

Entrepreneurs are a crucial source of innovative solutions to address some of the world's most difficult sustainability challenges. ennovent is a for-profit enterprise established to promote entrepreneurs, who advance innovations for sustainability at the base of the economic pyramid. Building on our broad expertise and leveraging our network, ennovent discovers, incubates, finances and scales enterprises with innovations that catalyze fundamental change to sustainable development. These innovations must yield social and environmental, in addition to financial, returns. We currently focus our services on advancing innovations for rural areas in India.

## The Challenge

Despite the wealth that is created by the global economy, environmental degradation, economic underdevelopment and abject poverty still exist. It is clear that many current approaches to sustainability are inadequate, especially in developing countries. Many people at the 'base of the (economic) pyramid' (BoP) still do not have access to basic goods and services at affordable prices.

## Innovative Solutions

Innovative products, processes, services and business models are needed to meet the challenges of sustainability in developing countries. To be sustainable, these innovations must yield social and environmental, in addition to financial, returns in the long term – sometimes called the triple-bottom line: People, Planet, Profit.

## Our Mission

ennovent is a for-profit enterprise, which equally prioritizes its social, environmental and financial goals. Our mission is:

**To promote entrepreneurs that advance innovations for sustainability at the base of the pyramid.**

Together with its partners, ennovent offers practical services of high quality and value. We are committed to conducting our activities according to the highest ethical standards.

## Business Services

Entrepreneurs often do not have the network, knowledge, skills or investment to advance innovative solutions at the BoP. ennovent offers a set of inter-related and complementary services to:

- **discover** innovations for sustainability globally
- **incubate** innovations with partners locally
- **finance** innovations through our venture fund
- **scale** up innovations to maximize impact

Our services will enable entrepreneurs with sustainable innovations to establish and scale up viable for-profit enterprises in developing countries to optimize financial returns and sustainable impact at the BoP.

## Global Network

ennovent works closely with a network of individuals and organizations that complement our in-house expertise and support entrepreneurs in different capacities. Additionally, ennovent works with an extensive, global network of like-minded organizations and individuals which will be leveraged to support our services. People across the globe are connected through an online platform to discover for-profit innovations for sustainability.

## Impact Investors

ennovent's primary financial vehicle is a Social Venture Capital Fund – the Sustainable Enterprise Fund – which invests in a portfolio of enterprises that deliver products and services to the BoP in India. It will be structured as a 'Pooled Risk Fund', an innovative approach which allows a host of investors with different risk/ return profiles to invest. The Sustainable Enterprise Fund's investors will therefore derive from widely differing profiles, from grant-based investors, to those seeking market returns.

## Sustainable Impact

The objective of the Sustainable Enterprise Fund is to yield social, environmental and economic returns, while ensuring the financial viability of the fund. Social impact (People) pertains to fair and beneficial business practices toward labour, the community and the region. Environmental impact (Planet) refers to the impact of sustainable management practices on the environment. Economic impact (Profit) needs to be seen as the economic benefit enjoyed by the host society beyond just financial profit.

## Executive Team

Our management team, advisory board and strategic partners encompass the combination of skill-sets and experiences required to appreciate and operate successfully in BoP markets. Collectively, the team has many years of experience in Venture Capital, and also in working at the Base of the Pyramid in developing countries. ennovent's management team works closely together with our network partners, services providers and independent professionals that share our passion and contribute to the success of enterprises in a developing market.

ennovent's uniqueness lies in our ability to discover promising innovations globally through our network, incubate them with strong local partners and provide finance structured to the needs of each innovation. The extensive experience of our multi-disciplinary team, advisory board and partners in working at the BoP and with financial instruments enable ennovent to scale up enterprises and maximize their triple bottom line impact. Our Sustainable Enterprise Fund allows a broad spectrum of investors to contribute financial resources to achieve sustainable development and receive a financial return at the same time.

To get involved, contact us at: [office@ennovent.com](mailto:office@ennovent.com) or visit our website at: [www.ennovent.com](http://www.ennovent.com).