Mapping the Social / Inclusive Business field in Brazil

Results:
Businesses Category
Contents

1. Objectives, partners, methodology and target group
2. Mapping size & scope
3. Identifying profiles
4. Additional observations
5. Contact information
OBJECTIVES OF THE STUDY

• Identify actors in the area of businesses that aim to reduce poverty, specifically:
  – Businesses
  – Incubators
  – Accelerators
  – Investment Funds
• Collect and analyze data relating to:
  – Operations, performance and impact
  – Relationships with other actors and role in the ecosystem
• Promote results to people/organizations interested understanding the field in Brazil

EXPECTED IMPACT

• Improve decision-making of actors in the field
• Attract more people/organizations to engage with the ecosystem in Brazil
PARTNERS

Coordination
ANDE Brazil Chapter, AVINA Foundation & Potencia Ventures

Financial support
AVINA Foundation & Potencia Ventures

Execution of the research
Plano CDE

Other support
Artemisia Social Business & Vox Capital

For more detailed partner information, see Appendix I
METHODOLOGY

1. MAPPING SIZE & SCOPE
   - Identification of actors
   - Desk research
   - Systemization of basic information

2. IDENTIFYING PROFILES
   - Definition of samples & list of indicators for deeper research
   - Compilation of data relating to operational model, performance and social impact
   - Analysis of data
Target groups

The research focused on three categories of organizations within the social/inclusive business field in Brazil:

- Social/inclusive businesses
  - Developers
    - Incubators
    - Accelerators
    - NGOs that promote income-generation activities or areas of structural impact
  - Investors
    - Funds
    - Donors with the intention to support social/inclusive businesses
Phase 1 Results:
Mapping size & scope

Businesses Category
METHODOLOGY

1. MAPPING SIZE & SCOPE
   - Identification of actors
   - Desk research
   - Systemization of basic information

2. IDENTIFYING PROFILES
   - Definition of samples & list of indicators for deeper research
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   - Analysis of data
PHASE 1
Actors identified

884 organizations

- 140 Social/Inclusive Businesses
- 60 Incubators
- 24 Accelerators
- 15 Investors

- 645 Income generation initiatives (not considered for Phase 2)

For more detailed results, see Appendix II
Phase I: Social / Inclusive Businesses (140)

By sector

- Other* (9)
- Tourism (7)
- Distribution (8)
- Technology/IT/Energy (8)
- Agriculture/Food (9)
- Fashion/Decoration (10)
- Health / Education / Culture (14)
- Artisanal products (13)
- Financial Services (62)

* Including Housing
Phase I: Social / Inclusive Businesses (140)

By Region

Regions:
- North
- Northeast
- Centre-West
- Southeast
- South
Phase 2 Results: Identification of profiles

Businesses Category
METHODOLOGY

1. MAPPING SIZE & SCOPE
   - Identification of actors
   - Desk research
   - Systemization of basic information

2. IDENTIFYING PROFILES
   - Definition of samples & list of indicators for deeper research
   - Compilation of data relating to operational model, performance and social impact
   - Analysis of data
Sample Definition
50 SOCIAL / INCLUSIVE BUSINESSES

• Focus on micro and small enterprises
  • Revenue below 16 million reais ($10M), when declared

• Directly serves the base of the pyramid:
  • Offer products or services; and/or
  • Includes people from the BoP in the value chain (excluding those that generate only employment)

• Economically viable, or structured to achieve viability
  • Excludes those that depend mostly on donations

• May or not intend to cause positive social impact

• Preference for areas of structural necessity:
  • Education / health / housing / finances

Respondants’ profile:
• Founder, shareholder or qualified manager/director
Phase 2 - METHODOLOGY

• Quantitative research
• Questionnaire applied by telephone (CATI), based on the list created in Phase 1 → intentional sample
• Interviews of approximately 30 minutes
• Questionnaires composed of the following types of questions:
  – **Closed**: the interviewee chooses and or ranks responses from within a pre-defined list of possibilities
  – **Semi-open**: the interviewee chooses and or ranks responses from within a pre-defined list of possibilities, and also has the possibility to declare a non-listed response
  – **Open**: the interviewee declares his/her response freely, without needing to choose from a pre-defined list
• Where possible, indicators were taken from the Impact Reporting & Investment Standards framework
  ([http://iris.thegiin.org](http://iris.thegiin.org) – see Appendix III for more details)
Phase 2

