



A COMPREHENSIVE APPROACH TO CHANGE

I-DEV is dedicated to building viable, locally owned industries at the base of the socio-economic pyramid. We do this by aligning the interests of corporations and local communities around profit, creating real bottom line value for both.

The firm creates and implements innovative, market-based approaches to alleviating poverty in developing countries around the world. It combines world-class business & management expertise with on-the-ground, in-country implementation capabilities. The results are dramatically improved impact, effectiveness and efficiency of development investments.

At I-DEV, we provide the people with whom we work the resources, capabilities and confidence to run a successful enterprise- Ideally, one that is further up the value chain.

DRIVING GREATER RETURNS FROM SOCIAL INVESTMENTS

I-DEV works with corporations, non-governmental institutions (NGOs), and governmental institutions to ensure that social capital disbursements are spent effectively on projects and businesses that will be self-sustainable over the long-term.

The long-term impact of these contributions is achieved through incorporation of skilled management, integrated design and implementation, and full-project accountability tied to quantifiable, meaningful metrics. Further, I-DEV focuses on three core objectives, to:

GROW THE BASE OF THE PYRAMID

Expand the purchasing power and improve the standard of living at the Base of the Pyramid by fostering entrepreneurship and economic development.

PROVIDE ACCESS TO BOP MARKETS

Help multi-national corporations access BOP markets as customers & suppliers.

BUILD SUSTAINABLE PARTNERSHIPS

Align corporate and developing community objectives by creating mutually beneficial and profitable, market-based partnerships.

A PHILOSOPHY OF GREATER VALUE CREATION

At I-DEV, we believe that you should not only give a man a fishing rod, but teach him the most innovative fishing methods, how to build and repair fishing rods, and how to manage a fishing business that is tapped into the global marketplace. I-DEV's unique approach to development is based on our definition of true sustainability. We develop and build businesses at the base of the pyramid, but most importantly, we empower local communities with the skills and resources they need to permanently work themselves out of poverty.



I-DEV'S VALUE ADDED

UNPARALLELED EXPERTISE

Every member of the I-DEV team has extensive experience in both the traditional business and international development sectors. They have worked at top investment banks, private equity and venture capital firms, marketing & brand strategy consultancies, and Fortune 500 Companies, as well as, top international development and grassroots organizations. They are widely recognized leaders in social entrepreneurship, corporate social responsibility, rule of law, human rights and economic development. I-DEV leverages this expertise to design, implement and manage projects that create real, long-term value for the organizations and local communities with which we work. (See back panel for bios)

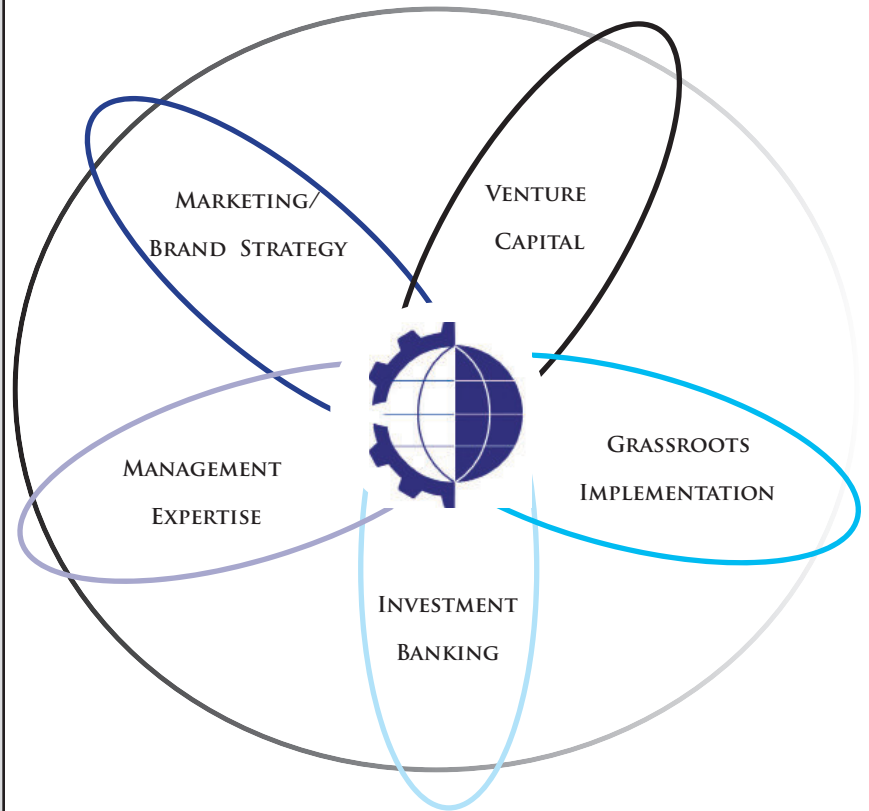
TURNKEY SERVICES

I-DEV provides end-to-end services from both strategy consulting to grassroots implementation services, allowing clients to rely on a single service provider to oversee project rollout from start to finish. This unique methodology allows for added project efficiency and effectiveness of capital spending.

