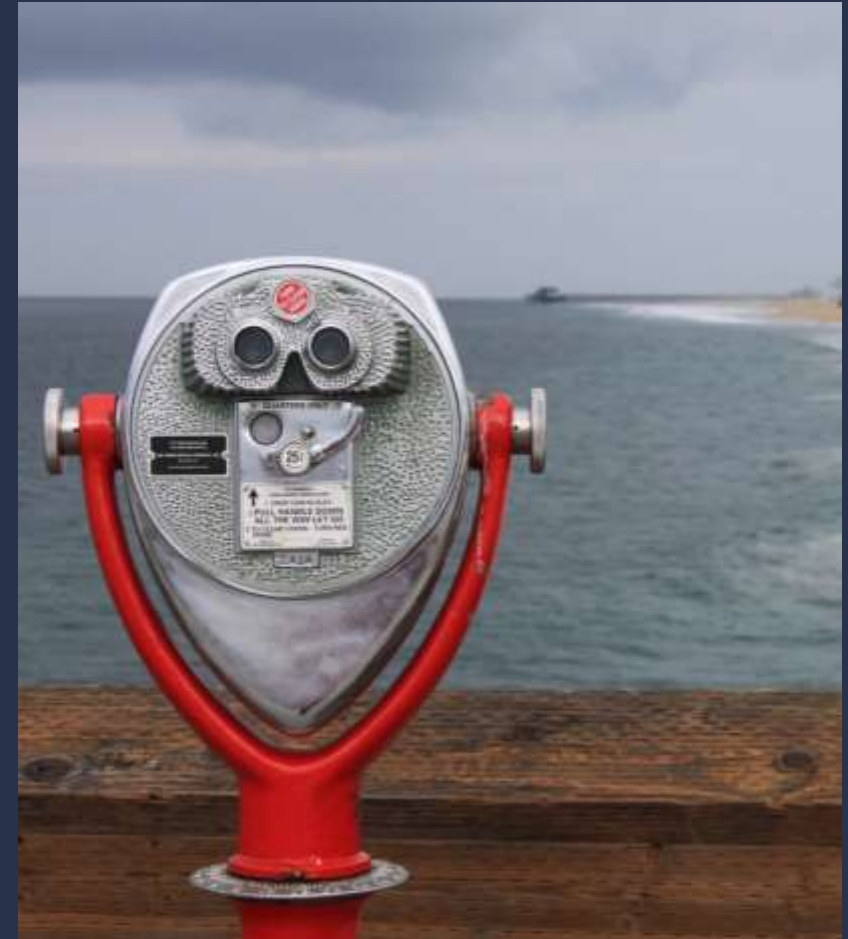


Gaming for Good – Using Simulation to Help Micro-entrepreneurs Get Financing



Agenda

1. Introduction and purpose of today's Webinar
- 2. About BTS and Savings Bank Foundation for International Cooperation (SBFIC)**
3. Learning solution for entrepreneurs
 - Solution and Deployment
 - Impact: Tangible results from roll-out in Zambia
4. How BTS and SBFIC can collaborate with IFC partners



