



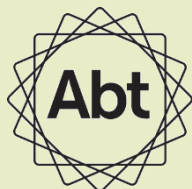
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Health Care Innovation at the Base of the Pyramid: A Challenge Fund Model for Addressing the “Missing Middle”

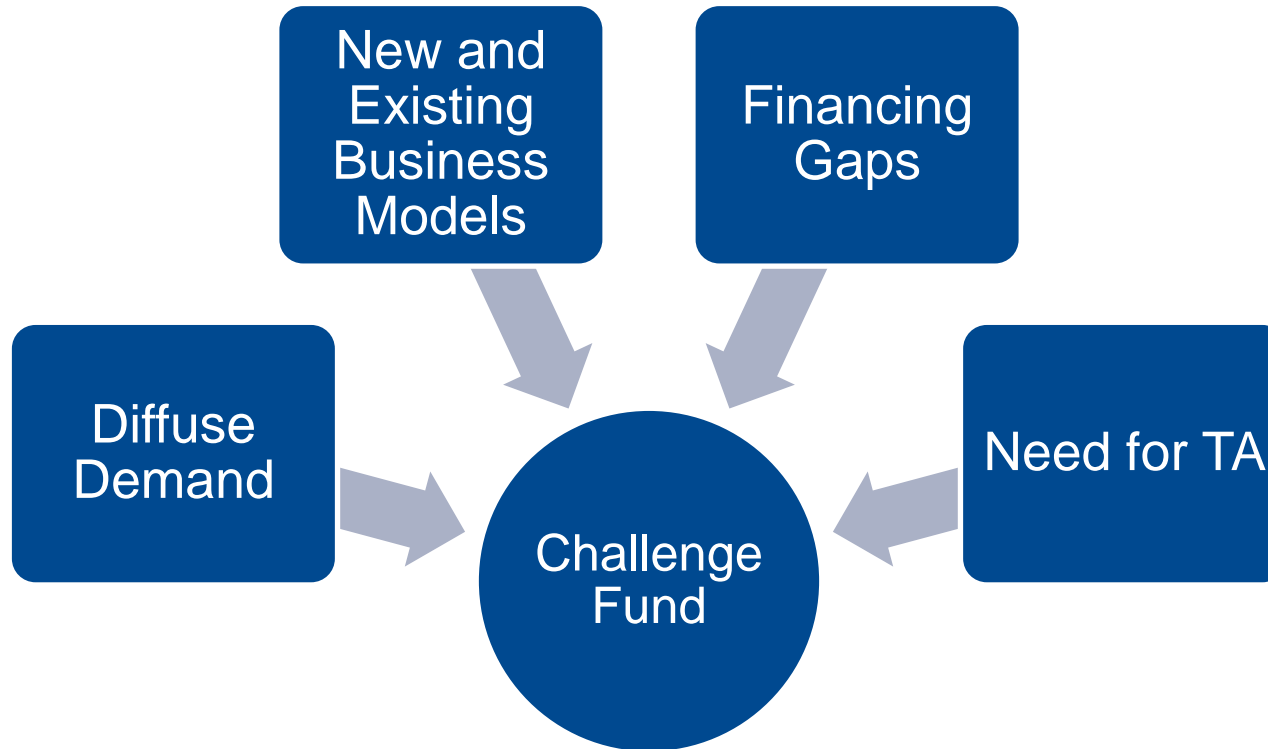
Colm Fay
Abt Associates

April 11, 2013

