She-Leads Bharat

Elevating women leaders to build thriving rural communities: One entrepreneur at a time
Our Invitation: Join us in elevating women entrepreneurs across India

In 2015, Frontier Markets has trained 35k+ rural women to become Saheli’s: Digitally savvy entrepreneurs who bring quality products and services to their communities earning $25MN of consistent income til date. Powered by our Meri Saheli Platform over 50Mn products and services - related to homecare, health, agriculture, banking, and clean energy - were channeled to 1MN rural households to date. SheLeads Bharat was launched as a coalition that works in partnership to onboard 1 million Saheli’s and channel vital products and services to 100 million rural households across the nation and unlocking govt capital for women.

We invite you to join us – to achieve THE FUTURE.

Meet Rajni:
Saheli, Entrepreneur, Community Leader, and Climate Solver

Rajni lost her job as a teacher amid the COVID lockdown. As one of our 20,000 Saheli’s, she is now her own entrepreneur, bringing affordable durable quality products to her community.

‘I lost hope. Now I have direction. People come to me with their problems. I am the solution’
About us | She Leads Bharat
She Leads Bharat is a collective of organizations ready to invest in rural women as drivers of social and economic development in India.

**Mission**

Build thriving rural communities by elevating women as vital drivers of social and economic development.

**2030 Goals**

- **1 Million** women entrepreneurs earning > living wage.
- **100 Million** rural households with access to vital products & services.
- **$1 Billion** in capital unlocked through 100Mn in giving.

**About the initiative**

‘She Leads Bharat’ (SLB) is a coalition of partners from civil society, government, market-based service providers, and impact investors coming together on a common platform to create long-term income opportunities for rural women and their communities.

The initiative leverages the strengths of each partner’s proven reach, scale and experience in helping women’s networks access skilling, capital, entrepreneurial opportunities, and infrastructure to drive a collective approach to create women entrepreneurs on a technology platform called Meri Saheli.

The platform operates as a blueprint for all regions and states to replicate initiatives globally paving the path for women leaders to be drivers of impact at scale.
By 2030, **SLB partners** join forces to unlock access to vital solutions and economic opportunity for rural households by investing in women.

### Challenge

- **<20%**
  - Rural women engaged in formal economic activities\(^2\)

- **80%**
  - Share of all Job losses accounted for by women in the informal sector\(^3\)

- **800 MN**
  - Rural Population with limited access to relevant products and services\(^1\)

### I | Gender Economic Opportunity

Create economic opportunity by supporting **1 million rural women entrepreneurs**, Saheli’s, to be digitally enabled and supply chain ready.

### II | Rural Market Access

Provide access to quality products & services for **100 million rural households** that address their daily challenges.

### III | She Leads Bharat Ecosystem

Mobilize a community of partners and supporters who stand by, learn about, and support rural women entrepreneurs and jointly unlock $1Bn in capital by **jointly investing $100Mn** (multiple: 1:10 - 1$/Household reached).

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Src: \(^1\)Macrotrends.net; \(^2\)Observer Research Foundation; \(^3\)Centre of Monitoring Indian Economy, April ’21
She-Leads Bharat builds off Frontier Market’s community of rural digital entrepreneurs and its all-encompassing technology platform

Available Solutions: (dd. 2022):
- Homecare
- Health
- Agriculture
- Banking
- Clean energy

Saheli Women Entrepreneurs
- Digitally trained
- Collect rural household data
- Generate demand for solutions
- Facilitate access to products & services
- Earn off data collection and commissions

Meri-Saheli Platform & App
- Capacity building
- Data collection
- Marketplace (E-Commerce)
- Doorstep delivery tool
- Data management system with 100% accurate contextual data

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National Govt Partnerships: Frontier Markets has created a pathway to reach 100Mn+ women through ‘Self-Help Groups’ (women collectives) across India.