The World Leader in Strategic Execution through Discovery-based Learning

Founded **1986** in Stockholm, Sweden



Delivery in **25+** languages

400+ Professionals

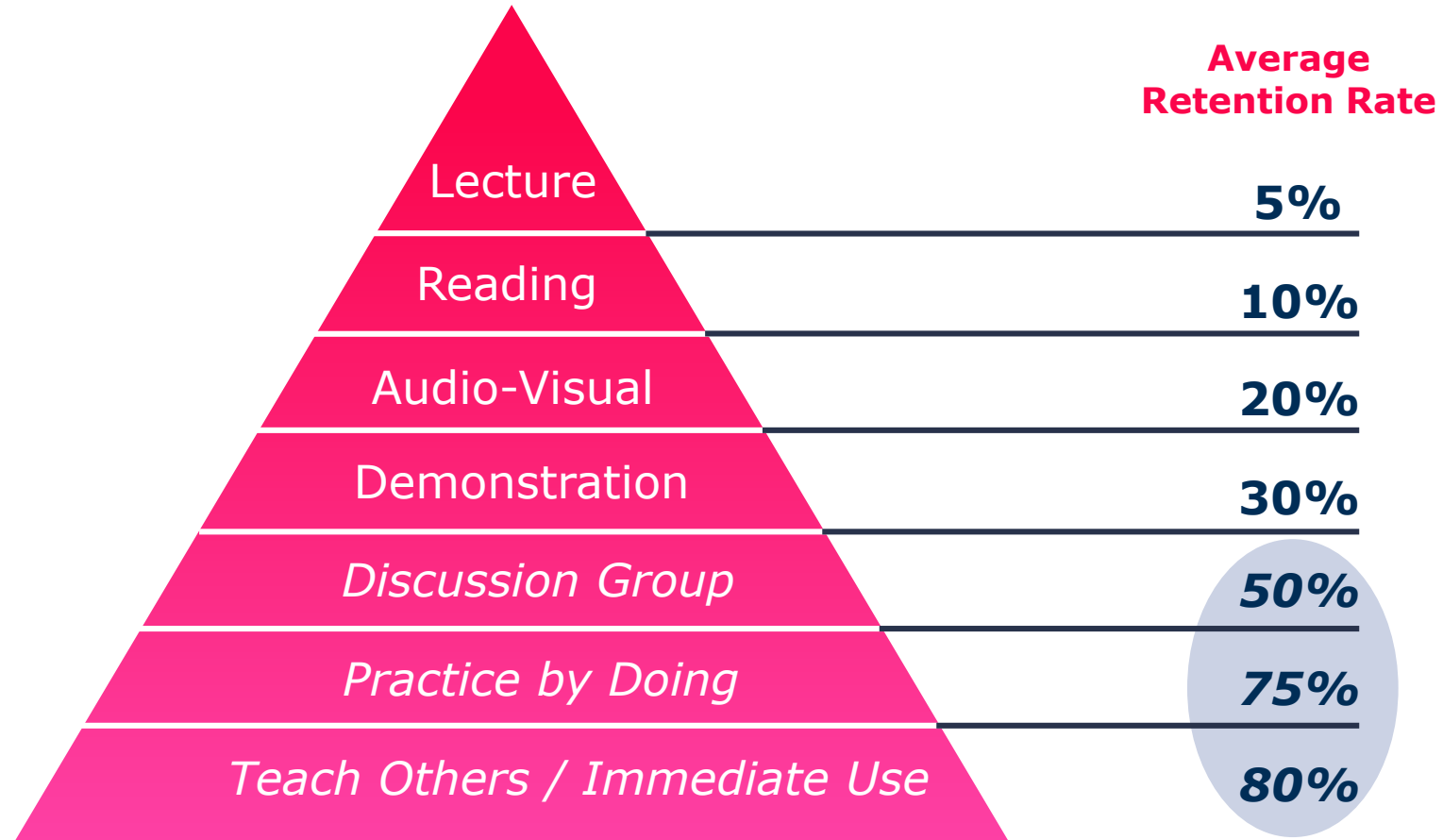
Listed on the **NASDAQ-OMX** Stockholm

400+ Clients

53 countries

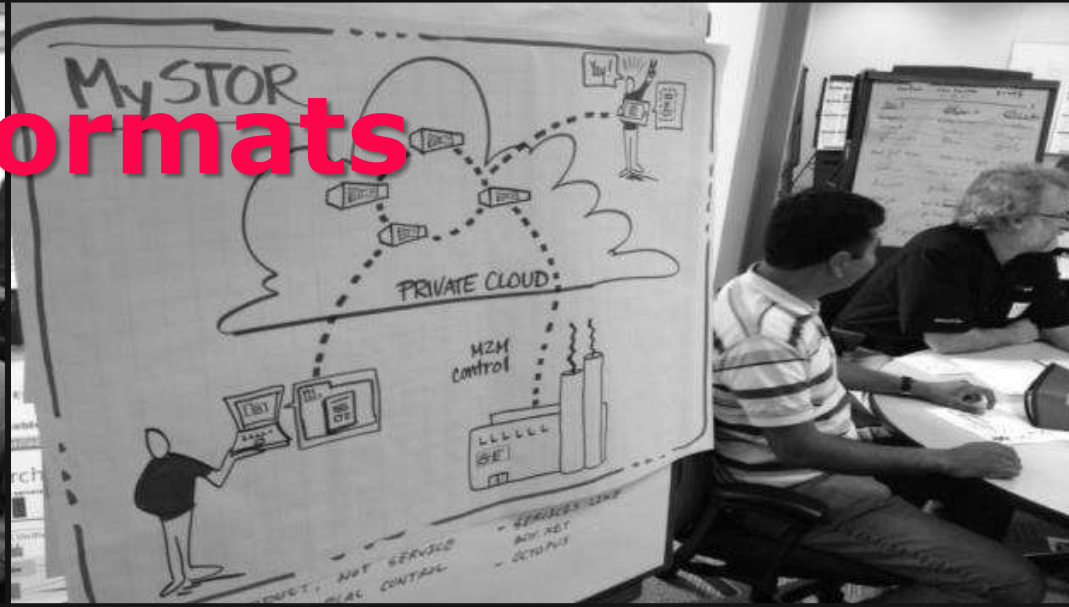


The Power of Experiential Learning

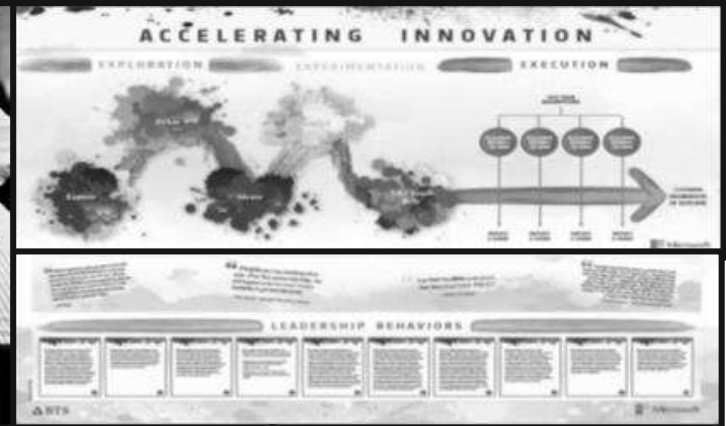


From *Corporate Universities*, Jeanne Meister

Delivery Formats



- Computer- and web-based business simulations
- Manual board business simulations
- Connected learning simulations and solutions
- EngageMaps and interactive exercises
- Apps, and digital tools for phones and pads



- Seminars
- Conferences (off-sites)
- Digital one-on-one learning
- Digital team interactions
- BTS teams
- Train-the-trainer options
- External facilitator network



About SBFIC

Mission|

 **Finanzgruppe**
Sparkassenstiftung für
internationale Kooperation

Think globally, act locally, cooperate internationally

- Sparkassenstiftung makes the 200 years of German Sparkassen experience accessible to similar institutions in developing and emerging countries. This strengthens financial structures and ameliorates living conditions for the poor.
- Sparkassenstiftung supports savings banks around the globe, empowering them to operate professionally and profitably and to fulfil their social mandate. A special focus is on services for
o Enterprises.



About SBFIC

Examples of Partner Institutions

Micro Finance and Development Institutions

CARD, Philippines
TYM (VWU), Vietnam
AMIR, Ruanda
RIM, Burundi
CUA, Ghana
SAMIC, Cambodia
ASBANDA, Indonesia

Donor Institutions

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung, Germany
World Bank
IFC
European Union
EBRD
KfW, Germany
GIZ, Germany

About SBFIC

Partner countries of Sparkassenstiftung

A strong partner for
Microfinance in
development and
emerging countries

Registered as non-profit company
in Bonn, Germany

Founded 1992
in Bonn, Germany

210 employees
(majority local staff)

In 2015:
35 projects in
33 countries



“Get to know your numbers”

The Orange Juice Shop

The Micro Business Game is used by SBFIC project partners in 12 countries, among them The Philippines, Ghana, Uzbekistan, Mexico, and Zambia.

To ensure local relevance and success, the solution is deployed in local languages.

- Over 25,000 participants so far
- 80 local facilitators – 3+1 week long TTT



Objectives

Understand... Gain... Develop...