Social / Inclusive Businesses (50 interviews)

Annual revenue in USD* (excluding donations) – Classification according to BNDES criteria**

<table>
<thead>
<tr>
<th>Micro enterprise 64%</th>
<th>Small enterprise 10%</th>
<th>Medium enterprise (not mapped)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 125,000</td>
<td>3.125 to 6.25 million</td>
<td>16 to 90 million</td>
</tr>
<tr>
<td>125,000 to 219,000</td>
<td>6.25 to 10 million</td>
<td></td>
</tr>
<tr>
<td>219,000 to 312,500</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>312,500 to 625,000</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>625,000 to 1.5 million</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

Did not respond: 26%

How do they finance day-to-day operations?

- 86% Own resources
- 10% Loans
- 4% Donations

Businesses with declared revenue above 16 million did not enter into the study at this stage.

Base: 50 interviews

* Nominal exchange rate of $1 = 1.6 BRL; ** BNDES is the National Bank for Economic & Social Development, a Brazilian public-sector organization.
Social / Inclusive Businesses

Geographic distribution of sample – absolute numbers

Origin per region

Regiões:
- North
- Northeast
- Centre West
- Southeast
- South

Numbers:
- North: 3
- Northeast: 13
- Centre West: 2
- Southeast: 25
- South: 7
# Social / Inclusive Businesses

**Geographic distribution of sample – absolute numbers**

**Origin per State**

<table>
<thead>
<tr>
<th>Region</th>
<th>AM</th>
<th>PA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>NE</td>
<td>4</td>
<td>5</td>
<td>9</td>
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<tr>
<td>CW</td>
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<tr>
<td>SE</td>
<td>1</td>
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<td>2</td>
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<tr>
<td>S</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA</td>
<td>4</td>
</tr>
<tr>
<td>DF</td>
<td>2</td>
</tr>
<tr>
<td>SP</td>
<td>21</td>
</tr>
<tr>
<td>RS</td>
<td>2</td>
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<tr>
<td>RJ</td>
<td>1</td>
</tr>
<tr>
<td>SC</td>
<td>2</td>
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<tr>
<td>MG</td>
<td>3</td>
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<td>PR</td>
<td>3</td>
</tr>
</tbody>
</table>

*Total: 25*

*Total: 7*
Social / Inclusive Businesses
Profile of founders – entrepreneurship experience and education

- 78% have already set up other businesses
- 20% are setting up their first business
- 2% have not responded

How many?

<table>
<thead>
<tr>
<th>Number of Enterprises</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 enterprise</td>
<td>38%</td>
</tr>
<tr>
<td>2 enterprises</td>
<td>16%</td>
</tr>
<tr>
<td>3 enterprises</td>
<td>14%</td>
</tr>
<tr>
<td>4 enterprises</td>
<td>10%</td>
</tr>
</tbody>
</table>

Primary: 2%
Secondary: 12%
Undergraduate: 40%
Postgraduate: 38%

Did not respond: 4%
N/a: 4%

Base: 50 interviews
Social / Inclusive Businesses

Scope of operations

- Regional: 22%
- In various regions of Brazil: 28%
- International: 50%

Of those that operate regionally*, 9 are in the **Southeast**, 4 in the **Northeast** and 1 in the **North**

Sectors:
Culture, Education, Housing, Environment, Health, Financial services/microcredit, Transport/logistics, Tourism and Food industry

Of those that operate in various regions of Brazil*, 12 are based in the **Southeast**, 6 in the **Northeast** and 6 in the **South**

Sectors:

Of those that have international reach*, 4 are based in the **Southeast** and 3 in the **Northeast**

Sectors:
Agriculture, Artesanals, IT/Communication, Culture, Education, Energy, Housing, Environment, Distribution, Technical assistance, Financial services/microcredit, Transport/logistics, Tourism, Vocational training, Food industry

* Absolute numbers  Base: 50 interviews
Social / Inclusive Businesses
Geographic reach of sales

The 3 businesses based in the NORTH sell to, on average, 13 states, reaching all regions.

The 13 businesses based in the NORTHEAST sell to, on average, 8 states, reaching all regions.

The 7 businesses based in the SOUTH sell to, on average, 11 states, reaching all regions.

