

GRASSROOTS BUSINESS FUND

June 2011

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About GBF

Build and support High-Impact Businesses that provide sustainable economic opportunities to millions of people living at the base of the economic pyramid.

- Invest return-based patient capital
- Technical Assistance
 - Corporate governance
 - Financial planning
 - Sales and marketing
 - Manage growth through metrics



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“GBF is a leader in making sure their investees are part of the discussion. They provide what we are requesting, and while doing that, think of other ways they can help”

- GBF Client from FSG Review

Social Impact Verification

Purpose

- Filling a verification gap for social metrics
- Improving our ability to assist investees



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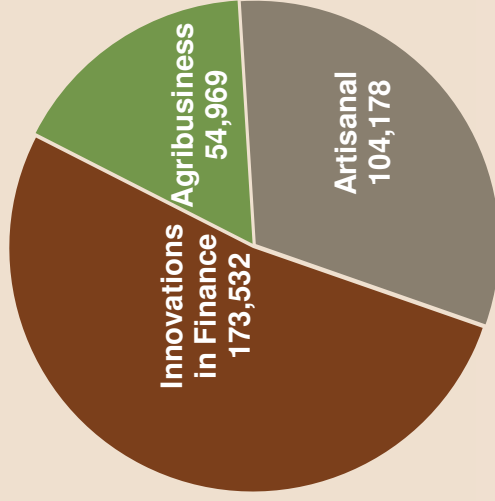
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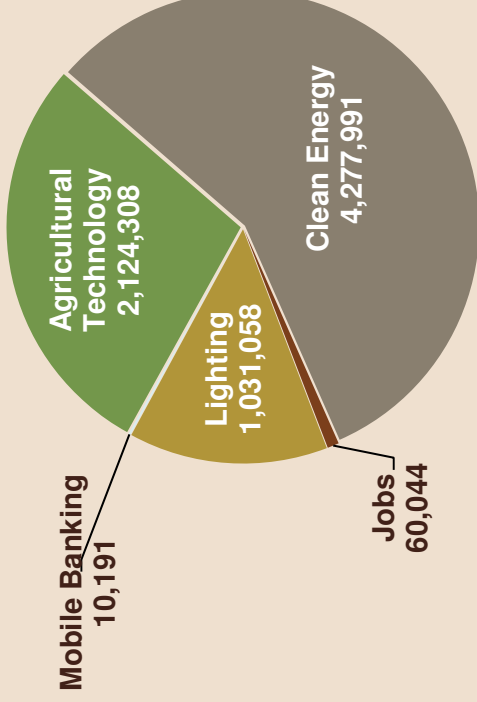
Social Metrics Report

GBF's High Impact Businesses have generated **economic opportunities for over 1.4 million people**, and improved the lives of an **additional 6.4 million** in Africa, Asia and Latin America.*

Total People Supported By Sector (Wealth Creating Activities)



Total People Supported By Sector (Cost Savings Activities)



Total: 332,679

Total: 7,503,592

Total: 7,836,271

* As of March 31, 2011

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Social Impact Verification

Process

- Social Impact Review
 - Due diligence
- Social Impact Verification
 - Due diligence, yearly thereafter



Case study: Servals Automation

Burner manufacturer

Sector: *BoP services*

- **Process**
 - Verified efficiency tests
 - Reviewed systems and processes
- **Recommendations**
 - Accounting system
 - Checks and balances
 - Client feedback mechanism



Case study: Jaipur Rugs

Rug manufacturer

Sector: *artisanal*

- **Process**
 - HQ, branch and loom visits
 - Reviewed systems and processes
- **Recommendations**
 - ERP training
 - Aggregation of accounts in the ERP





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