



Virtual Acceleration Workshops

on

E-Mobility & Green Industrial Parks

(Organized as part of Korea 7th Green Roundtable events)

<h2><i>BUSINESS MODEL DESCRIPTION</i></h2>

Pre-events Online Forum: 15-26 June 2020

Main events: 29-30 June 2020

Post-events Online Forum: 1-7 July 2020



Business Model Name: PlusPlus Partnership

<https://p4gpartnerships.org/partnership/plusplus-partnership>

Social Impact Investing to Grow Agri-Food Businesses in Developing Countries

Lead (Organization/Company): PlusPlus Partnership

Main contact point: Lars van Doremalen, Impact Investment & Partnerships Manager

Status: **Scale-up**

Description of the Solution:

PlusPlus is designed to scale agri-food related small and mid-size businesses in developing countries that are considered too large for micro-credit and too small for mainstream banks. PlusPlus provides a solution and creates access to funding for this so-called “missing middle” by linking them to a crowd of investors. While many investors are active in financing agri-food businesses, few of them actively use capital from private and public investors mobilized by online crowdfunding to invest in businesses in developing countries. The impact investing platform PlusPlus will fill this current gap.

Opportunity:

More than 800 million people in the world suffer from chronic malnutrition. Hunger and poverty are deeply intertwined. When people cannot afford nutritious foods or the farming supplies they need to grow enough food on their own, they live with hunger. Almost all the hungry people in the world live in lower-middle-income countries, according to the United Nations.

Goals:

By 2021, PlusPlus expects to raise \$14 million from thousands of private investors to fund 30 businesses that could ultimately benefit as many as 30,000 small farmers. This partnership can create a multiplier effect to boost the expansion of many scalable agri-food businesses, contributing to sustainable economic development and the fight against hunger and poverty.

Geographical areas of Impact:

Colombia, Ghana, Indonesia, Kenya, Mexico, Zambia

Partners:

ICCO Foundation, Lendahand, Stichting Solidaridad Nederland (Solidaridad Europe), Truvalu

For more information, please visit www.PlusPlus.nl.