- ... economic knowledge with all influencing factors
- ... what entrepreneurial thinking and acting means
- ... how to develop small and medium enterprises further and discover challenges and opportunity on the way forward
- ... basic accounting and controlling principles and apply simple financial tools
- ... deeper customer understanding and basic marketing knowledge
- ... market dynamics and competition
- ... interface between microfinance institutions and clients and realize implications



Experience running a business for 3 years in 3 days

- Start an Orange Juice Shop and build the business
- Learn the business acumen around buying oranges, pressing them and selling glasses of juice
- Acquire a small store and re-make it to a juice shop, recruit a person and build the business
- Forecast and plan for revenues and costs (both variable and fixed), make the right investments over three years to get enough resources to expand the business

Get to know your numbers

Finanzgruppe
Sparkassenstiftung für
internationale Kooperation

1 = 10 Cuhlia

Sales Forecast



Supplier

Supplier Cost Calculation

's store

Raw Material



Back Storage

Production



Kitchen

Finished Goods



Store Area

Cost of Products Sold

Customers' Money



Customers of the store

Salaries

Rent & Electricity

Others

Interest

Taxes & Fees

Cash

Revenue Calculation

Investment

Bank Loans
Your debts

Checklist every round for 2 periods

1. Decide round 1, 2 and 3. Select one " Improve the Business " Option from the participant guide according to the round you are in and follow the instructions in the guide.
2. Make a Sales Forecast of how many drinks you think you will sell for each of your products. Mark your Sales Forecast in the participant guide.
3. Calculate the cost of Raw Material in the participant guide. Purchase Raw Material from Supplier by paying Supplier with money from Cash. Move the Raw Material from Supplier to Back Storage.
4. Pick and read an Event Card, and follow the instructions.
5. Pick and read a Consequence Card, and follow the instructions.
6. Produce juice and note the incurred cost by moving Raw Material to Cost of Products Sold.
7. Calculate your Revenues in the participant guide. Collect your Revenues from Customers' Money and place it in Cash.
Repeat Step 1-7 one more time (total 2 times)

Checklist to sum up the entire round (2 periods)

8. Pay 40cu in Salaries per Employee by moving money from Cash to Salaries Costs.
9. Pay 30cu in Rent & Electricity by moving money from Cash to Rent & Electricity Costs.
10. Pay 20cu in Other Costs by moving money from Cash to Other Costs.
11. Pay 20% Interest (90cu) an initial amount of Bank Loan by moving money from Cash to Interest Costs.
12. Pay 10cu in Taxes & Fees by moving money from Cash to Taxes & Fees.
13. Pay back 40cu from your Bank Loans. Reduce your Cash by 40cu, as well as your Bank Loan by 40cu and give the money to the bank (the facilitator).
14. Fill in the statements in your participant guide by following the instructions.

Clear the table from the board by giving all of them back to Customers' Money, Bank Loans, Investment and Cash as they wish.

Example Workshop Sequence

Day 1

Introduction

Do - Business simulation period 1 – teamwork

Reflect - Business simulation – feedback of results

Apply - Know-how session: Top-line drivers

Day 2

Do - Business simulation period 2 – teamwork

Reflect - Business simulation – feedback of results

Apply - Know-how session: Profitability & Efficiency

Day 3

Do - Business simulation period 3 – teamwork

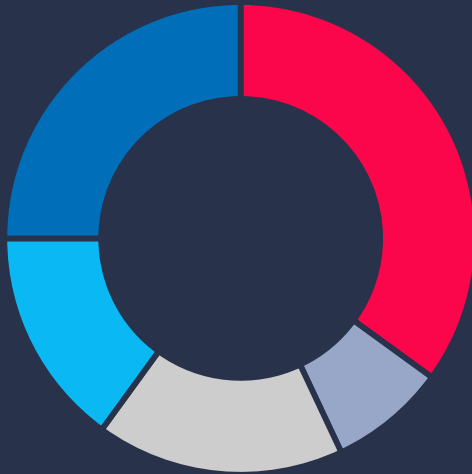
Reflect - Business simulation – feedback of results

