

Inclusive Entrepreneurship

Unleashing creative potential to build businesses that catalyze communities

engage**SPARK**

World's **EASIEST** Automated Calls & 2-Way SMS

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Voice & SMS Text campaigns made EASY

Which of one these is an entrepreneur?



What is inclusive entrepreneurship?

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Inclusive entrepreneurship is about supporting entrepreneurs from all backgrounds by creating a genuinely level playing field.

This involves understanding and then overcoming the barriers faced by different people in different places. It is about unleashing the creative potential that people have within them and using this to create a more sustainable future for all of us.

-wikipedia

What is inclusive entrepreneurship?

Inclusive entrepreneurship is about supporting

What does that actually mean?

about unleashing the creative potential that people have within them and using this to create a more sustainable future for all of us.

-wikipedia

Why are we talking about inclusive entrepreneurship?

In the Philippines...

25% of population earns under \$1/day

Top 40 families control 70% of GDP

Grim truth: No statistical improvement in national poverty from 2006-2012

In the US...

Women lead 36% businesses, 10% of VC funding

Minority-owned businesses growing faster, but receive smaller % of investments.

75% of VC goes to 3 of 50 states (CA, NY, and MA)

Here's what I'll talk about today:

My journey with inclusive entrepreneurship

My current start-up

Advice for entrepreneurs

1. My journey



Born!

Uganda:
Platform for Labor Action



Uganda -> PH:
engageSPARK



Lawyer
in DC

Uganda:
Not in my Country



SPARK

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2. My current company: engageSPARK

Local solution to local problems

Developed it to be a social, inclusive business

The nature of the product unlocks barriers for entrepreneurs, too

engageSPARK

World's **EASIEST** Automated Calls & 2-Way SMS

Our Mission

Empower anyone to *EASILY*
engage customers, staff, and
communities anywhere.

Internet is NOT Ubiquitous ...

**60% of Filipinos
are NOT on the Internet¹**

(Globally in developing countries: 66%)

**20% more
are not regularly on Internet
(cost, access)²**

1. <http://www.broadbandcommission.org/publications/Pages/SOB-2015.aspx>
2. <http://www.interaksyon.com/article/117902/un-billions-of-people-in-developing-world-have-no-access-to-internet>

...but, SMS & Voice are Ubiquitous

86% of people in the world have
access to a mobile phone
(57% of owners don't have smartphones²)

SMS & Voice work on
100% of mobile phones!

1. <http://www.un.org/apps/news/story.asp?NewsID=44452#.VVTHNvnzqU>
2. <http://www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694>



Philippines

20,000+ beneficiaries

Goal: Increase savings rates

844,000 Voice minutes & SMS

2 soap operas, 22 episodes

2 languages

2015 GSMA Global Mobile Award Winner

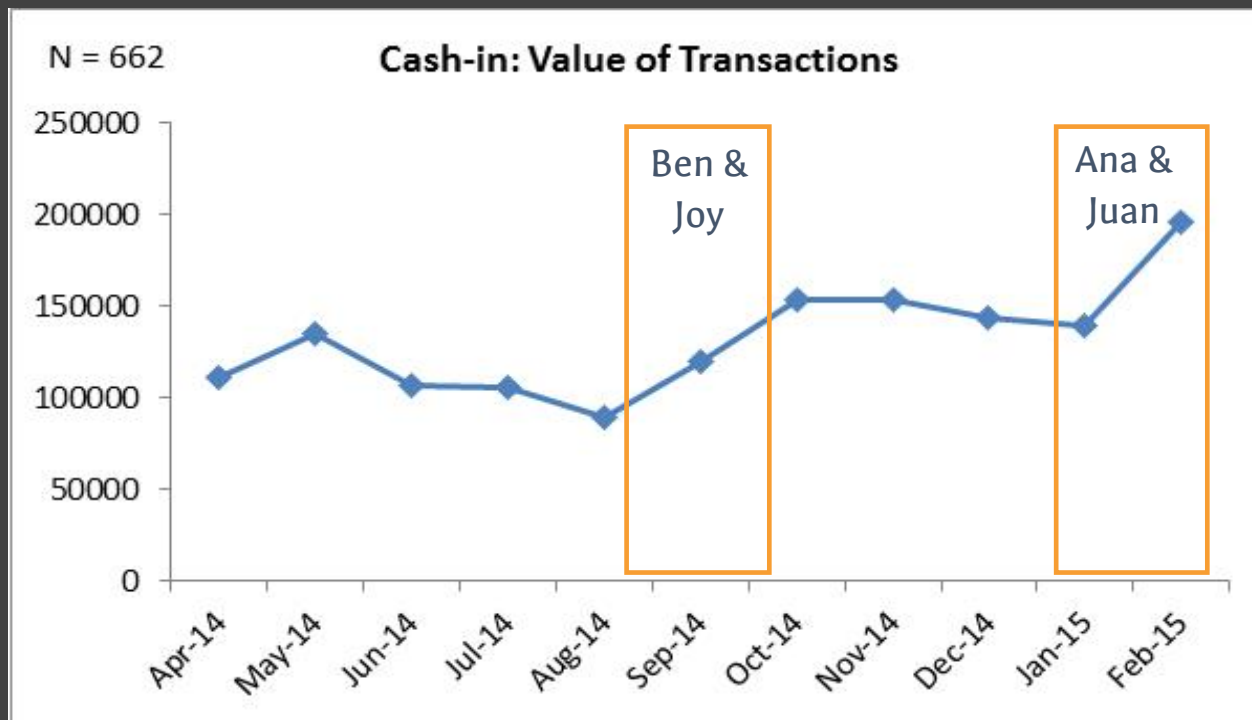
Judges' emphasis:

Financial Literacy Education



Mercy Corp Program Impact

- **106% increase** in use of savings products among people who reported receiving Voice soap operas
- **Female** recipients had nearly **2x increase** in savings vs. male recipients (voice)
- **Increase in savings** correlated with soap opera campaigns:



3. Advice for entrepreneurs

Build the entrepreneurial community

Mentor people across networks (not just within your network)

Use your business to impact the community and create opportunity for others

Inclusive entrepreneurship is powerful because of the ripple effects it can create

Questions?