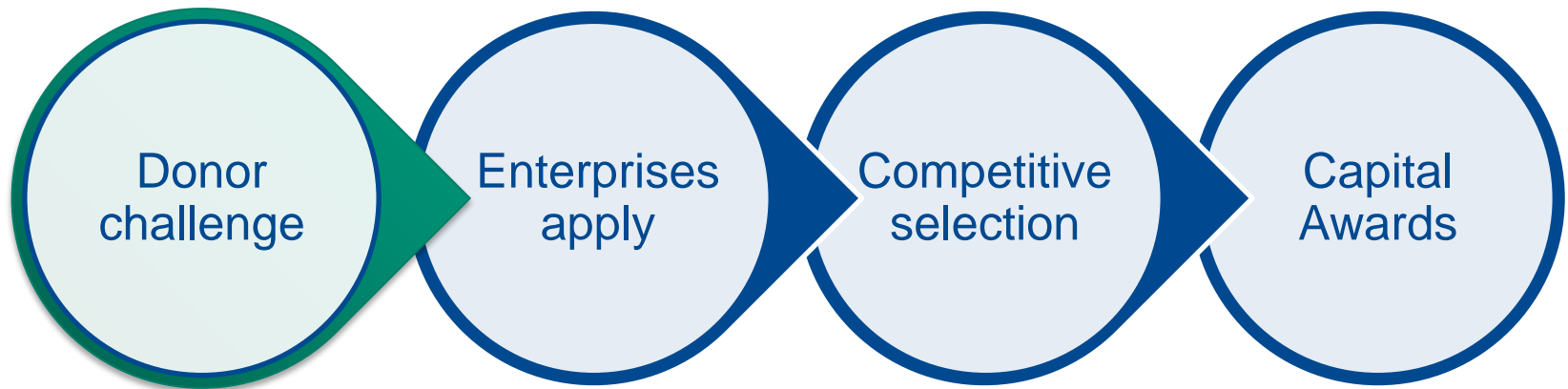


SHOPS is funded by the U.S. Agency for International Development. Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O’Hanlon Health Consulting

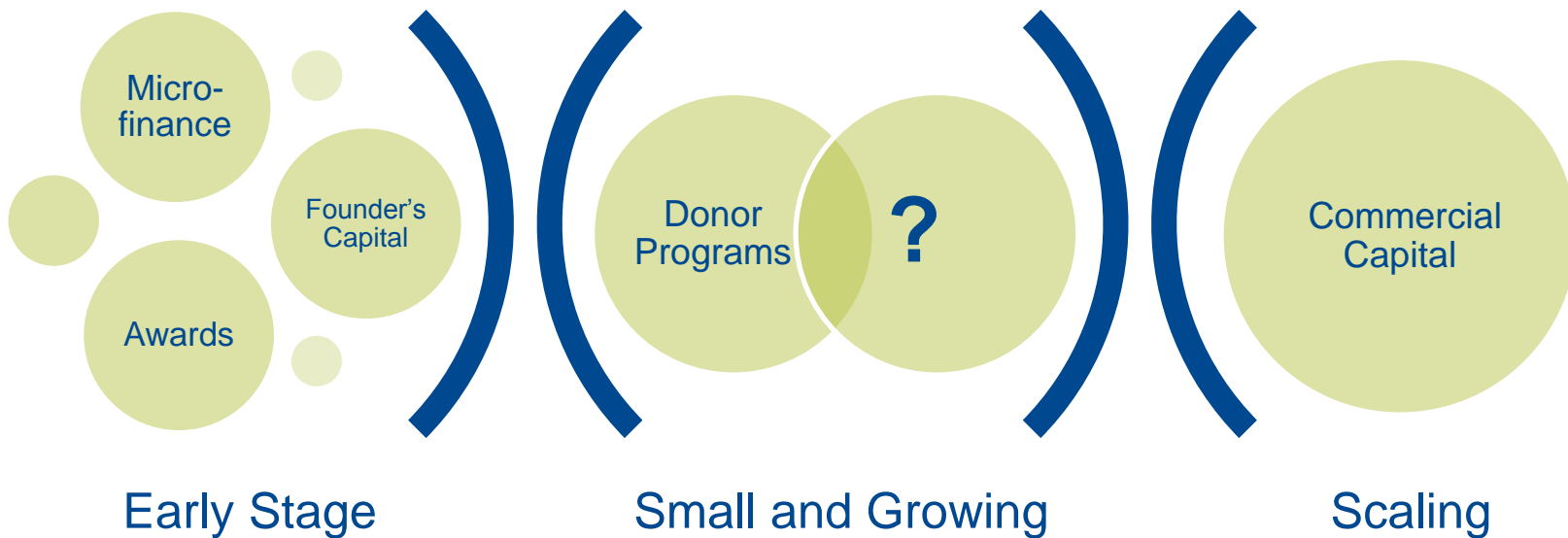
Market Based Models in Africa



What is a Challenge Fund?