Apply - How to apply in my own business



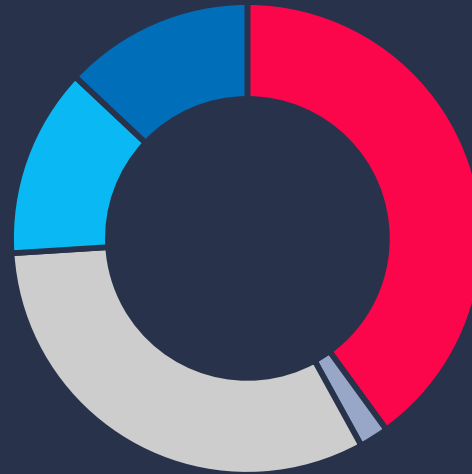
Evaluation in Zambia by SBFIC

Female interviewees
Breakdown per industry



- Traders
- Manufacture & agro products
- Farmers
- Veggie & livestock
- Retailers & service

Male interviewees
Breakdown per industry



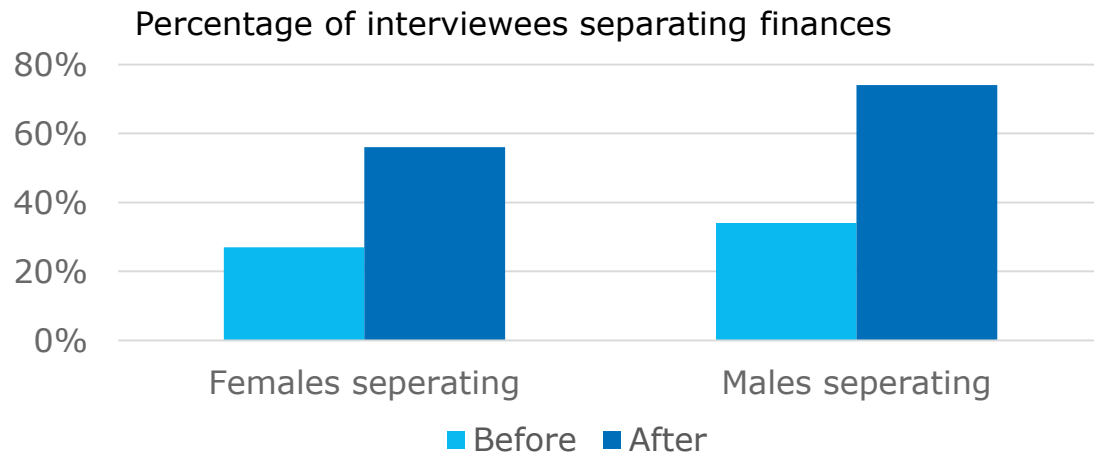
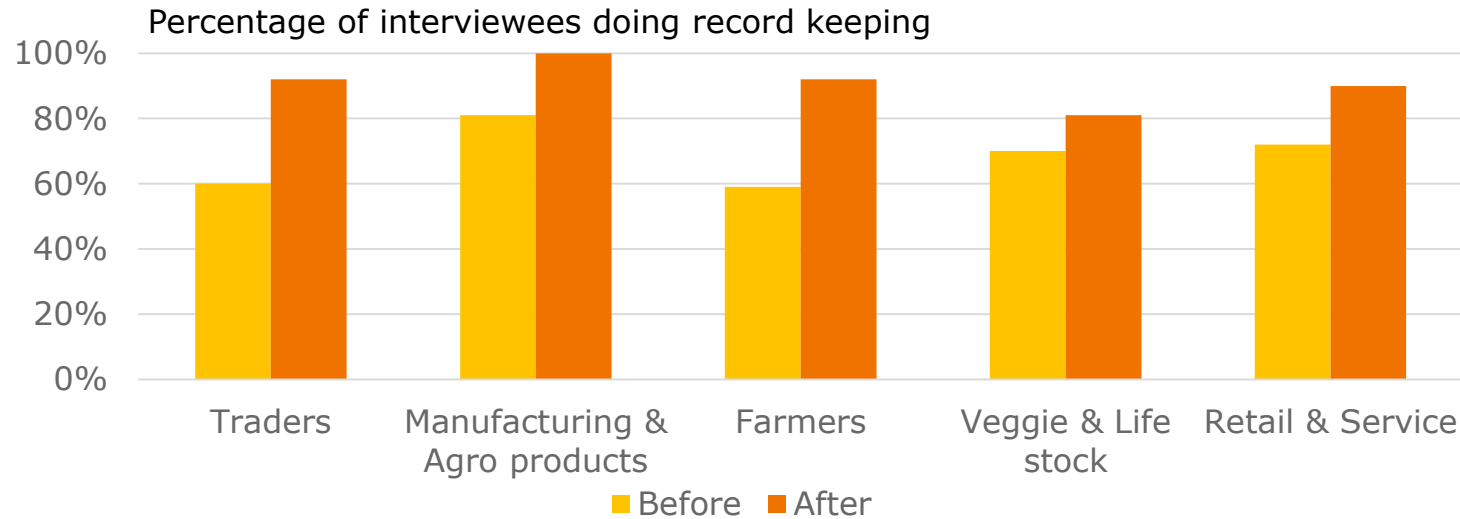
- Traders
- Manufacture & agro products
- Farmers
- Veggie & livestock
- Retailers & service

