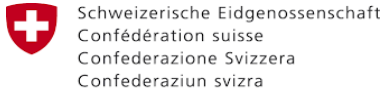


# UNLOCKING BLENDED FINANCE

## FOR SOCIAL ENTREPRENEURS

How to bridge the gap between philanthropy and social impact investors and investees



Schweizerische Eidgenossenschaft  
Confédération suisse  
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**SIFEM**  
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GO BEYOND  
EARLY STAGE  
INVESTING



**BNP PARIBAS**

21  
Sept.

### Bern - Savings & Credit Forum

Kirchgemeindehaus Steigerhubelstrasse 65

- 09:00 Welcome coffee
- 09:30 Welcome keynote by Peter Beez (SDC)
- 09:45 Presentation of Ashoka fellow Andrea Coleman's blended finance case and how it helped scale the impact of with Riders for Health
- 10:30 Coffee break
- 11:00 Introduction to blended finance & presentation of existing solutions with Markus Freiburg (FASE) & Bjoern Struwer (Roots of Impact)
- 12:45 Lunch
- 14:00 Group workshops to collectively identify how we can fill the gap of blended financing
- 16:30 Closure

22  
Sept.

### Geneva

BNP Paribas Auditorium, Place de Hollande 2

- 18:15 Welcome
- 18:30 Welcome keynote by Ashoka
- 18:35 Panel discussion on blended finance solutions, opportunities and barriers with Josephine Korijn (Ashoka), Brigitte Baumann (GoBeyond), Bertrand Gacon (Lombard Odier), moderated by Audrey Sélian (Rianta Capital)
- 19:15 Pitching session by 3 Ashoka Fellows: Dr. Frank Hoffmann (Discovering Hands), Ron Layton (Light Years IP), and Joost van Engen (Healthy Entrepreneurs) with a blended financing model, to inspire & offer new investment opportunities
- 19:45 Cocktail networking

On invitation only

To **REGISTER**: Click [HERE](#) for Bern, click [HERE](#) for Geneva

Special thank you to BNP Paribas for providing the Auditorium.

## ▶ OBJECTIVES

Raise  
awareness

Discuss  
& brainstorm

Offer investment  
opportunities

Create  
a movement

## ▶ WHO WILL BE THERE ?



**PHILANTHROPISTS  
& PUBLIC FUNDERS**

Individuals, foundations,  
development agencies



**SOCIAL INNOVATION  
ACTORS**

Social entrepreneurs and  
ecosystem facilitators



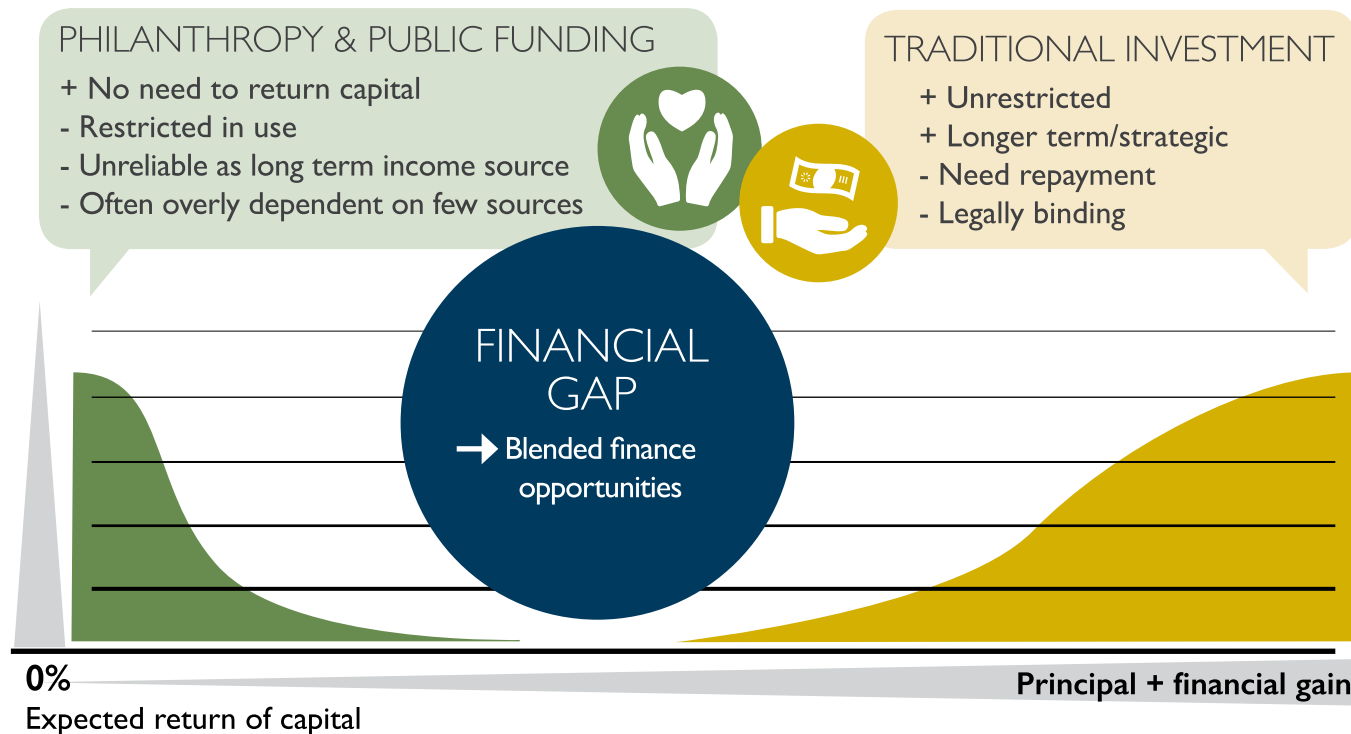
**INVESTORS**

Impact investors, fund  
managers, business angels

# TO KNOW MORE BEFORE COMING

## ▶ BACKGROUND AND CONTEXT

To bring real change to society, we need social and business entrepreneurs, policy makers and policy thinkers, philanthropic and profit-driven capital to come together. It has become increasingly more apparent that there is a massive financing gap to scale innovative social ventures.



This initiative is about: **bridging the financial gap** between strategic philanthropy and investment in order to create a financing market that is both attractive to investors and vital to the development of social entrepreneurs.

## ▶ WHAT IS BLENDED FINANCE ?

Blended finance is **the strategy of combining grants and investments** to fund a project. Various blended finance solutions already exist, including de-risking and pay-for-success instruments, technical assistance facilities, concessionary investments, ect...While blended finance structures are by no means appropriate for all social ventures, it can enable many of them **to work both more strategically and more sustainably**.

### EXAMPLE

**Fair Finance** is a social business created by the Ashoka Fellow Faisal Rahman to provide financial services to the most disadvantaged. When he launched it, Faisal first raised funding from grants and contracts to prove that his model worked (with a default rate of only 7%). However, this model did not enable him to scale. By transitioning to a hybrid business model combining a soft loan from social investors to cover operation costs, commercial bank loans to grow the business, and grants to continue providing debt advice, he was finally enabled to grow. Fair Finance now operates sustainably.