State Level Rural Livelihood Missions

- Rajasthan
- Uttar Pradesh
- Bihar
- Haryana
- Gujarat
- Jharkhand
- Madhya Pradesh
- Maharashtra

Unlocking $1BN of committed working capital, in partnership with individual Government State Rural Livelihood Missions.
Our Edge | Inclusive, High-Growth & Sustainable
She Leads Bharat: A Fair, Sustainable, Future-proof Agenda and Platform

Grounded in viable, fair, bottom-up economics, as well as our tested, scaling and living data tech platform, “Meri Saheli,” She Leads Bharat provides an inclusive, high growth, and sustainable model to achieve impact at scale.

<table>
<thead>
<tr>
<th>FAIR &amp; INCLUSIVE</th>
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<tbody>
<tr>
<td>Using deep customer data and input from Sahelis, all products and services offered through the platform are designed to <strong>address actual rural household needs</strong> at affordable price levels.</td>
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<tr>
<td>Income generated off our model benefits all across the value chain: A Saheli on average increases her monthly income from $0 to $150, raising her independence.</td>
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<th>HIGH GROWTH</th>
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<td>Our <strong>operational technology platform</strong> as well as our <strong>tested, unique, and rapidly growing network of Saheli’s</strong> allow us to scale quickly.</td>
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<tr>
<td>Our <strong>proven success in 3 states</strong> and a <strong>growing set of public and ecosystem partners</strong> make rapid expansion of our footprint doable. <strong>With a pipeline of partners and state governments ready to join.</strong></td>
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<th>SUSTAINABLE</th>
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<td>While philanthropy is essential to scale and meet rural needs fast, our Meri-Saheli solution is <strong>designed to be self-sufficient</strong> in the long run.</td>
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<td>Earn back time on each onboarded Saheli is 12 months, with instant <strong>revenues being generated from customer data and sales commissions</strong>. Other revenue sources include go-to-market-support, etc.</td>
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<tr>
<td>Help <strong>unlock 10X of investments in working capital</strong> to support the platform of women via government commitments to support women entrepreneurs</td>
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She-Leads Bharat has the privilege of a strong, trusted ecosystem of collaborating partners.
**Sustainable:** The effort provides security and unlocks economic opportunities for the entire value chain to generate income

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**Saheli’s “Return on Capital” (2022 - 2027E)**

**She-Leads Bharat Financials (2022 - 2027E)**

- **Units Sold, Mn**
  - 2022: 7
  - 2023: 12
  - 2024: 37
  - 2025: 113
  - 2026: 299
  - 2027: 542

- **Revenues, Mn USD**
  - 2022: 3
  - 2023: 4
  - 2024: 22
  - 2025: 60
  - 2026: 169
  - 2027: 294

- **Value Chain Commissions, % of Sales**
  - Energy Products: 16%
  - Digital Payments: 2%
  - Agri Inputs: 12%
  - Consumer Durables: 12%
  - Homecare Essentials: 5%

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**Sahelis Onboarded**

- 2022: 1
- 2023: 2
- 2024: 3
- 2025: 7
- 2026: 12
- 2027: 37

**Capital Invested**

- 2022: $200,000
- 2023: $400,000
- 2024: $600,000
- 2025: $800,000
- 2026: $1,000,000
- 2027: $1,200,000

**Capital Unlocked**

- 2022: $3,400,000
- 2023: $6,500,000
- 2024: $9,600,000
- 2025: $12,700,000
- 2026: $15,800,000
- 2027: $18,900,000
Our Value & Invitation | Overview
Our Value: She-Leads Bharat provides a unique opportunity to individuals and institutions to achieve an **immediate impact** & to join a diverse, learning, technology enabled community of leaders who are ready to act now and together.

**ACCESS |** Access a trusted global community of philanthropists, corporations, investors, governments, intermediaries, and thought leaders committed to India’s future and that of rural women and communities.

**BUILD |** Allocate your resources towards a future proof shared action platform that is ready to scale yet is co-created to play into the strengths and assets of its partners.

**LEARN |** Gain access to our She-Leads knowledge hub and participate in our year-through learning tracks, round tables, and immersion journeys.

**IMPACT |** Achieve an immediate, sizeable impact on the lives of rural women entrepreneurs and their communities, while generating a significant long-term multiplier effect on your investment of at least 1:10.