The 25 businesses based in the SOUTHEAST sell to, on average, 6 states, reaching all regions.

The 2 businesses based in the CENTER-WEST sell to, on average, 4 states, reaching the North and Southeast in addition to the Center-West itself.
# Social / Inclusive Businesses

**Founding year – in absolute numbers**

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<td>1</td>
<td></td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Base:** 50 interviews
Social / Inclusive Businesses

**Mechanism for impact**

- **18%** Offer access to products or services for low-income people
- **68%** Do both
- **14%** Work in partnership with low-income people, who are suppliers, distributors, or owners of the business

*Base: 50 interviews*
Social / Inclusive Businesses

Social Impact

96%
Were created with the intention of causing social impact

4%
Were not created with the intention of causing social impact

Base: 50 interviews
Social / Inclusive Businesses

Financial self-sufficiency

64% Are operating as conventional businesses, and do not rely on donations

36% Depend partially on donations (< 90%), but intend to become independent and operate fully with their own resources

Base: 50 interviews
Social / Inclusive Businesses

Sector

- Education: 34%
- Financial Services / Microcredit: 24%
- Culture: 24%
- Distribution: 18%
- Environment: 16%
- Artisanal: 16%
- Agriculture: 14%
- Information / Communication Technology: 12%
- Tourism: 10%
- Housing: 10%
- Transport / Logistics: 8%
- Health: 8%
- Technical Assistance: 6%
- Agro-industry: 4%
- Livestock: 4%
- Infrastructure: 4%
- Water and sanitation: 4%
- Service provision: 2%
- Sustainability Consulting: 2%
- Food manufacturing: 2%
- Vocational training: 2%
- Training / management: 2%
- Food services: 2%
- Consultancy in export of handicrafts: 2%
- Commerce: 2%
- Energy: 2%

Multiple Responses

Multiplicity index: 2.34

Base: 50 interviews; 117 mentions
Social / Inclusive Businesses
Operational Model

IRIS Indicator
OD 6306

Services: 72%
Production/Manufacturing: 28%
Distribution: 26%
Wholesale/Retail: 22%
Processing/packaging: 16%

Multiple Responses
Multiplicity index: 1.64

Base: 50 interviews; 82 mentions
Social / Inclusive Businesses

Product / Service offered

(Open question)

IRIS Indicator
PD 7899

Microcredit & entrepreneur training: 18%
Education & training: 12%
Artisanal & clothing: 12%
Agriculture & environmental services: 8%
Food: 8%
Travel & tourism: 8%

Architecture, construction & land regularization: 6%
Art & culture: 6%
Intermediation between communities & distributors: 6%
Health: 6%
Technology: 4%

Others: 6%

Base: 50 interviews
**Social / Inclusive Businesses**

**Client type**

- **Individuals / Households**: 74%
- **Small & Medium Enterprises**: 60%
- **Large Organizations**: 48%
- **Non-profit / NGOs**: 26%
- **Governmental Organizations**: 18%

**IRIS standard**

PD 7993

**Multiple Responses**

Multiplicity index: 2.26

Base: 50 interviews; 113 mentions
Social / Inclusive Businesses

Strategies for cost-reduction / increasing access
(Semi-open question)

- Commercial strategy / payment conditions: 40%
- Innovation in production process (reducing production costs): 32%
- Economies of scale: 30%
- Distribution strategy: 26%
- Client visits: 4%
- Partnerships with suppliers: 4%

Others*: 38%

Base: 50 interviews; 87 mentions
* Diverse responses with few mentions
Social / Inclusive Businesses

Client option if the business did not exist

Would buy at higher price from another supplier - 49%
No option, would not buy - 22%
Don’t know - 6%
Others* - 23%

Base: 50 interviews;

* Diverse responses with few mentions
### Primary Social-Impact Objective

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income / productivity growth</td>
<td>36%</td>
</tr>
<tr>
<td>Access to education</td>
<td>16%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>8%</td>
</tr>
<tr>
<td>Capacity-building</td>
<td>8%</td>
</tr>
<tr>
<td>Community development</td>
<td>8%</td>
</tr>
<tr>
<td>Access to financial services</td>
<td>6%</td>
</tr>
<tr>
<td>Employment generation</td>
<td>6%</td>
</tr>
<tr>
<td>Health improvement</td>
<td>4%</td>
</tr>
<tr>
<td>Agricultural productivity</td>
<td>2%</td>
</tr>
<tr>
<td>Access to consumer goods</td>
<td>2%</td>
</tr>
<tr>
<td>Access to information</td>
<td>2%</td>
</tr>
<tr>
<td>Disease prevention &amp; mitigation</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 50 interviews;
**Social / Inclusive Businesses**

