THE NEED

EVERY DAY HUNDREDS OF CHILDREN UNDER THE AGE OF FIVE DIE IN THE DEMOCRATIC REPUBLIC OF CONGO.

Too many children are dying and too many mothers are sick in Eastern Congo. Four diseases - pneumonia, diarrhea, malaria and malnutrition - lie at the heart of the problem. The tragedy is we know how to treat and prevent these diseases. What we need is innovation to take these treatments to scale.

While humanitarian efforts are necessary, we believe that a sustainable business proposition points the way forward.

THE OPPORTUNITY

THERE IS A GREAT OPPORTUNITY TO USE PROVEN BUSINESS MODELS TO SOLVE SOCIAL PROBLEMS…

DELIVERING BOTH SCALE AND SUSTAINABILITY.

We bring a network of proven social businesses together into an enterprise platform that delivers quality products and services at affordable prices. The platform is real - located in villages and virtual - powered by technology.

Every aspect has been built in conjunction with the people who use it. By putting the customer squarely at the center, uncovering and addressing their aspirations, we have designed a service that will sustain and thrive.

THE TEAM

WE BELIEVE THAT GROUNDBREAKING IDEAS COME FROM A BLEND OF ORGANIZATIONS, EACH COMMITTED TO THE ACT OF CO-CREATION.

We gathered together a team of great organizations to co-create a solution. These include: USAID, IDEO.org, the American Refugee Committee and a network of social businesses in Congo and neighboring countries.

Our commitment to co-creation hasn't stopped and the door remains open to exciting organizations and individuals who share our values and commitment to delivering impact.

THE GOAL

WE ENVISION A FUTURE THAT MEETS THE NEEDS OF THE MOST VULNERABLE AND UNDERSERVED.

BE REMARKABLE
Deliver social services at the highest level of quality
and consistency

BE EFFECTIVE
Transform communities so that children thrive
and families prosper

BE SUSTAINABLE
Demonstrate business models that are viable for the poor,
sustain themselves over time and are ready to be scaled

BE GROUNDED
Create community-ownership

BE INSPIRING
Drive new partners to get involved and reduce the under
five mortality rate by 10% every year over the next 5 years

THE SOLUTION

ASILI,
A DISRUPTIVE COMMUNITY-OWNED
STARTUP AIMED AT REDUCING
CHILDHOOD MORTALITY.

THE INNOVATION

ASILI USES AN INTEGRATED PLATFORM TO PROVIDE THE MOST ESSENTIAL SERVICES.

Clean water, health services, nutritious seeds, access to technology, and agriculture.

Integrated Services
Asili offers a suite of essential services in a smartly branded coherent customer experience.

Membership
A membership model gives customers access to discounted and subscription-based services.

Purchasing Power
Asili empowers the community to invest in a brighter future, while responding to their diverse and fluctuating needs.

Technology
Using single-source technology rich data will be captured about members and this data will be leveraged to facilitate connections between consumers and enterprises. This will include a safe and secure mobile money platform for payments.

Subsidized Services
In order to balance Asili's intent to reduce under-five mortality through an enterprise approach, it will offer subsidized membership to the poorest 10 percent of the community – In effect, subsidizing the member not the business.

THE INNOVATION

WHY IS ASILI DIFFERENT?

Locally Designed

The program uses a ground-up approach that puts the design of the services into customers' hands. Every facet of the service is flexible and designed to meet communities' needs and expectations.

The customers Asili serves have collaborated from the beginning, owning the foundation of the program, and defining its capacity to grow.

Business Driven

Asili believes that a sustainable business deeply rooted in the community can do better than traditional aid. It offers an integrated approach by providing multiple services all directly aimed at reducing under five mortality.

Asili is a plug-and-play business platform that allows the expansion of additional service offerings over time.

Asili incorporates technology to generate meaningful data about customers and transactions, enabling tailored customer experiences.

THE ROADMAP

HOW WILL WE GROW?

Over the course of the next five years, Asili plans to expand its offerings to include energy, education, and sanitation. This growth will enable new jobs and stronger economic development.
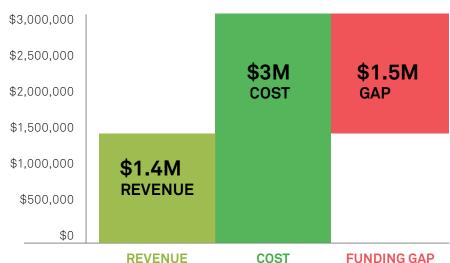

NUTRITION

HEALTH

AGRICULTURE

WATER

MOBILE

YEAR 1–3

YEAR 3+

COMPUTER TRANING

EDUCATION

SANITATION

RETAIL

ENERGY

BROAD ASSUMPTIONS

We assume that within three years, Asili will be operating within five communities. Each community will have water, health, nutrition mobile, and agricultural programs.

		Year 1	Year 2	Year 3
💧	Water Systems	2	4	5
➕	Health Clinics	2	4	5
🥣	Nutrition Programs	2	4	5
🌱	Agriculture Programs	1	3	5
📱	Mobile	2	4	5

Based on those assumptions
We see a significant funding gap in the first few years of operation.

$1.5M FUNDING GAP IN YEARS 1–3

$3,000,000

$2,500,000

$2,000,000

$1,500,000

$1,000,000

$500,000

$0

$1.4M REVENUE

$3M COST

$1.5M GAP

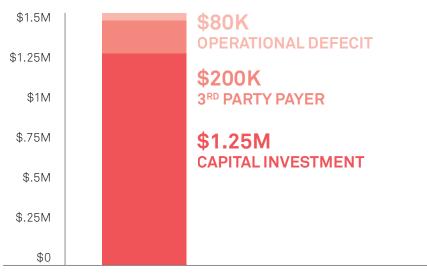REVENUE   COST   FUNDING GAP

FUNDING OPPORTUNITY

The funding gap for the first three years of Asili is primarily driven by a total capital investment of $1.5M.

The third party payer system, which supports the most vulnerable and represents the gap between the community's ability to pay and the cost to provide services is $200k. Finally an operating deficit of $80k represents the losses from running the business over the first three year.

$1.5M

$1.25M

$1M

$.75M

$.5M

$.25M

$0

$80K
OPERATIONAL DEFECIT

$200K
3RD PARTY PAYER

$1.25M
CAPITAL INVESTMENT

FUNDING GAP BREAKDOWN

GET INVOLVED

Asili is poised to offer a new way to deliver social services that save lives and transform communities in DRC and beyond.

Will you join us?

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