

**UNE NOUVELLE INITIATIVE DE CROWDFUNDING
POUR ENCORE PLUS D'IMPACTS SUR LE DEVELOPPEMENT EN AFRIQUE**

Investisseurs & Partenaires (I&P) a noué un partenariat avec Kiva, la plateforme web de finance participative américaine, afin de maximiser les impacts de ses entreprises partenaires en Afrique sub-saharienne.

OBJECTIF : SOUTENIR LES PME, MOTEURS D'UNE CROISSANCE EQUITABLE ET DURABLE EN AFRIQUE

La croissance africaine a connu au cours de la dernière décennie une embellie sans précédent, évoluant en moyenne de 5 à 6 % sur l'ensemble du continent. **Mais cette croissance demeure hétérogène, fragile, insuffisante et inégalement répartie.**

Les PME sont au cœur du tissu économique africain. Elles créent le plus d'emplois et favorisent la stabilité économique et politique au niveau local. Pourtant, ces petites et moyennes entreprises manquent des ressources vitales à leur développement, à savoir des financements de long terme et un accompagnement stratégique et technique.

En réponse à ces enjeux, la finance participative apporte des fonds aux entrepreneurs qui ne parviennent pas à se financer auprès des institutions bancaires traditionnelles. Créer des opportunités pour ces entrepreneurs, moteurs du développement à travers **les impacts positifs qu'ils génèrent**, est essentiel à l'émergence du secteur privé africain et par là même au développement du continent.

UN PROJET PILOTE EN MAURITANIE AFIN DE FACILITER L'ACCES A L'EAU ET L'ELECTRICITE POUR TOUS

Kiva est une plateforme web à but non-lucratif qui permet à des milliers d'internautes de financer des micro-entrepreneurs dans le monde entier et ainsi les **aider à démarrer ou étendre un petit commerce ou un projet personnel**. I&P s'est associé à Kiva dans le but de poursuivre sa mission : **promouvoir une nouvelle génération d'entrepreneurs Africains.**

Le **projet pilote** mis en ligne aujourd'hui sur Kiva a été proposé par Sidi Khalifou, entrepreneur engagé pour l'accès à l'eau et à l'énergie pour tous en Mauritanie. Ingénieur de formation, Sidi dirige CDS, une entreprise de délégation de service public qui **raccorde à l'eau et à l'électricité les villages ruraux les plus enclavés du pays** et distribue des équipements fonctionnant à base d'énergie solaire.

Grâce aux fonds réunis sur KIVA, CDS sera en mesure de **remplacer les pompes à eaux actuellement alimentées par du gasoil par des pompes solaires**, dans le village de Wouloumbouni près de la frontière Sénégalaise. Ce projet générera un triple impact : économique, car il permettra **de stabiliser le prix de l'eau** jusqu'alors indexé sur le prix du gasoil ; social, en **garantissant un accès ininterrompu à l'eau pour 300 familles**, et environnemental dans la mesure où il implante une **solution énergétique fiable, renouvelable et non-polluante.**

A propos d'Investisseurs & Partenaires (I&P)

Investisseurs & Partenaires (I&P) est un groupe « *d'impact investment* » fondé en 2002 par Patrice Hoppenot et dirigé depuis 2011 par Jean-Michel Severino.

I&P a pour mission de promouvoir le développement de PME africaines rentables et responsables. Ces entreprises créent de la valeur locale et des emplois pérennes, mais génèrent aussi d'importants impacts sociaux, environnementaux et de gouvernance.

Pour accomplir cette mission, I&P dispose de deux véhicules financiers (IPDEV et IPAE) et met en œuvre des instruments diversifiés (prises de participation minoritaires, prêts, ...) auprès des entreprises d'Afrique subsaharienne.

I&P leur apporte des capitaux et un accompagnement technique et stratégique destiné à répondre à leurs besoins de croissance. Les équipes d'I&P tissent un partenariat de long terme avec les entrepreneurs, qui consiste à partager leurs compétences et leur expérience dans la gestion de PME et les accompagner dans la structuration et la formalisation de leur entreprise.

L'équipe d'I&P compte une quinzaine de collaborateurs présents à Paris et dans cinq bureaux africains au Cameroun, en Côte d'Ivoire, au Sénégal, au Ghana et à Madagascar.