**Beneficiaries**
(Open question, without pre-determined groupings)

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1 to 999</td>
<td>21</td>
</tr>
<tr>
<td>1,000 to 9,999</td>
<td>12</td>
</tr>
<tr>
<td>10,000 to 99,999</td>
<td>9</td>
</tr>
<tr>
<td>100,000 to 999,999</td>
<td>3</td>
</tr>
<tr>
<td>&gt; 1,000,000</td>
<td>1</td>
</tr>
<tr>
<td>No response</td>
<td>4</td>
</tr>
</tbody>
</table>

Base: 50 interviews;  * Absolute numbers
Social / Inclusive Businesses

Beneficiaries

Demographic Groups

- General population: 76%
- Women: 38%
- Children & Adolescents: 30%
- Disabled: 16%
- Minorities / Previously excluded populations: 16%

Multiplicity Index: 1.76

Socioeconomic Groups*

- < 0.5 min. salary (<$170 / month): 60%
- 0.5 to 2 min. salaries ($171-680): 72%
- 2 to 5 min. salaries ($681-1700): 38%
- 5 to 10 min. salaries ($1701-3400): 24%
- > 10 min. salaries ($3400): 16%
- No response: 2%

Multiplicity Index: 2.12

* Nominal Exchange Rate: $1 = 1.60BRL
1 minimum salary in Brazil = 545BRL / month

IRIS Standard PD 5752

IRIS Standard PD 2541

Base: 50 interviews;
Social / Inclusive Businesses

Measurement of Social Impact

50%
Research or collect data about social impact generated

<table>
<thead>
<tr>
<th>Methodologies used</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>38%</td>
</tr>
<tr>
<td>External</td>
<td>8%</td>
</tr>
<tr>
<td>ISO 26000</td>
<td>4%</td>
</tr>
</tbody>
</table>

50%
Do not research or collect data about social impact generated

Base: 50 interviews;
Social / Inclusive Businesses

Technological Products/Services

1/3
Used other sources to develop the technology for their product or service

2/3
Developed the technology for their product or service in-house

Technology Source – multiple response

<table>
<thead>
<tr>
<th>Technology Source</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>7</td>
</tr>
<tr>
<td>International model</td>
<td>6</td>
</tr>
<tr>
<td>Technology incubator</td>
<td>3</td>
</tr>
<tr>
<td>Large company</td>
<td>2</td>
</tr>
<tr>
<td>Investor / individual</td>
<td>2</td>
</tr>
</tbody>
</table>

Multiplicity index 1.82

Base: 32 interviews (those who declared offering a technology-based product or service)
Social / Inclusive Businesses

Advisory

74%

Make use of **external advice or guidance** in day-to-day operations

26%

Do **not** make use of **external advice or guidance** in day-to-day operations

<table>
<thead>
<tr>
<th>From whom receive advice – multiple responses, absolute numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGO</td>
</tr>
<tr>
<td>Consultancy</td>
</tr>
<tr>
<td>SEBRAE (Government SME Agency)</td>
</tr>
<tr>
<td>Universities</td>
</tr>
<tr>
<td>Other government agencies</td>
</tr>
<tr>
<td>Business incubator</td>
</tr>
<tr>
<td>Sectorial organization</td>
</tr>
<tr>
<td>Bank</td>
</tr>
<tr>
<td><strong>Multiplicity Index</strong></td>
</tr>
</tbody>
</table>

Base: 37 interviews, 84 mentions
**Social / Inclusive Businesses**

**Boards**

- Have both: 38%
- Have an advisory board: 34%
- Have a decision-making board: 16%
- Do not have a board: 10%
- No response: 2%

**Boards with independent members**

*(advisory boards)*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>29%</td>
</tr>
<tr>
<td>No</td>
<td>4%</td>
</tr>
<tr>
<td>No response</td>
<td>1%</td>
</tr>
</tbody>
</table>

*(decision-making boards)*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>22%</td>
</tr>
<tr>
<td>No</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: 50 interviews
Social / Inclusive Businesses

