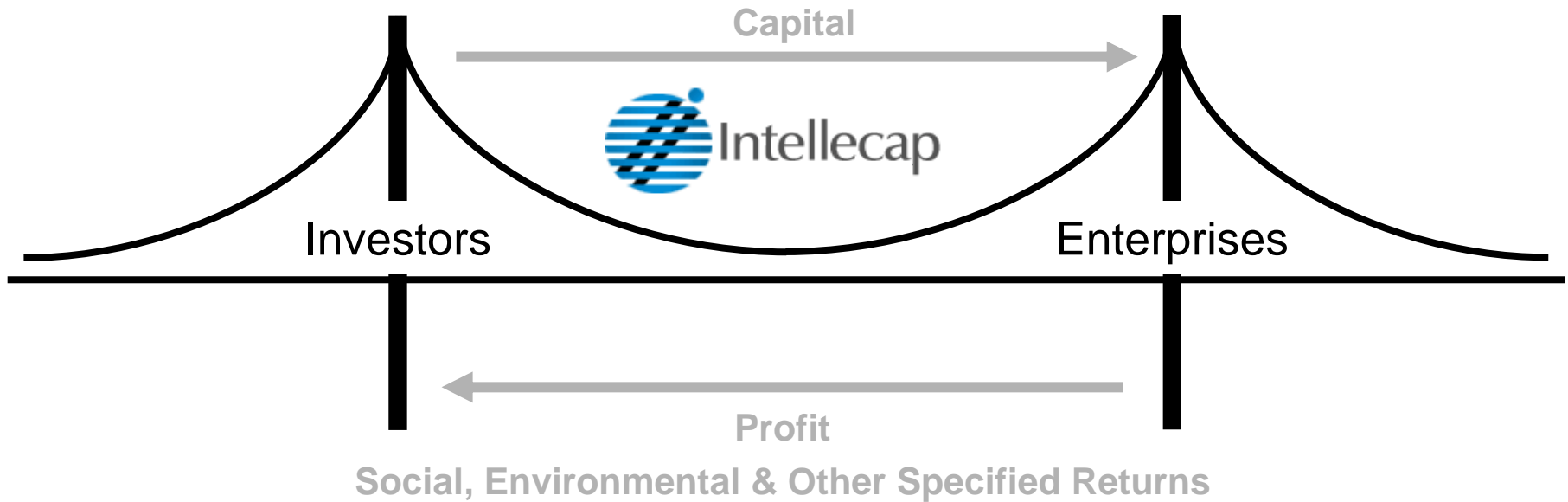
Local & Global Network

Connecting Through Blogs, Photo & Video

Simple interaction with investors

News & Research

About the Promoter



- World's fastest growing multiple-bottom line consultancy
 - Offices in Hyderabad, Mumbai & Amsterdam
 - US\$8.4m investment by Legatum (Oct. 2007)
- Areas of Expertise
 - Investment Banking
 - Knowledge Advisory
 - Enterprise Development
 - Incubating Businesses

With feedback or questions, please comment us

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