A propos de Kiva

A propos de CDS

Pour en savoir plus sur nos activités, retrouvez-nous sur : www.ietp.com

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ANNEXES : DESCRIPTION DU PARTENARIAT I&P - KIVA

1. Partner description:

Investisseurs & Partenaires (I&P) is an impact investment group created in 2002 and dedicated to support African SMEs with capital, mentoring and technical assistance. I&P's mission is to promote a new generation of responsible African entrepreneurs and thereby contribute to the emergence of a sustainable and dynamic private sector in Sub-Saharan Africa. I&P manages two financial instruments IPDEV targeting small social business, and IPAE targeting medium sized companies.

The goal is to give entrepreneurs the resources they need to grow a sustainable business, generate positive impacts and create local added value. I&P holds a portfolio of more than 45 investee companies across various sectors, from healthcare to transport to microfinance, in over 12 African countries.

Supporting responsible entrepreneurs for a sustainable and evenly distributed growth in Africa

The African economy is experiencing a 5% growth rate since 2000. SMEs are key players of this growth as they create sustainable employment and local added value. However, these SMEs lack access to long-term financial resources, since they are too big for MFIs and too small for traditional banks, and thus represent a « missing middle » in most African economies.

Private investment often ignores these small and medium-sized companies and their financing needs remain unfulfilled for lack of relevant financial tools. Since its creation, IPDEV has aimed to promote responsible African entrepreneurs, who are able to build profitable and sustainable activities. For this reason, it has developed a specific approach combining financial tools and strategic support.

In addition to funding, I&P is an active partner in monitoring businesses, strengthening their capacity, and monitoring social and financial results. For example, I&P's selection criteria dictates that it only works with businesses that do not use child labor, have strong anti-discrimination policies, manage supply chains responsibly, provide health insurance, and protect against corruption. These are just a few of the standards it applies. To learn more, please visit www.ietp.com.

Kiva is a non-profit organization with a mission to connect people through lending to alleviate poverty. Leveraging the internet and a worldwide network of microfinance institutions, Kiva lets individuals lend as little as \$25 to help create opportunity around the world.

We envision a world where all people - even in the most remote areas of the globe - hold the power to create opportunity for themselves and others.

We believe providing safe, affordable access to capital to those in need helps people create better lives for themselves and their families.

Making a loan on Kiva is so simple that you may not realize how much work goes on behind the scenes.

Kiva works with microfinance institutions on five continents to provide loans to people without access to traditional banking systems. One hundred percent of your loan is sent to these microfinance institutions, which we call Field Partners, who administer the loans in the field.

Kiva relies on a worldwide network of over 450 volunteers who work with our Field Partners, edit and translate borrower stories, and ensure the smooth operation of countless other Kiva programs.

Learn more about [how it works](#).

100% of every dollar you lend on Kiva goes directly towards funding loans; Kiva does not take a cut. Furthermore, Kiva does not charge interest to our Field Partners, who administer the loans.

Kiva is primarily funded through the support of lenders making optional donations. We also raise funds through grants, corporate sponsors, and foundations.

We are incredibly thankful for the support that has enabled us to do the work that has touched the lives of so many people.

Learn more about our [partnerships](#) or [make a donation](#).

2. I&P and KIVA

With Kiva lender funding, I&P will be able to grant loans of \$10,000 to \$50,000 to African businesses that have outstanding social and/or environmental impacts. In particular, Kiva loans go to business owners who need additional working capital, but who cannot access or cannot afford to pay interest on commercial loans.

Without Kiva capital, I&P would not be in capacity to offer these desirable loans. Instead, entrepreneurs -- considered to be too risky by most commercial banks -- would have to somehow raise their own capital. That can be a tough and unlikely proposition in many economies, but particularly in sub-Saharan Africa, where financial resources for small to medium enterprises is particularly scarce. With the help of Kiva funding, these enterprises have a good chance of scaling-up enough to qualify for formal loans.

Standard text

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3. CDS' project on Kiva

What is the loan for?

A loan of \$15,000 helps Sidi to implement an eco-friendly solution, which can provide clean water access to 3000 inhabitants in a Mauritanian village.

Loan subscriber and purpose

Sidi Khalifou is the owner and founder of CDS, a Mauritanian company that has been providing energy and potable water access to Mauritanian villages since 2010. CDS's objective is to supply all rural areas with reliable clean water access, through eco-friendly solutions.

