

# G20 Challenge on Inclusive Business Innovation



**The Group of 20 has launched the G20 Challenge on Inclusive Business Innovation, which seeks to recognize businesses with innovative, scalable or replicable, and commercially viable ways of working with low-income people in developing countries.**

**If you represent a successful business with an innovative way of working with individuals at the base of the pyramid, we encourage you to apply.**

Businesses around the world are finding innovative ways to work with low-income people living at the base of the pyramid (BOP), working with them as suppliers, distributors, retailers, or customers. These firms are called inclusive businesses. Developing an inclusive business model that addresses the particular needs of people living at the base of the pyramid is an accomplishment. Scaling or replicating that model to expand into new markets is a challenge.

By recognizing businesses that have already succeeded in developing innovative, scalable or replicable, and commercially viable inclusive business models, the G20 Challenge provides a global platform for all businesses to learn from successful leaders in the growing field of inclusive business and enables these leaders to come together and develop linkages with other inclusive businesses. When fellow innovators have the opportunity to exchange ideas and experiences, also with other relevant stakeholders, who knows what new business opportunities may become possible?

## **What is inclusive business?**

Inclusive businesses provide opportunities for individuals living at the base of the pyramid to step into new roles: as suppliers, as distributors, as retailers, or as customers.

Inclusive business models help businesses turn under-served populations into dynamic consumer markets and diverse new sources of supply. At the same time, inclusive business expands access to goods, services, and livelihood opportunities for those living at the base of the pyramid.

If commercially successful firms work with low-income people, those firms are inclusive businesses. The goal now is to help them grow or replicate their business in other markets.

## **Why is inclusive business so exciting?**

For the farmers, drivers, vendors, and consumers living at the base of the pyramid, inclusive business is exciting because it opens doors to new livelihoods and a better life.

For business leaders, working with the BOP is exciting because innovative business models provide opportunities for growth and access to new markets in which to expand.

For governments and development leaders, inclusive business catalyzes development progress through market-based solutions.

Inclusive businesses create results: for businesses, for their investors and, most crucially, for the individuals living at the BOP who have the most to gain.

## Why apply to the G20 Challenge?

g20challenge.com  
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Apply to be recognized on a global level when the Challenge winners are announced and the winning business models are showcased at the G20 Leaders Summit in Mexico in June 2012. There, at a high-profile event, the world is your audience as your business's successes are recognized in front of world leaders, fellow innovation leaders, and the global public.



Following the Summit, winners will have the opportunity to attend G20 regional workshops, where they will strengthen their inclusive business relationships and work together to accelerate the growth of inclusive business in developing countries.

The regional workshops will focus on the challenges that businesses face when replicating their business model in other countries, e.g., adaptation to new markets, standardization of their business model, legal questions, and selection of the right business partners. Investors will be invited to attend the workshops so that the winners of the Challenge will be given a unique

business-to-business forum. The workshops will be organized with generous additional support from the United Arab Emirates and in cooperation with the Siemens Stiftung (Foundation).

## Apply at G20Challenge.com

### How to apply

To enter the Challenge, go to [G20Challenge.com](http://G20Challenge.com) and click "Apply" to fill out a quick pre-application, available now. If your business meets the Challenge's eligibility criteria, you will receive access to the full application form, which can be filled out and submitted online.

Eligible applicants also receive access to an exclusive applicants-only section of the website with a discussion forum and additional resource materials.

**Deadline for applications is February 29, 2012, at 11:59 PM (EST).**

### Who can apply?

The G20 Challenge on Inclusive Business Innovation is open to eligible businesses and subsidiaries that meet the following criteria:

- Are headquartered or have a substantial part of their operations in a low- or middle-income country
- Are a for-profit entity
- Demonstrate financial sustainability: already commercially viable or have evidence of commercial financing (equity or debt) and of being current on all commercial debt
- Use an innovative business model that includes individuals at the BOP as suppliers, distributors, retailers, or customers or includes value chain financing to the BOP
- Are not a microfinance institution, private equity fund, or a deposit taking institution
- Were founded before June 30, 2009, for a minimum of 3 years of operation by the announcement of the winners in June 2012
- Operate outside the extractives industry (oil, gas, mining)
- Are not involved in the production or trade of alcohol, tobacco, gambling, or weapons

**If your business checks those eight boxes, apply now!**

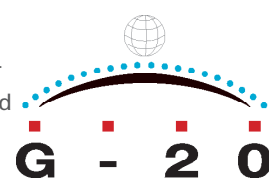
**Dalberg Global Development Advisors**, implementing on behalf of IFC, is a strategic advisory firm that works to raise living standards in developing countries and address global challenges.  
[www.dalberg.com](http://www.dalberg.com)

### Who are we?

**The Group of 20** is the premier forum for international economic development that promotes open and constructive discussion between industrial and emerging market countries on key issues related to global economic stability.

[www.g20.com](http://www.g20.com)

**IFC**, a member of the World Bank Group, helps developing countries achieve sustainable growth by financing investment, providing advisory services to businesses and governments, and mobilizing capital in the international financial markets. [www.ifc.org](http://www.ifc.org)



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