



BILD

Soluciones para la base de la pirámide

# A Case For Technology-driven Social Enterprises

**Social Enterprise World Forum 2015  
Milan, Italy**





## Our Role in Social Enterprise & BILD

A brief introduction and context



# OFFSETTING POVERTY THROUGH SOCIAL ENTREPRENEURSHIP

## BILD IS A SOCIAL ENTERPRISE

We research, design, develop social business models and launch affordable and efficient products and services specifically designed for low-income households.

BILD is a for-profit social enterprise seed-funded in 2014 by Fundación Progreso

# WHAT WE DO

We market Innovative products that help poor consumers save money, Improve productivity, and prevent disease – all of which drive better health and better wealth. We want our customers to accede to Innovative products, specifically designed to help them live better lives.

This Is what we strive to do.



**Save Money**



**Improve Productivity**



**Prevent Disease**



**Live Better**

Thanks to significant breakthroughs in science, technology and business models, we now have the solutions to save and change the lives of millions of people living in poverty. Socially minded products and services have dramatically improved the health and wealth of people at the bottom of the pyramid, who survive on just a few dollars a day

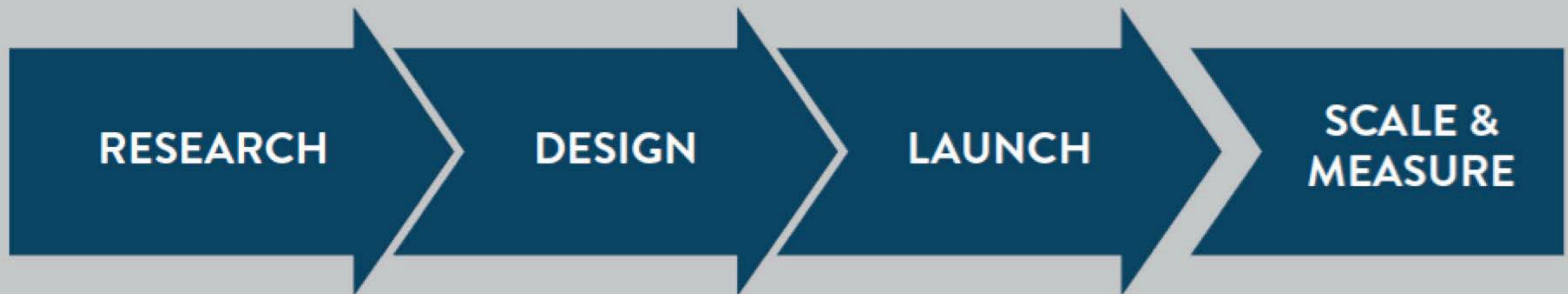
A group of children, mostly shirtless, are standing in a dry, dusty environment. They are looking towards the camera. The background shows a rough, uneven ground and some sparse vegetation. The overall tone is somber and highlights the challenges faced by the poor.

# BILD SEEKS NOTHING LESS THAN A DISRUPTIVE REINVENTION OF HOW THE POOR ACCESS VITAL GOODS AND SERVICES.

We believe that the poor need better access to products that improve their lives and that socially minded market driven solutions for low-income populations can result in substantial blended returns.

We focus on opportunities where there is a perceived high-level of risk. What this means is that we look for places that have been overlooked by product and service providers, and where low-income consumers might be suffering from the 'poverty penalty'. We have chosen to look at problems like water, energy, BoP housing, access to information & telecommunications.

# HOW WE DO, WHAT WE DO



Identify high Impact opportunities that can Increase Incomes or Improve the health of 1 million+ people living on less than \$4 per day.

Design products to meet customer needs, Incorporating manufacturing, distribution, and servicing.

Deliver to users by Integrating the product into the market to maximize sustained Impact.

Scale up appropriately for maximum global Impact and measure Impact to determine that the product is reaching the places and people who need it.

