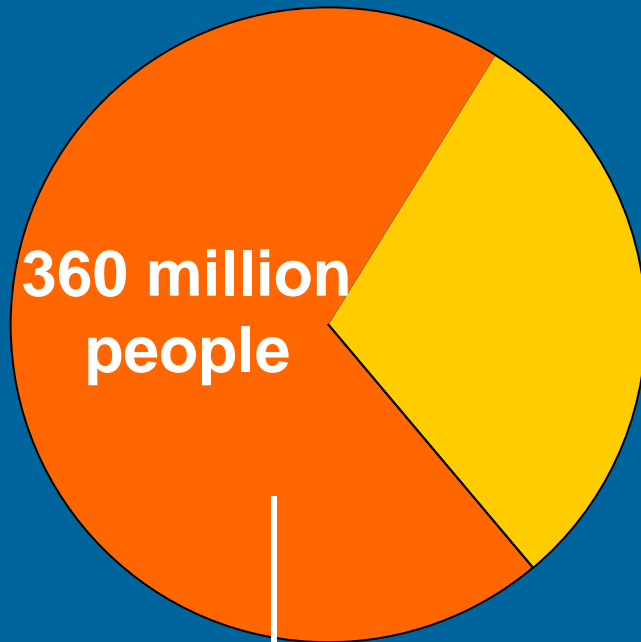


Opportunities for the **Majority Initiative**



New Models to Serve the Majority





Across Latin America and the Caribbean, some **360 million** people live on less than \$3260 PPP per year, or under \$300 a month.

Excluded from benefits of economic life

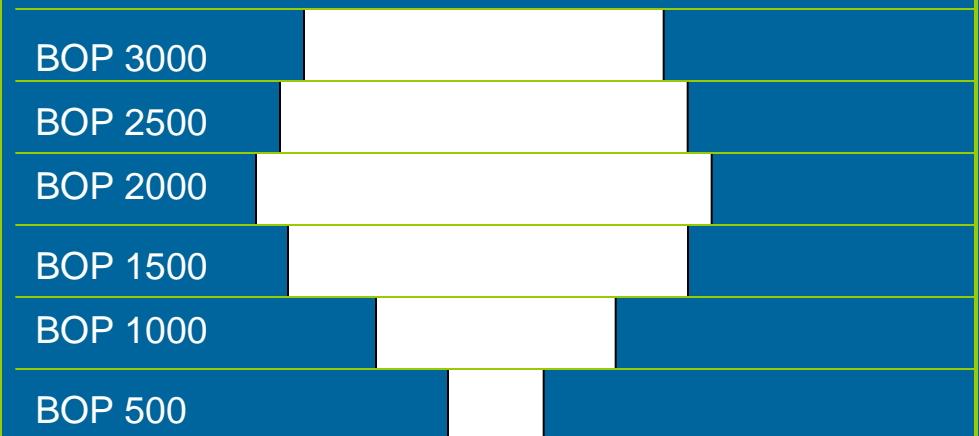


The majority in Latin America and the Caribbean comprise a market with **\$509 billion** in potential purchasing power.

BOP Market by Income Segment

Latin America & The Caribbean

\$509 Billion



World Resource Institute, *The Next 4 Billion*



Promoting Development in LAC

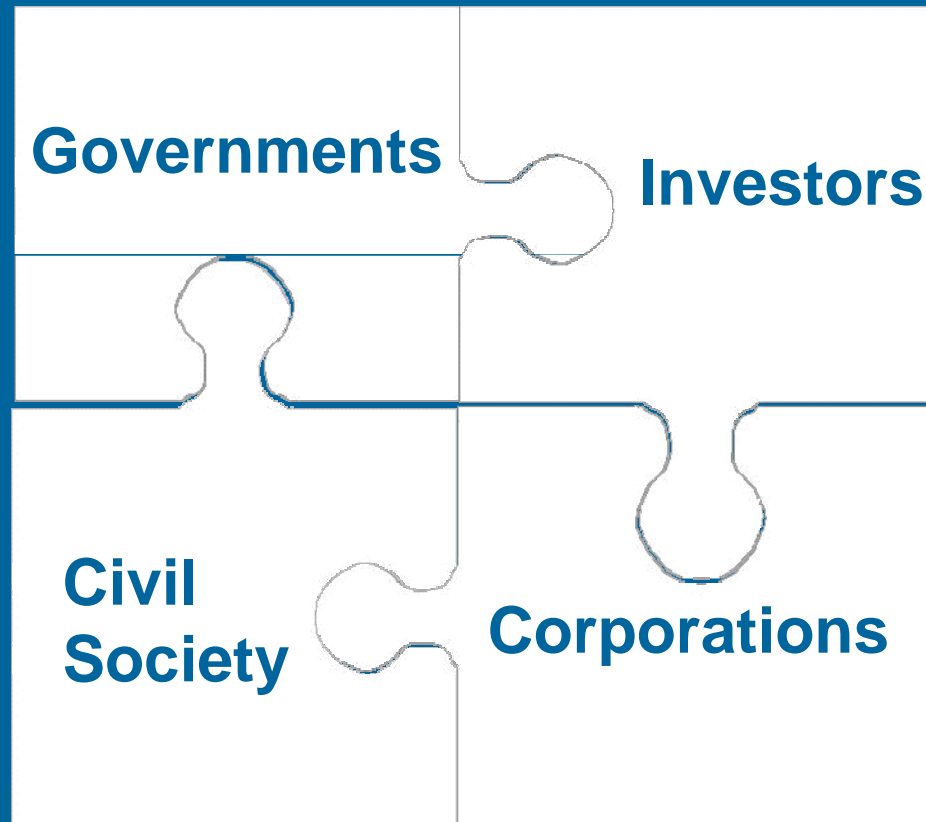
- The IDB mission has always been to support the needs of the majority through social and economic development.
- The Bank launched the OM initiative in 2006 to complement it by supporting **new business models** that seeks to engage low income communities, together with private businesses, in the development of quality products and services, the creation of jobs and the integration of the majority into the productive sector.