Sidi used to have a diesel power generator in his potable water distribution process. But, this system was highly detrimental to the environment. Moreover, with this kind of system, the cost to provide clean water depends on the oil price, which has been skyrocketing over the past few years. Considering all those issues, Sidi has developed a new solution he would like to implement on all the equipments, starting with the village of Wouloumboumi. He intends to replace the diesel power generator by solar plants for an uninterrupted access to clean water.

Sidi is asking for a \$15000 loan to purchase and implement this new solution in Wouloumboumi. Thanks to your help, Sidi will be able to provide continued access to clean water to the 3000 inhabitants of Wouloumboumi, with eco-friendly solutions!



CROWDFUNDING FOR MORE IMPACTS IN AFRICAN SMEs

Partnership Investisseurs & partenaires - 

March 2014

AFRICA : GROWTH IN DANGER!

Africa has experienced over the past decade an unprecedented improvement

- Based on structural phenomena, demographic and geographic, it is accompanied by an increase in exports, improved terms of trade, an increase in final consumption and significant transfers of migrants.
- Characterized by good macroeconomic indicators (inflation decreasing: from 15% in 2000 to 8.1% in 2011, more controlled foreign debt from 63% of PIB in 2000 to 22.2% in 2012).

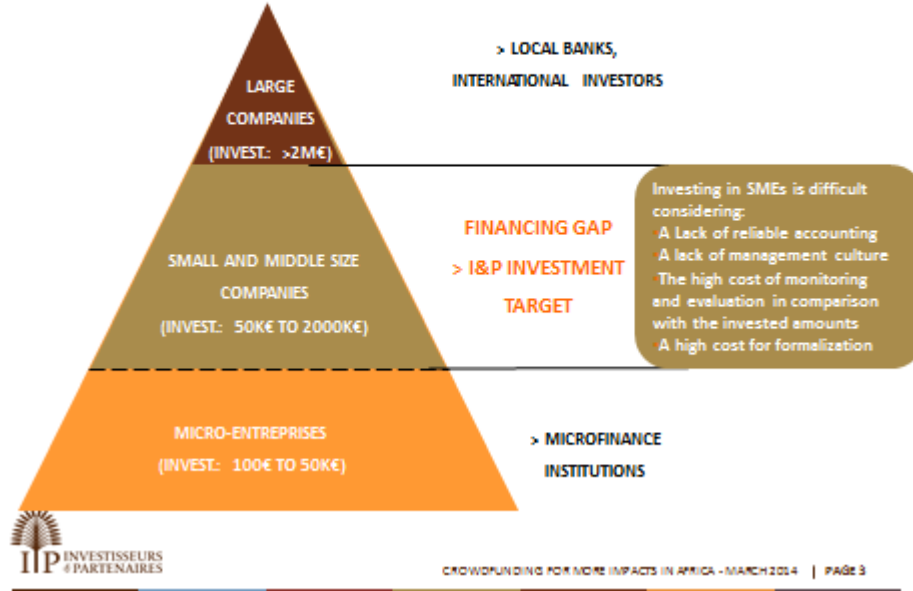
However, its growth is heterogeneous, fragile and insufficient

- 48 Sub-Saharan African countries do not face the same problems of development.
- Balance of commodity exports undiversified weakens by exposing them to the volatility of world economies.
- In 2011, the African IHD remains below 52% in the North American IHD, against 56% in 1980.

Many companies driving development of the continent, still lack access to long-term financing:

- They stand for what is called the "MISSING MIDDLE".

SMEs LACK ACCESS TO FUNDING: THEY ARE THE « MISSING MIDDLE » OF THE AFRICAN ECONOMIES



CROWDFUNDING : THE DEMOCRATIZATION OF CAPITAL

- Crowdfunding is a collective resource-pooling practice used to finance individuals, companies, organizations, funds, projects, products or groups. This process operates via online marketplaces and electronic payment. These platforms aggregate rather small amounts of capital in a limited time-frame from many individuals who share a common interest in a specific idea, project or business.
- More than one million campaigns are estimated to have raised \$2.7 billion worldwide across all types of crowdfunding platforms in 2012. This figure is expected to reach \$5.1 billion in 2013, almost double the 2012 figure.
- To date, the most active segments of this market worldwide are Arts (all types) (27.7%), Social Causes (27.4%), Business and Entrepreneurship (16.9%), and Energy and Environment (5.9%) (*Massolutions 2013*).