# WHO WE WORK FOR

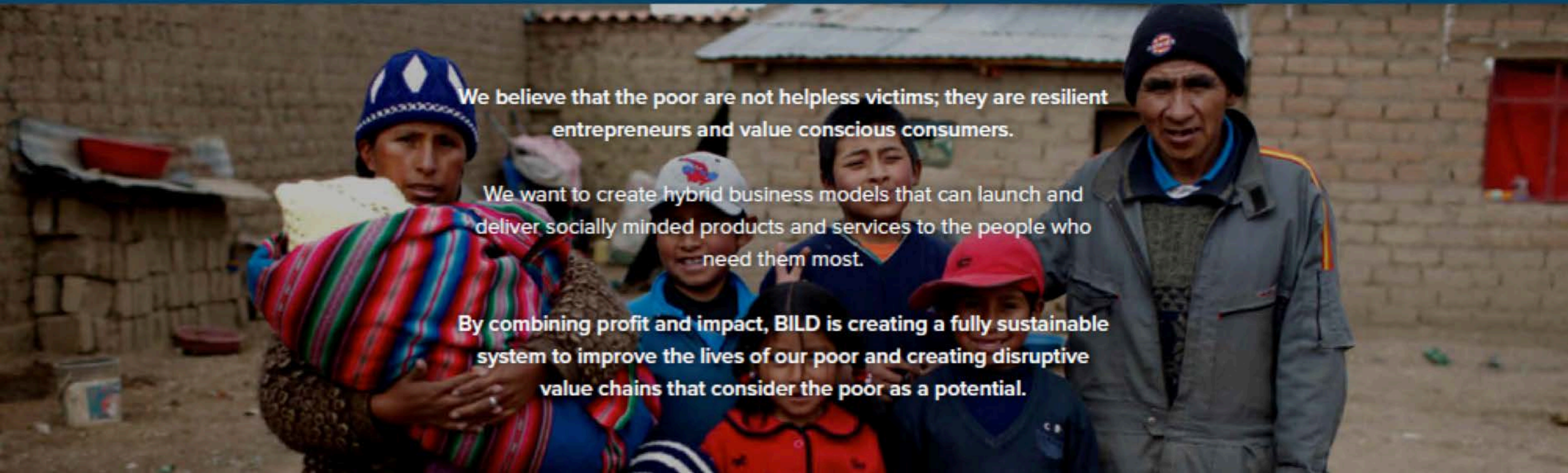
over **2** billion people  
live on less than \$ **2** per day

As consumers they are no better off, due to market inefficiencies consumers pay obscenely marked up prices on everything and while advances in technology are rapidly improving the wealth of the best off, few of the poorest consumers enjoy even basic innovations in energy, water and agriculture.

We believe that the poor are not helpless victims; they are resilient entrepreneurs and value conscious consumers.

We want to create hybrid business models that can launch and deliver socially minded products and services to the people who need them most.

By combining profit and impact, BILD is creating a fully sustainable system to improve the lives of our poor and creating disruptive value chains that consider the poor as a potential.



# WHY WE FOCUS ON BOLIVIA

Bolivia is one of the poorest countries in the hemisphere, but one that has been steadily growing and with an unmatched potential of resources. A nation of only 10 million people, most of who are hard-working and enterprising yet still live in poverty. Bolivians still lack in clean water, more effective health services, basic sanitation, and technologies that might allow them to be more productive. And alongside the great needs that accompany poverty, we cannot help but focus on the tremendous opportunities.

We've chosen to focus our work here because we believe in the opportunities we see, we understand that it takes a deep knowledge of a place and its people to have a chance at solving the complex problems of poverty and economic development.

This is a pivotal moment in Bolivia's history, and although there is so much work to do, we are here for the long haul.



A close-up photograph of a young child with dark skin and hair, wearing a grey shirt, drinking water from a public tap. The child's face is in profile, and water is flowing from the tap into their open mouth. The background is slightly blurred, showing other people and structures in a public setting.

# TAKING WATER SERIOUSLY

At the time we are dedicated to our  
Water initiative in partnership with **LIFESAVER**®

## THE WATER PROBLEM

over **1 billion** people have no access  
to clean water worldwide

an additional **1.5 billion** have just limited access  
to safe drinking water

According to the UN, 80% of all diseases occurring in developing countries derive from insufficient or contaminated drinking water. Over 50% of all hospital beds in affected areas are occupied by patients who suffer from diseases caused by contamination. Disinfection methods are often too expensive or not available in rural or slum areas.

Water Poverty Is based on three criteria;



High cost of water



Access to water source



Quality of water

This makes the problem of water and the systems around the delivery of water for low-income communities so complex and multidimensional. Water becomes a source of strife, great expenditure and usually the cause for disease, which in turn also creates more costs for low income families.

A photograph of a young girl with dark hair, smiling and looking up towards a water tap. Another person's head is visible in the background, looking down at the water. The background is a blurred green field.

**WHERE OTHERS SEE A PROBLEM,  
WE SEE AN OPPORTUNITY TO PROVIDE A PRODUCT  
THAT WILL HELP PEOPLE SAVE MONEY, TIME AND BE HEALTHY.**

6 out of every 10 Bolivians



suffer from water poverty to some degree

In Bolivia, 6 out of every 10 Bolivians suffer from water poverty to some degree. It creates a systems where people pay too much, and for very poor quality water. The unsafe water creates a trickle-down system of expenses related to health and the benefits lost with the time spent on dealing with water. Bolivians have to do spend time and money to make their water safe, the cheapest but most time consuming alternative is boiling the water (which unfortunately does not remove heavy metals or chemicals).



=

**0.20**  
Bolivianos

&



Minutes

Boiling one liter of water will cost up to 0.20 Bs, and will take up around 15 minutes; this was our benchmark to come up with something cheaper and less time consuming.



## OUR SOLUTION



To solve the problem and to provide people with safe drinking water, alongside Fundación Progreso, we have partnered with LIFESAVER SYSTEMS

So, what about the future?



# THANK YOU

## Webpages

[www.bild.uno](http://www.bild.uno)

[www.fundacionprogreso.org](http://www.fundacionprogreso.org)

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