What is the Missing Middle?

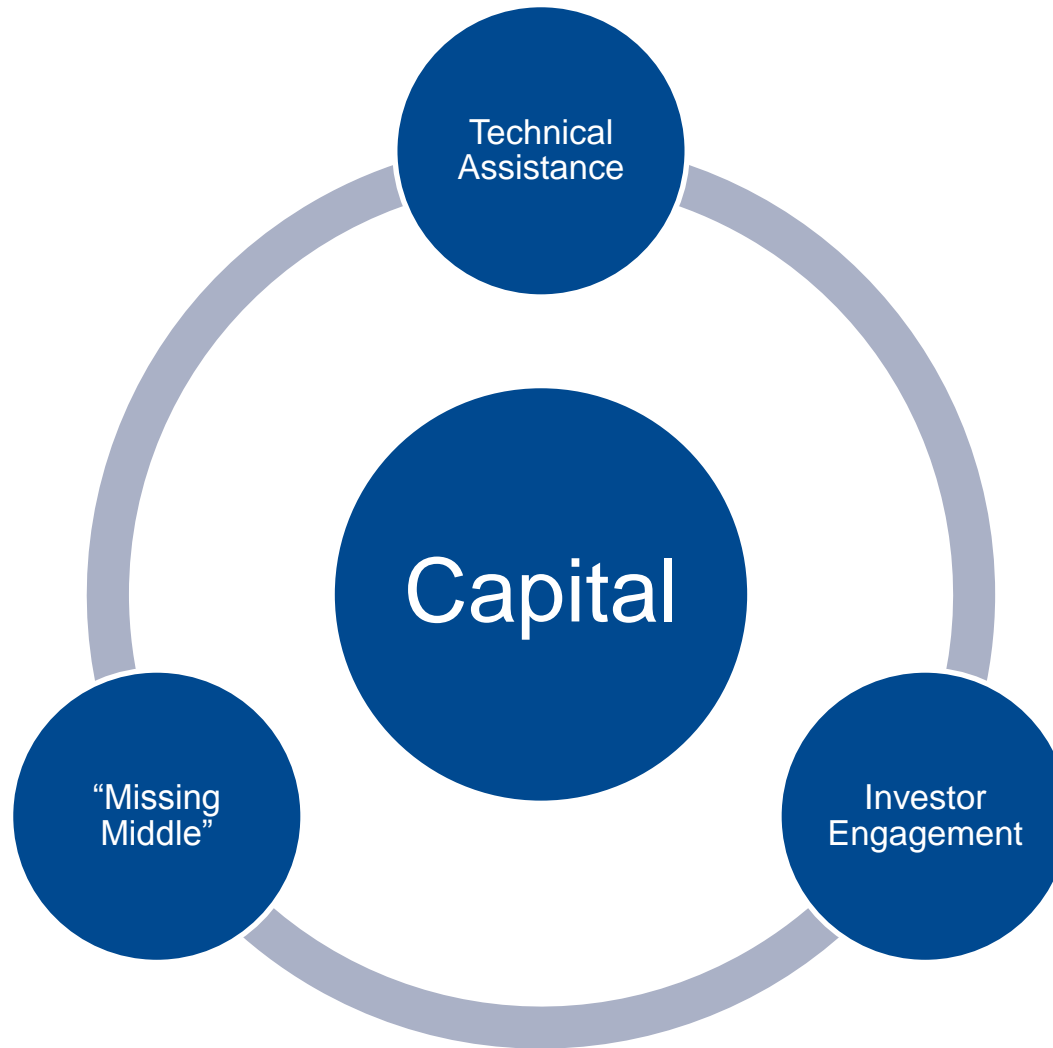


HANSHEP Health Enterprise Fund

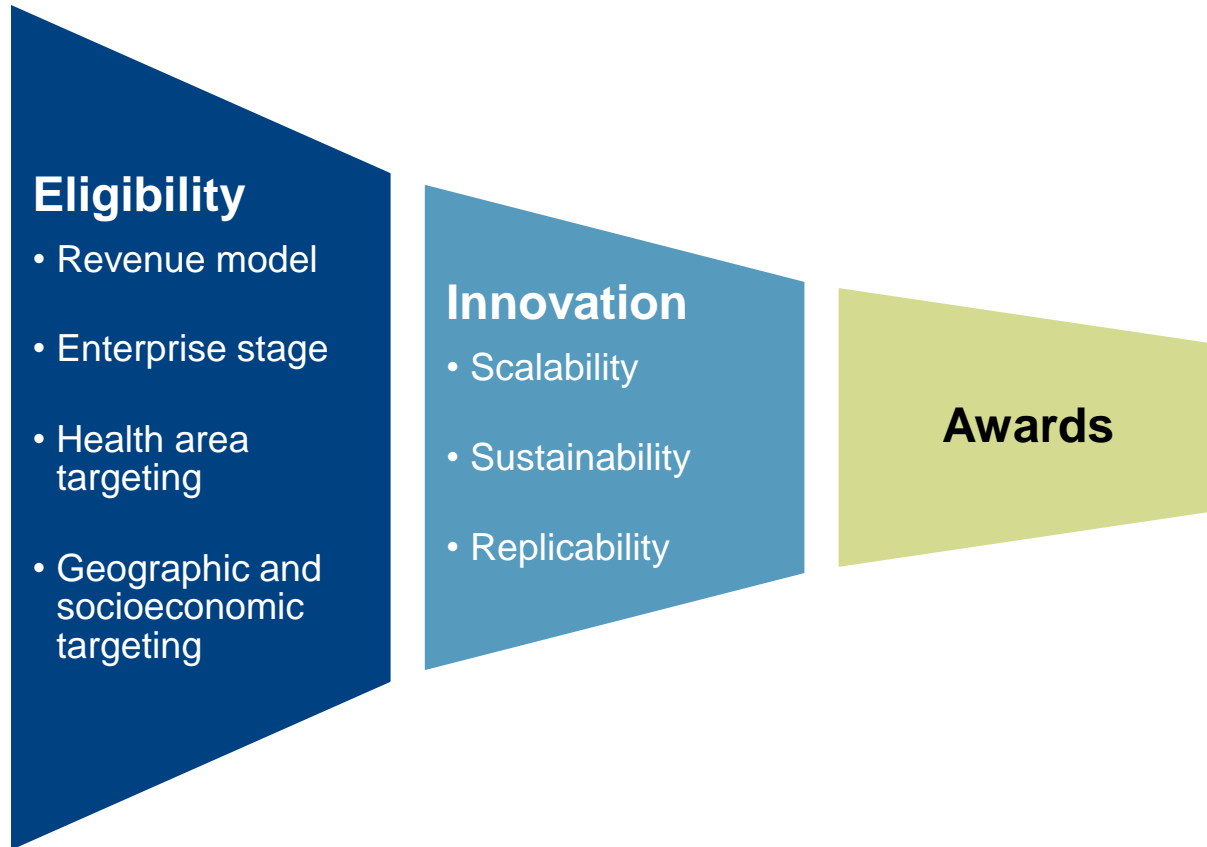
- Ethiopia and Kenya
- Grants up to \$200,000
- Seeking innovations in:
 - Service delivery
 - Technologies
 - Partnerships
 - Business models
- Funded by USAID and DFID through the HANSHEP Group
- Focus on SHOPS project priority health areas: family planning, reproductive health, maternal and child health, HIV/AIDS



What makes the HANSHEP Health Enterprise Fund unique?



