

FAQs- Inclusive Business eLab

1. What's the typical profile of a participant?

The Inclusive Business eLab targets technical and middle management professionals, aiming to improve their understanding and skills on approaches to developing, implementing, and scaling inclusive business models.

2. What are the benefits of the course?

The dynamic, web-based course is built around 6 one-hour live sessions held weekly under the leadership of inclusive business experts from across Europe. Sessions will focus on the critical challenges of developing and implementing inclusive businesses, including open innovation approaches, gaining market understanding, building a last-mile distribution system, being profitable and attracting funding, partnering with non-traditional players and measuring and managing results. On each of these themes, participants will take away:

- Practical advice on developing inclusive business based on cutting-edge research
- Overview of state-of-the-art literature and experts
- Real-life insights from leading companies
- Peer-to-peer networking
- Feedback on own case

A certificate will be awarded for successful completion of the course.

3. What are the major topics covered?

- **Inclusive Business Innovation:** Inclusive businesses require targeted approaches because the market environment of slums and villages is very different from mainstream markets. To develop successful solutions, companies are well advised to include stakeholders in the innovation process. The module provides an introduction to inclusive business and the concept of open innovation.
- **Market understanding and marketing:** The basic ingredient to a successful business case is a solid understanding of one's target group. The module explains how to gather relevant data and what to take into account when addressing the target group.
- **Last mile distribution:** Distribution networks at the BoP are usually very weak and very different from mainstream markets. The module explains how to effectively and efficiently reach out to the target group, including for payments and after-sales service.
- **Financing:** Inclusive businesses require access to adequate sources of finance to support early stages of opportunity identification through later phases of upscaling market solutions. In this block, we provide an overview of financial mechanisms to support inclusive business, including donors and impact investors.

- **Partnering:** Since markets need to be created rather than penetrated, implementation of inclusive business almost always requires collaboration with non-traditional partners, including non-governmental organizations (NGOs), donors, public agencies, foundations and impact investors. The module introduces these different actors and provides tips for effective cross-sector partnering.
- **Results measurement:** Inclusive businesses combine social and commercial returns. In order to be accountable to stakeholders and to manage and improve results over time, measurement is key. The module introduces different approaches to results measurement and explains the basic terminology and steps.

4. How do companies select participants?

This is open to all professionals who have been tasked or are looking to create or build upon an inclusive business model.

5. How is the 6-week course structured?

This course is held once weekly for a span of 8 weeks. The modules are each 1 hour in length, held on Mondays from 4-5pm Central European Time. Participants are also expected to complete homework assignments, and have an option to receive up to one hour a week one-on-one coaching with instructors. Participants can expect a total time commitment of approximately 3 hours a week.

6. What results have previous participants seen?

Previous participants have found the course very useful. Testimonials include:

“I strongly recommend this course for a 101 on inclusive business, including very insightful experiences from experienced professionals in this field.” - *Tatiana Fedotova, WBCSD*

“This course helped ‘intrapreneurs’ like me gain access to BoP knowledge and experiences and enables companies to create access through impactful business solutions. The course & coaching help produce high outcomes for BoP business development in low-income markets!”
- *Stefan Koch, Bayer AG*

7. How much does it cost?

Participants can elect one of two packages based on their budget and needs:

Base Package: 795 Euros (excl VAT) for 6 live online sessions, 1 hour Inclusive Business Readiness Assessment and all learning materials.

Full Package: 1,995 Euros (excl VAT) for 6 live online sessions, Assessment and all learning materials. Participants who select the full package also benefit from 6 sessions of one-on-one coaching with a course faculty member.

8. How can I find out more?

You can visit the website at <http://snipbfp.org/IBeLAB14>
or contact [Alyssa Rivera](mailto:a.rivera[at]endeva.org) at [a.rivera\[at\]endeva.org](mailto:a.rivera[at]endeva.org)