



BoP Readiness Assessment

How to compete at the base of the world economic pyramid.

The Base of the Pyramid (BoP) is a socio-economic designation for the billions of people living on less than \$4 a day. It is also a business strategy that focuses on products, services and enterprises to serve this demographic in a way that is culturally sensitive, environmentally sustainable and economically profitable.

The benefits.

There are tremendous benefits to companies who begin focusing on the poor as business partners and innovators, as well as, value-demanding consumers. Companies who choose to serve these markets will join a unique group of bold visionaries that not only embrace a new brand of corporate social responsibility, but will experience a new mode of growth and profitability.

The process.

Enterprise for a Sustainable World (ESW) has extensive experience in both launching and analyzing BoP ventures. The process begins with a thorough investigation of a company's overall readiness to launch a BoP business development strategy. Through interviews with key executives and staff, ESW analyzes a company's relevant capabilities, technologies, products, and services. This information is used to assess the potential to meet the emerging needs of underserved people and communities in geographies relevant to the company. Any gaps are noted and appropriate training, education, and capacity-building initiatives are developed.

During the assessment, ESW will not only find out a company's overall posture and readiness to implement a BoP strategy, but will provide analysis and recommendations for potential technologies to pursue, the necessary commitments and capabilities needed, and how to best proceed with an initiative that has a positive impact on the BoP and a profitable impact on the company.

Once a decision is made to engage in a BoP strategy, ESW will use on-the-ground tools to help organizations launch and manage initiatives focused on BoP and sustainable innovation.

The World Economic Pyramid

Annual Per Capita Income*	Tiers	Population in Millions
More than \$20,000	1	75-100
\$1,500-\$20,000	2 & 3	1,500-1,750
Less than \$1,500	4	4,000

*Based on purchasing power parity in U.S. \$
Source: U.N. World Development Reports



ESW
Enterprise for a
Sustainable World

How do you begin?

It can be a challenging task knowing where and how to begin. Let us help you. Visit our website at e4sw.org or call us at 734-369-8060.