



A Sustainable System for Fighting Poverty and Disease



Key Partners



Uganda Ministry of Health





Living Goods supports networks of mobile **'Avon-like'** Health Entrepreneurs in who go door-to-door teaching families how to improve their health and wealth, and selling low-cost, life-saving and life-changing products like simple treatments for malaria and diarrhea, fortified foods, family planning, water filters, clean cook stoves, and solar lights.





Living Goods' Key Goals

1. Reduce **<5 mortality** by **15-20%**
2. **Create incomes for thousands** of micro entrepreneurs.
3. **Increase household** incomes by saving families money on quality health products/services, transport costs and daily needs like fuel, food, and water.
4. Become **financially sustainable** on a country level.
5. Help visionary businesses, and social entrepreneurs **replicate our open-source model**.



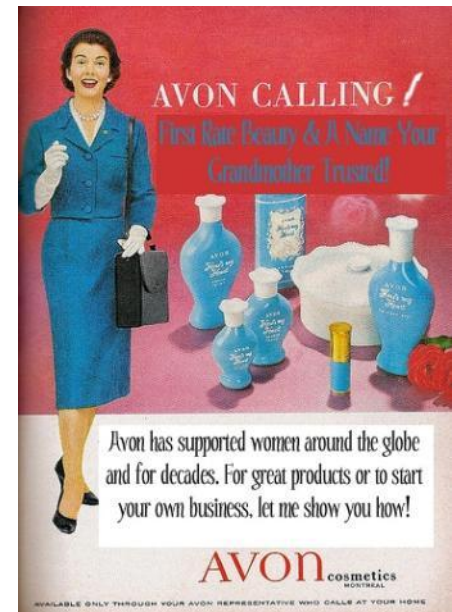


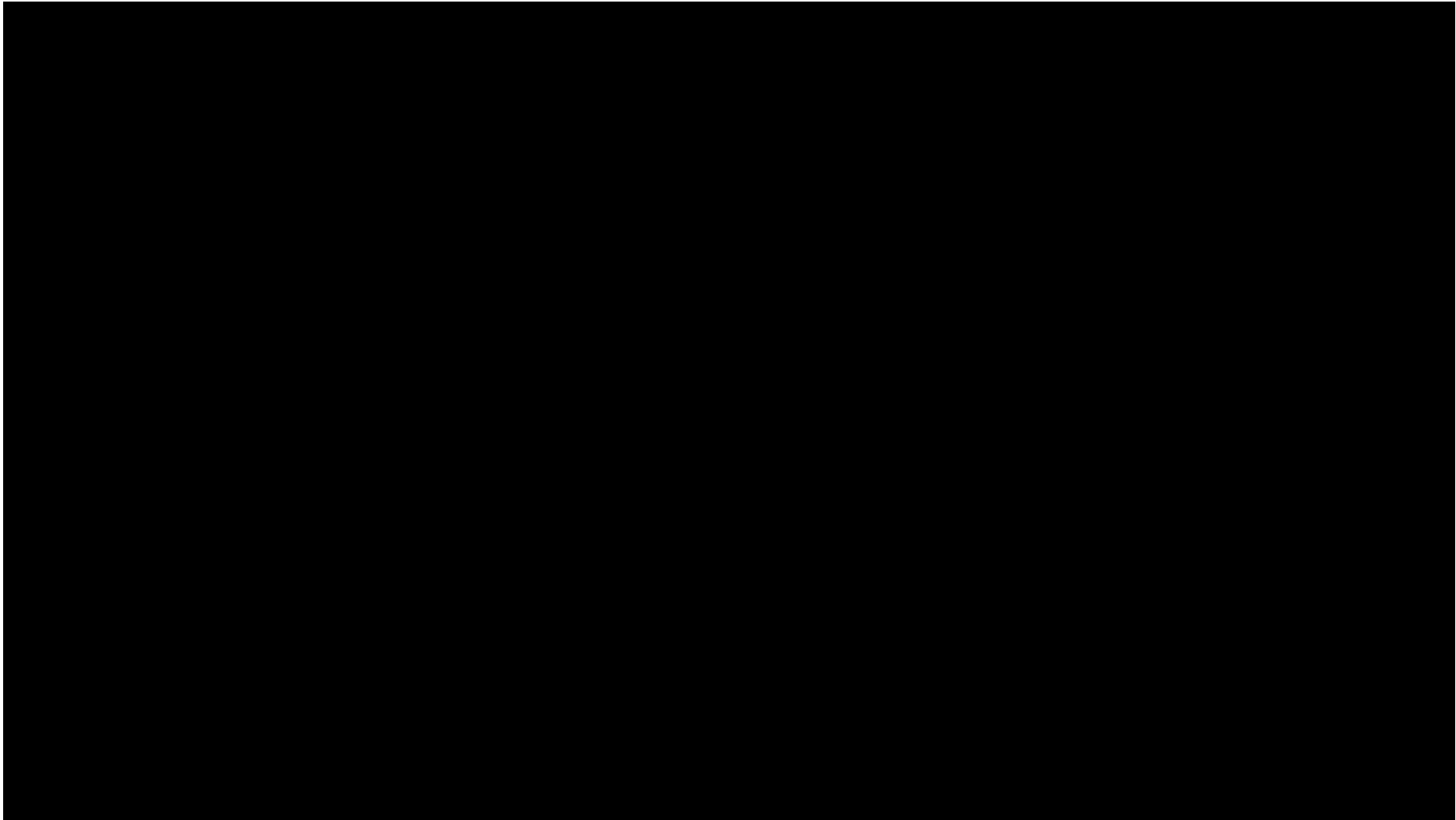
Living Goods – The Avon of Rural Health

>> There is a compelling analogy between the conditions that provided the fertile ground for Avon over 100 years ago and the developing world today.

