



INTRODUCING THE

Ba
**inclusive
business
accelerator**

online bootcamp

**ON MARKETING & DISTRIBUTION
TO THE BASE OF THE PYRAMID**

VISIT: IBA.VENTURES/BOOTCAMP

ARE YOU BUILDING A HIGH-GROWTH VENTURE WITH SOCIAL IMPACT?

Join the IB Accelerator bootcamp
ON MARKETING & DISTRIBUTION TO THE BASE OF THE PYRAMID

Are you looking for the latest insights on marketing at the Base of the Pyramid (BoP)? And do you need a successful strategy to distribute products and services to low-income groups? Join the bootcamp and learn from the best inclusive business cases.

We are looking for entrepreneurs working on innovative products in rapidly expanding sectors such as sustainable energy, food/agriculture and water/sanitation.

IMPROVE YOUR MARKETING AND DISTRIBUTION STRATEGY

The online bootcamp will take you through modules in which you get access to the latest Inclusive Business industry insights on marketing and distribution. You will have the chance to strengthen your capabilities and use a variety of tools to develop a marketing and distribution strategy. Participants get to interact with experts and participants from businesses around the world.

GET INTRODUCED TO INVESTORS

You can work on your own strategy through assignments, and get feedback from IB experts. Participants that have submitted all assignments will receive a certificate and a badge that which will featured on their IB Accelerator member profile. Strong performers will be introduced to investors in the IB Accelerator network (see iba.ventures/investors).



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**CLICK & JOIN
THE ONLINE
BOOTCAMP!**



DELIVERY

The online bootcamp will be structured in 4 modules over a 4-week period. Each module consists of videos, background reading material and an assignment.

In each module there is room to interact with other course participants. Experts are also active on the forum and will provide feedback on assignments.

WORK

You will spend approximately 3 hours per week including ~1 hour of individual online reading.

All members of the IB Accelerator are welcome to register. To get most out of the assignments, it is recommended to form a group with your colleagues. Members who have created a venture profile on the IB Accelerator platform can submit assignments to receive feedback.

SCHEDULE

January 15th, 2015
OPEN FOR APPLICATIONS



February 15th, 2015
APPLICATION PROCESS CLOSES



March 9th, 2015
MODULE 1 – VALUE PROPOSITION



March 16th, 2015
MODULE 2 – MARKETING TO THE BOP



March 23th, 2015
MODULE 3 – DISTRIBUTION MODELS



March 30th, 2015
MODULE 4 – ORGANISE SALES CHANNELS



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BOOTCAMP PROGRAM

1. VALUE PROPOSITION

What is the key benefit you have to offer for your customers? What separates you from your competition? A well defined value proposition is key for building your marketing and distribution strategy. We are going to use the 'Value Proposition Canvas' to define a strong proposition for your target group!

2. MARKETING TO THE BOP

What is the best strategy to market your product or service to the BoP? Attract attention from your target group, create trust and persuade your target group to buy your product. We will go through a 5-step approach to develop your marketing strategy.

3. DISTRIBUTION MODELS

There are three key models for distributing products to the BoP. We will go into the trade-offs for each model, what model or which combination is best for your venture?

4. ORGANISE SALES CHANNELS

Many different actors may be involved in your sales channel. Organising your sales channel can be a challenging task. In this module we will share some examples of the most successful distribution companies in the BoP.

JOIN THE BOOTCAMP

Applications are accepted from January 15th 2015 and registration is open until February 15th 2015. The online bootcamp will take place from March 9th until April 3rd. For more information and to register, please visit us at

Visit: IBA.VENTURES/BOOTCAMP



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