A Sustainable System for Fighting Poverty and Disease

Key Partners

LivingGoods

Uganda Ministry of Health

brac

OMIDYAR NETWORK™

VisionSpring

P&G

NOVARTIS
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

- Branded Signage
- Whistle
- Training Certificate
- Branded Apron
- Branded Tee Shirt
- Price List
- Sales Register
- 2 Pocket Money Pouch
- Umbrella
- Medication Instructions Form
- Referral Form
- Locking Storage and Display
- Cell phone
- Measuring Tape
- Thermometer
- Breath Timer for ARI Diagnosis
- Visual Referral Guide
- Visual Dosage Guide
- Illustrated Health Flip-Books
- Shoulder 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

Manufacturer/Importer → National Distributor → Regional Distributor → Local Distributor → Rural Seller

Living Goods Supply Chain – Streamlined To Save Money

Manufacturer/Importer → Living Goods → Rural Seller

P&G
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

**Convenience**
Delivered to the clients door, saves time and money

**Quality**
Product quality guaranteed, no counterfeits

**TRUST**
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

Call Us: +1.415.430.3575
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Follow Us: @Living_Goods