

We are enthusiastic about empowering impact entrepreneurs!

PRODUCT BRIEF

# TECHNICAL ASSISTANCE (TA)

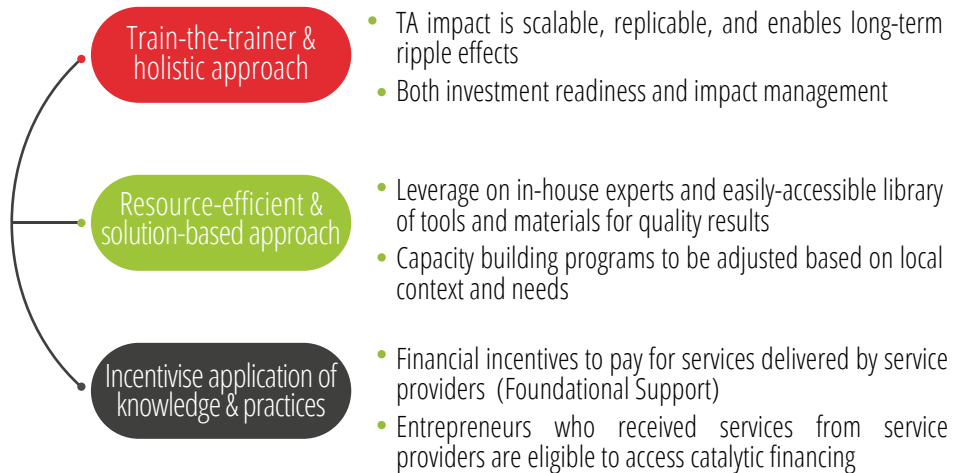


## Impact Measurement & Management (IMM) and Investment Readiness (IR)

How **technical assistance (TA)** for impact entrepreneurs is **delivered in the market today**

Resource-intensive, 1:1 (train-the-investee) approach with insufficient buy-in and commitment from the entrepreneurs themselves

How TA can become more **holistic, scalable, entrepreneur-centric, and effective**



TA programs: 4 interchangeable programs targeting impact enterprises & service providers

**A** TRAIN-THE-TRAINER PROGRAM

**A** LIBRARY OF TOOLS AND RESOURCES

**B** FOUNDATIONAL SUPPORT PROGRAM

**D** IMPACT-LINKED FINANCE READINESS BOOTCAMP

**E** IMPACT-LINKED FINANCE TRANSACTIONS



## TA Programs' descriptions

🏠 FOR SERVICE PROVIDERS (SP)<sup>1</sup> ★ FOR IMPACT ENTREPRENEURS (IE)<sup>2</sup>

### PACKAGES

1: A

2: A + B

3: A + B + C

4: A + C + D

#### A TRAIN-THE-TRAINER PROGRAM 🏠

- Online or blended training specializing in investment readiness and impact measurement & management
- Feedback on assignments and exams to enhance the capacity of service providers to raise and address the critical questions when working with entrepreneurs

#### A LIBRARY OF TOOLS AND RESOURCES 🏠 ★

Training tools and materials provided to service providers on the SFA platform, including but not limited to:

- Access to Impact Investment for Social Enterprises (available online course for free)
- Investment Readiness Check
- Investment Readiness Roadmap<sup>2</sup>
- Impact Measurement Toolkit<sup>3</sup>
- Impact Management Additional Resources<sup>4</sup>
- Innovative Finance Toolkit<sup>5</sup>

#### B FOUNDATIONAL SUPPORT PROGRAM 🏠 ★

- Capacity-building support and quality assurance to service providers in delivering quality services to impact enterprises
- Support for service providers to co-develop training plans with impact enterprises via templates and service menu

#### C IMPACT-LINKED FINANCE READINESS BOOTCAMP ★

- Intensive training to prepare impact enterprises for SIINC or other Impact-Linked Finance transactions

#### D IMPACT-LINKED FINANCE TRANSACTIONS ★

- Rewarding impact enterprises by linking financial incentives to impact performance

<sup>1</sup> Incubators, accelerators, mentors, and consultants

<sup>2</sup> A web-based, individual roadmap for impact entrepreneurs based on a diagnosis of their needs

<sup>3</sup> A comprehensive step-by-step guideline for impact entrepreneurs on impact measurement & management (IMM)

<sup>4</sup> A compilation of resources on various IMM approaches in the industry (including Logical Framework, Impact Management Project, IRIS, Lean Data, etc)

<sup>5</sup> A guideline with alternative financing structured for early-stage impact enterprises (including Impact-Linked Finance instruments)



CASE STUDY

# TECHNICAL ASSISTANCE (TA) FOR B-BRIDDDHI SCALING IMPACT ENTERPRISES IN BANGLADESH

## What was the program objective?

Biniyog-Bridddhi program ("B-Bridddhi") strives to support a thriving impact ecosystem by building vital capacities and introducing catalytic funding to shape an empowering network of entrepreneurs, investors, accelerators, supporters, and advocates in Bangladesh.

## How was the program built?

Addressing the most critical elements of the supply and demand side of the impact ecosystem



### TRAIN-THE-TRAINER PILLAR

- ✓ Training in investment readiness and impact measurement & management
- ✓ Library of tools and resources

### CATALYTIC FINANCE PILLAR

- ✓ IRMF: Impact Ready Matching Funds
- ✓ SIINC: Social Impact Incentives

### FOUNDATIONAL SUPPORT PILLAR

- ✓ Co-develop a training plan
- ✓ Partial costs of services delivered by service providers to impact enterprises paid via vouchers



## THE RATIONALE BETWEEN EACH BUILDING BLOCK





## HIGH-END KNOWLEDGE PRODUCTS



## ENVISIONED: WHAT'S IN IT FOR EACH STAKEHOLDERS?



IMPACT ENTERPRISE

- ✓ Benefit from highly structured, quality capacity-building services to become better equipped to access finance
- ✓ Receive better access to growth capital in line with their positive impact
- ✓ Improve and integrate impact measurement & management into their business operations



SERVICE PROVIDER

- ✓ Deliver incubation and acceleration services in a highly structured way
- ✓ Gain access to cutting-edge international knowledge on impact management, innovative finance, and investment readiness
- ✓ Get compensated for value-added services to impact enterprises



INVESTOR

- ✓ Gain access to more investment-ready impact enterprises
- ✓ Benefit from financial innovation and increased options to finance impact through a longer-term improvement of the impact ecosystem

“ B-Briddhi's Impact Measurement and Investment Readiness TA programs are helping to minimize the funding gap by well-equipping the service providers to groom up the impact enterprises suitable for the local investors.

- Minhaz Anwar, Chief Storyteller, BetterStories

One of the key thing we learned from B-Briddhi is some of the key skills that we needed around impact investment readiness, which will definitely help unleash our future potentials as an emerging global leader in the investment and acceleration of social businesses.

- Sharika Sadaf, Head of Program & Partnerships, YY Ventures