AN INNOVATIVE PARTNERSHIP : CROWDFUNDING & IMPACT INVESTMENT

- **Impact investing is ripe for technological innovation capable of attracting capital** beyond accredited investors and large institutions, and making impact investing for all a reality.
- On the other hand **crowdfunding represents a significant opportunity for social entrepreneurs** to leverage online platforms to access investors, and for investors to access greater dealflow.
- Besides the fabulous lever crowdfunding represents to show real individuals and entrepreneurs trying to improve their own or their community's living conditions, **this democratic mechanism enables to fund small investment needs**, which could not be fulfilled through classical interventions.

CROWDFUNDING AND IMPACT INVESTMENT ARE COMPLEMENTARY TOOLS
TO ADDRESS THE CHALLENGE OF FINANCING
THE MOST VULNERABLE PEOPLE IN AFRICA



A UNIQUE EXPERIENCE TO FUND AND PROMOTE AFRICAN SMEs

- **Investisseurs & Partenaires (I&P)** is an impact investment group created in 2002 and dedicated to promote a new generation of responsible African entrepreneurs.
- I&P is one of the very few investment funds that provide small African businesses with capital, mentoring and technical assistance.
- I&P holds 45 companies in its portfolio over 12 African countries. The investment team gathers 15 professionals including 5 African offices.
- **KIVA** is a non-profit organization whose mission to connect people through lending to alleviate poverty.
- Since 2005 KIVA internet platform has gathered more than 1.5 million users with a total amount lent of \$ 542,556,725.
- Kiva works with financial institutions on five continents to provide loans to people without access to traditional banking systems. It relies on a worldwide network of over 450 volunteers.

TOGETHER, I&P AND KIVA AIM TO PROPOSE
NEW FUNDING SOLUTIONS TO SMEs IN ORDER TO
GENERATE POSITIVE IMPACTS AND FIGHT AGAINST POVERTY IN AFRICA



INVESTISSEURS & PARTENAIRES, AN IMPACT INVESTMENT GROUP DEDICATED TO AFRICAN SMEs

- I&P's mission is to promote a new generation of responsible African entrepreneurs and thereby contribute to the emergence of a sustainable and dynamic private sector in Sub-Saharan Africa.
- I&P manages two financial instruments IPDEV targeting small social businesses, and IPAE targeting medium sized companies.
- The goal is to give entrepreneurs the resources they need to grow a sustainable business, generate positive impacts and create local added value.



KIVA, THE PIONEERING CROWDLENDING PLATFORM IN THE US

- Kiva has facilitated the loan of \$456.5 million to over 1 million people in 2013 who uphold an unprecedented repayment rate of 99.01%.
- Leveraging the internet and a worldwide network of financial institutions, Kiva lets individuals lend as little as \$25 to help people without access to traditional banking systems.

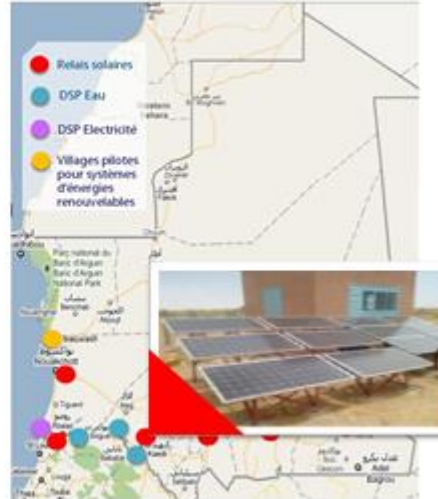


CDS, THE FIRST INVESTEE OF I&P'S PORTFOLIO ON KIVA'S PLATFORM

- Sidi Khalifou is the owner and founder of CDS, a Mauritanian company that has been providing energy and potable water access to Mauritanian villages since 2010.



- CDS's objective is to supply all rural areas with reliable clean water access, through eco-friendly solutions starting with Wouloumboumi, a Mauritanian village.



AS A CONCLUSION... AND A FIRST STEP !

Half of the Mauritanian population cannot have access to clean water.

The public infrastructures provide access to clean water to only a small part of the country.

Thanks to this innovative partnership, CDS will provide continued access to clean water to the 3000 inhabitants of Wouloumboumi, with eco-friendly solutions!