



# FINCA<sup>®</sup> Ventures

*Investing in bold ideas and partnering with enterprising founders intent on eradicating global poverty in this generation.*



## A COMMON PROBLEM

Early-stage social enterprises face common challenges to growth and to reaching their full financial and impact potential.

These challenges are amplified when seeking to deliver products and services to poor and low-income families in the world's emerging markets.

- Few impact investors are willing to invest in early stage startups focused on the poor, creating a "pioneer gap" in funding for social enterprises pioneering new models of inclusive business.
- Beyond investment capital, startups lack the distribution networks, consumer trust and local know-how needed to take smart, informed risks and successfully deliver innovative solutions that combat poverty.
- Even with the right investment and technical support, early stage startups struggle to provide end-user financing solutions to make their products and services truly affordable to the poor.

*Combined, these barriers hinder the proliferation of affordable and quality products and services in under- and un-served markets.*



## A POWERFUL SOLUTION

**FINCA Ventures** is an impact investing initiative of FINCA International which builds on over 35 years of experience creating a global microfinance network that delivers financial access at scale. We know the challenges of building an enterprise in the world's emerging markets and provide patient capital to innovative, high-impact social enterprises that spark household and MSME labor productivity. Our team actively partners with entrepreneurs who create solutions that meaningfully grow income and social resilience for families and small businesses.

### ***Unlocking the Potential of a Low-Income Banking Network to Scale Solutions***

Microfinance is the original social enterprise and market-based solution for low-income populations. As a pioneer in microfinance, FINCA International ("FINCA") knows what it takes to innovate. For nearly four decades, FINCA has enabled bottom-up growth in markets others found uneconomical to serve and too difficult to reach by providing financial services to low-income entrepreneurs. As the founder and majority shareholder of a global microfinance network, we are positioned to grow social enterprises faster and smarter, and reach emerging market customers more effectively and responsibly.

### ***FINCA Ventures provides tailored solutions to overcome market challenges to scale. Here's what sets us apart:***

- 1 Customer-First:** *"FINCA represents the voice of the customer.... FINCA has its ears close to the ground and a pulse on the customer."* — Andi Kleissner, Amped Innovation
- 2 Entrepreneur-Focused:** *"FINCA Ventures is not only a capital partner, but also a proactive and generous supporter....That makes FINCA Ventures an invaluable partner."* — Wambura Kimunyu, Eneza Education
- 3 Collaborative:** We work alongside founders, co-investors and others to create value and leverage our networks and expertise to remove obstacles and accelerate growth.
- 4 Gender Lens:** We believe sustainable growth comes from inclusive growth and aim to improve women's access to capital and employ a gender lens from customer research to product design and delivery. We seek female entrepreneurs and advocate for women in company leadership.
- 5 Global Reach:** We reach a global customer base through FINCA's network of 20 community-based microfinance institutions and banks that serve over 2 million clients on five continents.



## OUR INVESTEES



*FINCA Ventures aims to accelerate the growth of social enterprises offering goods aligning with FINCA's charitable mission, thus fostering a market for affordable, quality and life-improving products and services for the world's poor.*



# FINCA®

FINCA International was founded in 1984 on a radical notion: giving small loans to the poor has the power to transform entire communities in a sustainable way. After impacting tens of millions of lives with responsible financial services, we are widening our focus to catalyze further economic growth and alleviate poverty in underserved markets around the world. We remain boldly committed to market-based solutions, and are supporting the rise of social enterprises delivering basic service and financial innovation to help low-income families and communities achieve a better standard of living.

**BUILDING TOMORROW TOGETHER**

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## INVESTMENT PROFILE

Climate change, technology and globalization are unleashing significant and indeterminate economic and labor shifts Africa. These intense and uncertain changes are taking place in the context of a rapidly expanding labor force that will also be increasingly urban.

We see an opportunity for inclusive growth pathways as Africa matures into a global economic player by supporting companies that provide basic services to enable household and MSME productivity and resilience.

We invest in transformational ideas, partner with the uncompromisingly ambitious and commit to visions of inclusive growth at scale.

Below is what we look for when evaluating an impact investment:

**Capital Type**..... Equity, or convertible notes

**Round**..... Seed / Series A Amount: \$100-500K with capital for follow-on

**Criteria**..... Early-stage companies with business models where social impact grows with revenue. We back founders and teams that demonstrate commitment to their communities and who are focused on responsible but ambitious growth.

**Geography**..... Sub-Saharan Africa

**Industries**.....

**Energy**



**Education**



**Health**



**Agriculture**



## Meet the Team

If you are an **entrepreneur, investor** or **ecosystem stakeholder** that wants to learn more, partner or exchange learning, please drop us a line.



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