Are there new and innovative ways to forge strategic alliances to serve the unmet needs of the majority?



There is an unique opportunity for the Bank to forge new, profitable and scalable alliances to serve the unmet needs of the majority



Opportunities for the Majority

Profits & Global Scale

Investors

Civil Society

Co-creation of value and reach out to the Majority

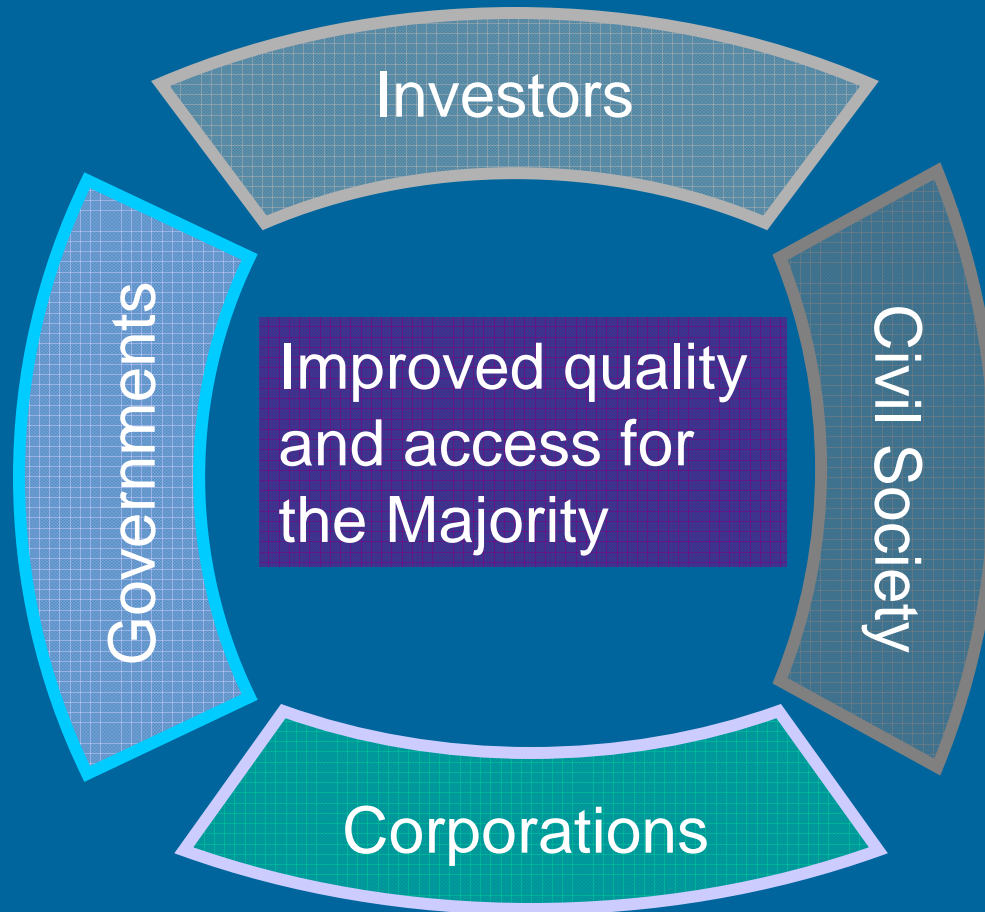
Improved quality and access for the Majority

Governments

Public-Private partnerships

Corporations

Business Growth & Innovation
Supply Chain Engagement



Business Models Drivers

- Higher quality and lower price
- Social value chains
- Co-creation
- Access
- Value enhancements
- Scaling and replicating



Leadership of the Bank Group

- Research and learning capacity
- Wide network of field offices
- A range of resources to help originate, pilot, test and learn from market based models, including trust funds, MIF, SCF and IIC



Opportunities for the **Majority Initiative**



New Models to Serve the Majority

<http://www.iadb.org/bop>