How are Winners Selected?

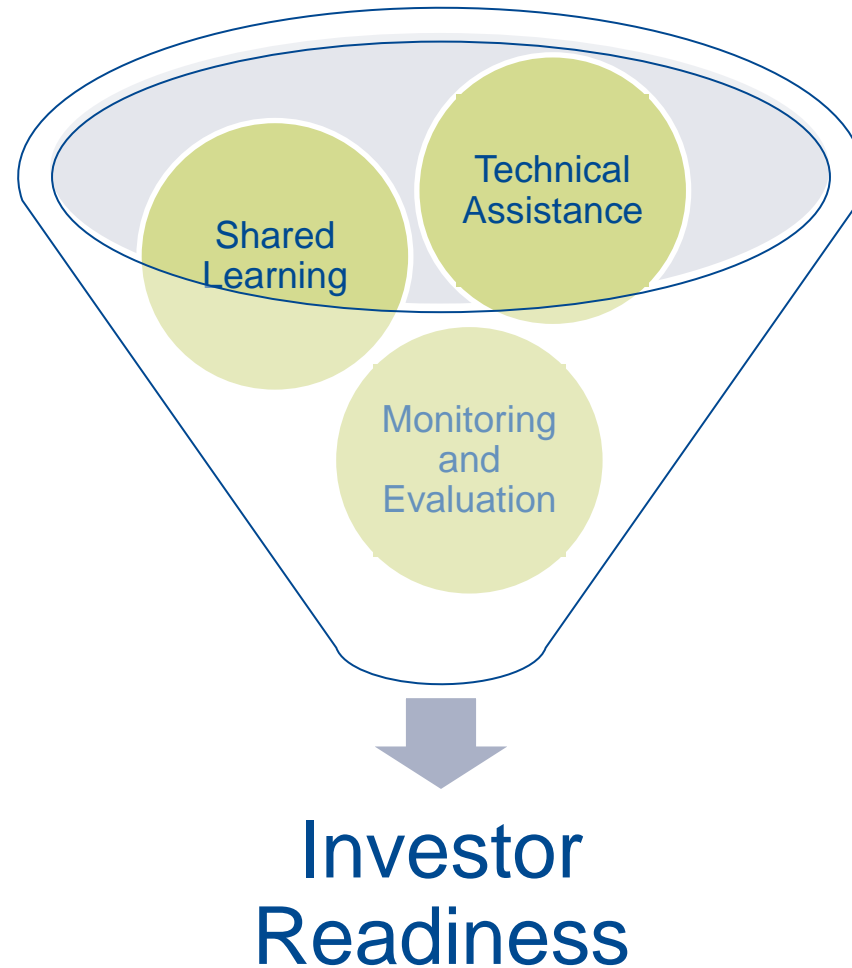


What Types of Organizations Have Applied?

- Multinational organizations piloting low-cost health care devices
- Partnerships between multinational organizations and local manufacturers
- Social enterprises providing high quality health care services in peri-urban areas
- Faith based organizations delivering revenue generating health services to the poor
- Technology companies partnering with health care delivery organizations to pilot and scale low-cost IT systems and platforms



Awardee Support



Further information

- <http://www.healthenterprise fund.org>
- [Facebook.com/HealthEnterpriseFund](https://www.facebook.com/HealthEnterpriseFund)
- Twitter: @Health_Ent_Fund

Summary

- Market based approaches in Africa can be challenging to scale
- Challenge Fund model mitigates some of this risk
- Incentivizes greater private sector involvement in BoP markets
- Important to provide technical assistance as well as capital
- Investor engagement from the start creates a pathway to scale





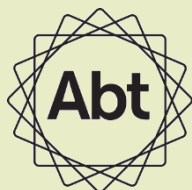
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Strengthening Health Outcomes
through the Private Sector

Questions

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www.shopsproject.org



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