TOTAL EVALUTION GROUP: 200 participants – 65% female, 35% male

An evaluation study of the training analyzed the following categories of behavioral change in the ways interviewees manage their business:

1. Record keeping
2. Employment of staff
3. Banking
4. Investment
5. Separation of family and business

The Impact of the Program



In all businesses the share of those doing record keeping increased to over **80%** (from 65% before to 92% after)

75% of men and **56%** of women

separate their business from their family finances now

The Impact of the Program



Strong growth in sales income and profit no matter size of business

“It is a different type of business training, other training in the past always left us unchanged.”

Partnership Opportunities

Explore & Define the sandbox – what are your opportunities?

Collaboration on educational projects

- Enable the partner to driver their development agenda

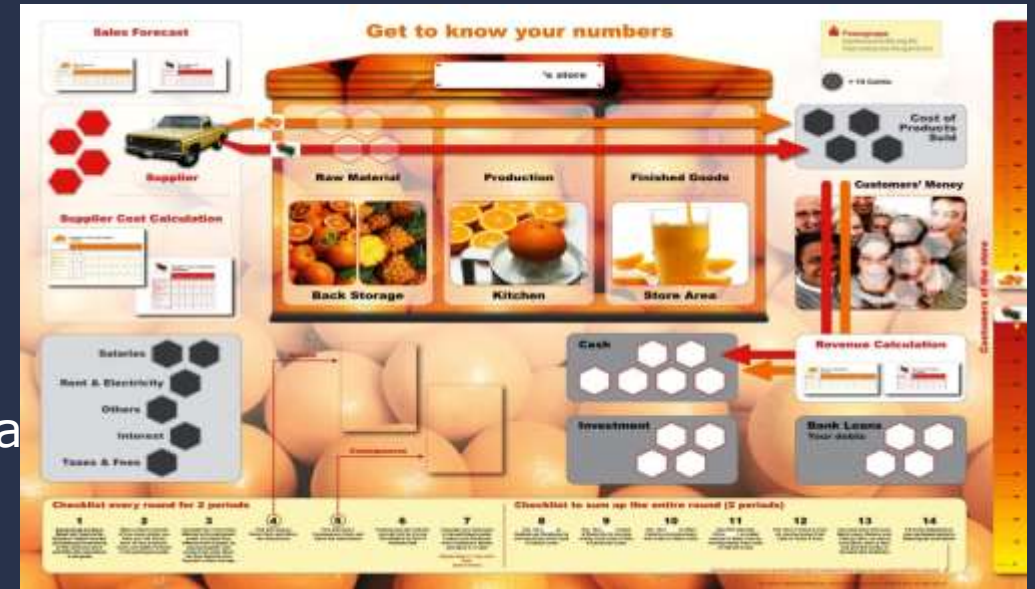
Designed Learning Experiences

- Mainly “theme-based” customized business simulations

Train-the-Trainer Workshops

- Particularly around banking solutions
- “How to facilitate a simulation”

SBFIC facilitators



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