- Avon was founded in the U.S. in 1886
- The population was mostly rural and agricultural
- The standard of living was substantially lower
- Access to quality products in rural areas was poor
- There were strong village social connections
- Targeted to rural women needing extra income

Today Avon sells over \$10 billion and thrives in 140 diverse cultures – from Peru to the Philippines.







7 Key Elements of the Living Goods Model

1. **Recruiting and Selection:** Referral incentives, tight testing and standards.
2. **Training:** Practical learn-by-doing, 2 weeks initial, 1 day/month update, all free.
3. **Branded Business in a Bag:** Uniforms, bags, signage, health flip books, storage/display, treatment and referral record books.
4. **Marketing & Promotions:** Door-to-door, mobile phone marketing, community groups, home storefront, influencer targeting, regular product promotions.
5. **Product Assortment:** Combining high-impact, low-velocity products with fast moving consumer goods (like CVS or Boots).
6. **Branch Distribution System:** Branches support 20-40 agents within ~7km, agents visit branch to re-supply weekly. Branch staff
7. **High Impact Mobile Phone Tools:** *Current:* “Call Me for Help” system drives prompt treatment clients and agents, Daily SMS with all agents, Collect mobile # of every HH with <5s, weekly SMS education / promotion to clients.
In Development: mobile capture treatments and pregnancies, treatment and ANC reminders, automatic mobile monitoring, centralized call/sms for help.



The Living Goods Health Business in a Bag





LG's Diverse Product Mix Drives Sales... ... and Enables Cross-Subsidization

Prevention

Insecticide Treated Bed Nets
Water Treatment
Condoms
Vitamin A, Iron, Zinc
Fortified Foods



Treatments

Anti Malarials
Oral Rehydration Salts
De-worming
Pain & Cold
Skin Infections
ARI Antibiotic (for select agents)



Consumer Staples

Feminine Hygiene
Diapers
Laundry Soap
Toothpaste



Money Saving or Making

Solar Lanterns / Chargers
Efficient Cook Stoves
Water Filters
Reading Glasses



>> Fast moving items lift total sales and frequency of home visits



Streamlined Supply Chain Lowers Costs

Typical Supply Chain – Highly Fragmented & Inefficient



Living Goods Supply Chain – Streamlined To Save Money





Mobile Platform Drives Health Impacts and Sales

- **Improve monitoring:** Use text and voice calls to improve treatment follow up and reduce monitoring costs.
- **Increase sales:** broadcast product promotions to drive up demand and improve agent sales.
- **Health education:** text messages designed to educate clients on key health behaviors and timely reminders.
- **Driving prompt treatment:** clients are encouraged to call or text their CHP at first sign of disease symptoms. Creates an on-call health worker system.



Use your phone
to help your clients and
improve your sales!

- 1 **Collect** mobile numbers from each and every client. Living Goods will text them promotions and direct them to you.
- 2 **Give** your mobile number to all your clients so they can call you when they are sick or want to buy something.
- 3 **Follow up** sick clients and pregnant women you are supporting.
- 4 **Call** your best clients at least once a week to ask what they need.
- 5 **Text** your clients to promote health talks and other meetings you are planning.
- 6 **Wear** your "Call Me for Help" button and distribute "Call Me For Help" stickers.





Living Goods Value Proposition.

Affordability

Prices are 20-40% below prevailing retail

Availability

Never out of stock on key health items



TRUST

Convenience

Delivered to the clients door, saves time and money

Quality

Product quality guaranteed, no counterfeits



Scaling and Replication Strategies

Living Goods seeks global impact by helping visionary businesses, NGOs and social entrepreneurs to replicate its model.

The LG plan will employ multiple modes of scaling and replication>>

- 1. Company Operated:** Living Goods owns and operated country divisions under the LG Brand. LG operates one in Uganda and is launching a second in Kenya in 2012. LG funded.
- 2. Partnerships:** As with BRAC, LG and a partner co-manage operations under a JV agreement. Can be co-branded, or a master franchised under the LG brand. Funding varies.
- 3. Technical Assistance:** LG provides dedicated consultants and detailed operations tools to help clients adapt the model to their goals, under the client's own brand. Launching in 2012. Mostly client funded.
- 4. Imitation - Open Source:** Using a wide range of media LG inspires businesses and social entrepreneurs replicate the model on their own, under their own brands, with their own funds. LG plans to open source much of its business toolkit to support this.



How Would You Like To Partner With Living Goods?

Learn more at www.livinggoods.org

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