External Investors
(who do not participate in operations; not including donations)

54%
Have external investors

46%
Do not have external investors

Base: 48 interviews (excludes those that rely on donations to fund daily operations)
## Social / Inclusive Businesses

### Growth expectations – 3 years

<table>
<thead>
<tr>
<th>Expected growth (%) - absolute numbers, open question</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 25%</td>
<td>4</td>
</tr>
<tr>
<td>26 to 50%</td>
<td>10</td>
</tr>
<tr>
<td>51 to 100%</td>
<td>7</td>
</tr>
<tr>
<td>&gt; 100%</td>
<td>9</td>
</tr>
<tr>
<td>No response</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected growth (factor) - absolute numbers, closed question</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>x2</td>
<td>4</td>
</tr>
<tr>
<td>x3</td>
<td>5</td>
</tr>
<tr>
<td>x4</td>
<td>1</td>
</tr>
<tr>
<td>x5</td>
<td>5</td>
</tr>
</tbody>
</table>

Base: 35 interview (Growth %), 15 interviews (growth factor)
## Social / Inclusive Businesses

### Expected growth in financing – 3 years

<table>
<thead>
<tr>
<th>Expected volume to be raised*</th>
<th>0 to 25%</th>
<th>26 to 50%</th>
<th>&gt; 50%</th>
<th>Don't know</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $7.5M</td>
<td>19</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>&gt; $7.5M</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>No response</td>
<td>12</td>
<td></td>
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</tbody>
</table>

* Nominal Exchange Rate: $1 = 1.60BRL

### Proportion from donations – absolute numbers

<table>
<thead>
<tr>
<th>Proportion from donations</th>
<th>0 to 25%</th>
<th>26 to 50%</th>
<th>&gt; 50%</th>
<th>Don't know</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 25%</td>
<td>19</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>26 to 50%</td>
<td></td>
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<td></td>
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<tr>
<td>&gt; 50%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
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<td></td>
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</tr>
<tr>
<td>No response</td>
<td>10</td>
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</tbody>
</table>

### Proportion from equity investment – absolute numbers

<table>
<thead>
<tr>
<th>Proportion from equity investment</th>
<th>0 to 25%</th>
<th>26 to 50%</th>
<th>51 to 75%</th>
<th>76 to 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 25%</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>26 to 50%</td>
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</tr>
<tr>
<td>51 to 75%</td>
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<td></td>
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<tr>
<td>76 to 100%</td>
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</tbody>
</table>

### Proportion from loans* – absolute numbers

<table>
<thead>
<tr>
<th>Proportion from loans*</th>
<th>0 to 25%</th>
<th>26 to 50%</th>
<th>&gt; 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 25%</td>
<td>12</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>26 to 50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; 50%</td>
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</tbody>
</table>

Base: 50 interviews (volume to be raised) / Base: 38 interviews (from donations) / *Base: 21 interviews (from loans) / Base: 31 interviews (equity investment)
Additional Observations

Businesses Category
Conclusões

• Social Business / Inclusive Business is a relatively new phenomenon in Brazil. It is therefore not surprising that there is not consensus around theories or concepts, nor even around what this means in practice.
• We identified many initiatives that are hybrid, trying various approaches and organizational models for social impact, and that do not fit neatly into any conceptual framework.
• The legal nature of an organization does not necessarily define the driving factor for it becoming a social/inclusive business.
• This creates challenges in classification, but also offers a great opportunity to innovate and experiment.

The reality shows us that there is an opportunity to refine concepts and thus perhaps include other businesses that act within the social impact area but do not identify themselves as such.

We suggest not creating a rigid definition of social/inclusive business, given that the field is still in an early stage of development.

Concepts & Terminology

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The reality shows us that there is an opportunity to refine concepts and thus perhaps include other businesses that act within the social impact area but do not identify themselves as such.

We suggest not creating a rigid definition of social/inclusive business, given that the field is still in an early stage of development.
Social Impact

• The businesses analyzed generally have a clear intention to generate social impact, reaching the BoP as consumers and through inclusion in the value chain.

• There is an important gap, and a significant opportunity, in businesses that are able to meet the unmet needs of the BoP in healthcare, education, housing and technology.