COMMITMENT TO RESULTS

I-DEV begins each project by conducting a baseline field study, assessing health standards, household income, or other factors relevant to client goals. From these data, I-DEV determines appropriate targets by which implementation success will be measured. Fees are paid to I-DEV based upon successful achievement of these targets. Therefore, if I-DEV fails to implement, its clients do not pay the full project fees.

WWW.IDEVINTERNATIONAL.COM



A BUSINESS-BASED APPROACH

I-DEV's approach to development is based on a traditional, for-profit business model. We measure success and evaluate projects just as for-profit investors value traditional venture capital investments. As a result, all I-DEV projects are designed to:

- Create economically viable industries, businesses or programs that are easily scalable and which require no further ongoing capital investments
- Empower local communities to build globally competitive organizations that enable them to permanently move beyond the need for future charitable aid
- Generate real impact and quantifiable results measured by IRR and Social Return on Investment (SROI)

Managing investments and operations at the base of the pyramid is not like traditional business management. It requires a combination of a hands-on approach, business savvy, local insight, and creative problem solving.

I-DEV is the only turnkey strategy firm designed specifically around the unique challenges that building and operating businesses at the base of the pyramid. Our clients are multinational corporations and international development organizations, whenever possible, I-DEV develops projects that involve both of these groups.

TURNKEY SERVICES IN 3 PHASES: INSIGHT - INNOVATION - IMPLEMENTATION



PHASE 1: INSIGHT

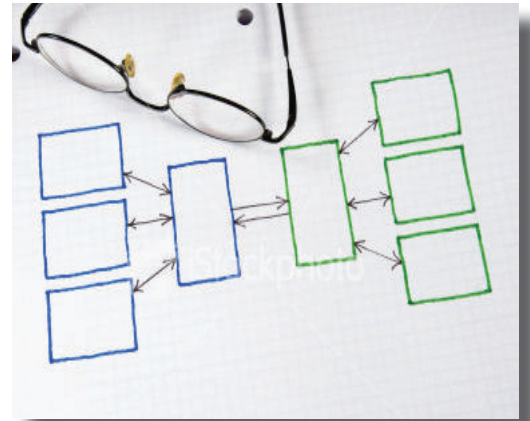
I-DEV can conduct comprehensive studies designed to quantify the future market and ROI potential created by various CSR or development strategies, helping you to understand the long-term opportunities at the base of the socio-economic pyramid.

- › IDENTIFICATION OF EMERGING MARKET OPPORTUNITIES
- › IMPACT ASSESSMENT & BEST PRACTICES ANALYSIS
- › BOP MARKETING & BRAND STRATEGY
- › LOCAL RESOURCE ANALYSIS
- › BRAND POSITIONING ANALYSIS

PHASE 2: INNOVATION

I-DEV can develop a full project or business plan, which includes a comprehensive market analysis, detailed industry due diligence, complete operational model financial projections, investment requirements, ROI and SROI calculations, and identification of key strategic relationships.

- › INDUSTRY DUE DILIGENCE
- › BUSINESS OR PROJECT PLAN DEVELOPMENT
- › PROJECT FINANCIAL MODELLING
- › ROI & SROI ASSESSMENTS
- › IDENTIFICATION & ENGAGEMENT OF STRATEGIC BUSINESS PARTNERS



PHASE 3: IMPLEMENTATION

An I-DEV team works with local partners to train communities, develop local capacity, and manage project implementation, ensuring successful execution and results.

I-DEV team members may even serve as initial senior management of new businesses created, and supervise project measurement and evaluation until businesses are able to stand on their own.

- › SKILLED ONSITE MANAGEMENT
- › QUANTIFIABLE, MEANINGFUL METRICS
- › TECHNICAL & BUSINESS TRAINING

IMPACT: I-DEV PROJECT ENGAGEMENTS RESULT IN INDEPENDENT, PROFITABLE COMPANIES THAT ARE MAJORITY-OWNED BY EITHER LOCAL SHAREHOLDERS OR OTHER PROJECT INVESTORS.

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