Among existing businesses, there is an opportunity to reinforce the importance of effectively measuring social impact.
Developing the field

• There is significant scope for communicating a more consistent concept of social/inclusive business, and for showcasing successful initiatives from the field.

• This would help to:
  – Widen the discussion
  – Increase the maturity of the field
  – Stimulate exchange of experiences between actors in the field
  – Promote better structuring of initiatives
  – Increase awareness of opportunities for investment and support services
  – Stimulate entrepreneurs to look for financing to increase the scale of their businesses
  – Structure common metrics for measuring social impact (those in this survey that do measure mostly use in-house methods, and many do not measure at all)
  – Develop management models capable of meeting the specific needs of businesses that aim to cause social impact as well as being profitable
For more information, contact:

Rob Parkinson
ANDE Brazil Chapter, Coordinator
Email: rob.parkinson@andepolobrasil.org
Appendix I

About ANDE Brazil Chapter (www.andepolobrasil.org)
The Aspen Network of Development Entrepreneurs (ANDE) is a global network of organizations that invest money and expertise to propel entrepreneurship in emerging markets. ANDE members are the vanguard of a movement that is focused on small and growing businesses (SGBs) that create economic, environmental, and social benefits for developing countries. ANDE’s Brazil Chapter brings together member organizations across the country to generate and share knowledge around businesses focused on the base of the pyramid, facilitate dialogue with other players in the entrepreneurship ecosystem, and build connections with the international movement for SGBs.

About AVINA Foundation (www.avina.net)
AVINA Foundation contributes to sustainable development in Latin America by encouraging productive alliances based on trust among social and business leaders and by brokering consensus around agendas for action. AVINA works in almost all of the continent, implementing national and regional strategies.

About Potencia Ventures (http://www.potenciaventures.net/)
Potencia Ventures backs system-changing new business models, businesses, and institutions to help create the entrepreneurial ecosystem that improves opportunity for the base of the pyramid. Potencia has been the first investor and principal strategic partner for a half-dozen key initiatives for business serving the base of the pyramid in Brazil. This includes a venture capital fund (VOX Capital), an organization that develops high performance teams for businesses that reduce poverty (Artemisia), and Brazil's premier source for information about the field (NextBillion Brasil). Potencia Ventures has also supported other initiatives in Latin America, Asia, West Africa and Europe.
Appendix I

About Plano CDE (www.planocde.com.br)
Specializing in understanding socioeconomic classes C, D & E, Plano CDE is a consultancy firm that helps organizations from all sectors to develop new activities and inclusive businesses involving the base of the pyramid population. Plano CDE also carries out qualitative and quantitative research to better address its clients concerns, as well as providing executive training and guidance on working classes C, D & E in Brazil and with emerging markets.
Appendix II: PHASE 1 DETAILED RESULTS

Initial List

- 174 contacts
  - 143 organizations (excluding duplications)
  - 12 discarded for difficulties entering in contact
  - 131 for contact
  - 104 successfully contacted = 80%

Indications resulting from initial interviews

- 164 indications
  - 130 invalid (80%)
  - 11 repetitions (already in initial list)
  - 23 valid (new names) (14%)

Indications sent later by email

- 145 indications
  - 109 invalid (75%)
  - 20 repetitions (already in initial list)
  - 16 valid (new names) (11%)

Other organizations contacted, beyond the initial list

- 25 organizations or people
  - 13 of these offered further indications
  - 275 indications
  - 210 invalid (76%)
  - 17 repetitions (already in initial list)
  - 48 valid (new names) (17%)

Desk-research

- Research online
  - Access to other lists/sources (702 indications)

884 organizations

- 140 Social/Inclusive Businesses
- 60 Incubators
- 24 Accelerators
- 15 Investors
- 645 Income generation
Appendix III:  
IRIS STANDARDS USED IN THIS STUDY

- Sector of activity  
  - (OD 7481 / PD 3017) .................................................................slide 26

- Organizational model  
  - (OD 6306) ................................................................................slide 27

- Product or service offered  
  - (PD 7899) ...............................................................................slide 28

- Client type  
  - (PD 7993) ...............................................................................slide 29

- Primary social-impact objective  
  - (OD 6247) ...............................................................................slide 32

- Beneficiary demographic groups  
  - (PD 5752) ...............................................................................slide 34

- Beneficiary socioeconomic groups  
  - (PD 2541) ...............................................................................slide 34