"As a proud partner, She Leads Bharat provides an excellent rollout channel for our rural and gender focused support programs."

Ajay Khanna
Group Global Strategic Adviser
Jubilant Bhartia Group

"She Leads Bharat is a game changer! We invest in the power that women and tech can provide. This initiative provides a turnkey solution for women in India and a template for the world."

Eva Yazhari
Founder Beyond Capital Ventures

"Connected by a shared vision and rooted in trust, SLB’s design, tech, and Saheli sales force offers a rare window to take our collective work at Haqdarshak to the next level."

Aniket Doegar
CEO, Haqdarshak

"As a long-time investor in Frontier Markets, I am excited to support their efforts to take their work across India. This is what gender smart investing is all about."

Suzanne Biegel
Gender Investing Expert/ 2X Collaborative
**She-Leads Bharat Women Leaders Circle:** Build, learn, and deliver impact as a founding member of our women leaders

**BUILD**

**Anchor** She-Leads Bharat with us:

- Join forces with a **trusted, curated network of women leaders and partners** that share your commitment to women and economic development in India
- Together, **mobilise like-minded leaders across the world** to support our goal to reach 100Mn households by 2030
- (Optional) Join and/or lead **She-Leads action circles** to co-create initiatives, or co-host local chapter events

**LEARN**

As part of a **12-month learning path**:

- Learn about investing in (rural) women in regular virtual sessions:
  - Unlocking Capital for Women Entrepreneurs
  - Investment in Women for Impact Economy
  - Digital Transformation: The Role of Rural Women - Platform
  - Women as Climate Solvers
- Visit our Saheli’s in Rajasthan during **a one week immersion journey** alongside fellow circle members
- Get regular updates on **gender related trends & insights**

**IMPACT**

**Yr 1:** Through a shared **$10Mn philanthropic** commitment:

- Anchor the She-Leads Bharat initiative
- Enable the onboarding of 100k Sahelis as women entrepreneurs

**By 2030:** Through a shared **$100Mn philanthropic** commitment:

- Onboard **1,000,000 Sahelis** as women entrepreneurs
- Unlock **$1BN** in earned income and government loans for our Sahelis in 5 years - A 1:10 year 1 multiplier
Invitation to Act NOW: Corporate She-Leads Bharat Partners

Building inclusive, sustainable product offerings and supply chains, and tapping into the promise of rural households is complex and time consuming. It also requires a mindset and ‘receptive’ ecosystem that enables such transformation.

She-Leads Bharat offers a unique opportunity to make an immediate difference, deep quantitative and qualitative learning about rural women and their communities, and access to a circle of trusted, quality partners.

Our Ask:
A minimum contribution of $495K for a 12 month period, or 3x $450k for a 3-year period. Ambassadorship, active participation.

Our Commitment:
| Direct on-the-ground impact: 12-month: 100,000 Saheli’s* / 2030: 1,000,000 Saheli’s |
| Unlock $1BN in earned income & government Saheli loans in 5 yrs (1:10 multiplier) |
| Custom corporate agenda design for reaching rural women and households |
| (Optional:) An immersive, practical, yet inspiring impact journey with fellow leaders |

* Generates an est. $200MN in earned income and government loans within 36 months

12-m PATH

- Davos, Jan 17-20 Private Events
- London, Feb 7-8 She-Leads Bharat Table + LBS Women Leaders Symposium & Reception
- Austin, March 10-19 She-Leads Bharat Table + SXSW Visionary Reception
- Jaipur, April 12-13 She-Leads Bharat Table + India G20 Leadership Meet
- Rajasthan, Summer 1-week immersion Journey w/ partners
- Dubai, Nov 30 - Dec 12 She-Leads Bharat Table + COP28 Private Events
- Davos, Jan 2024 She-Leads Bharat: The Path to 2030
Invitation to Act NOW: Our She-Leads Bharat Women Leaders ‘Circle’

Notable women leaders, entrepreneurs and organizations have come together as anchors to build, learn, and deliver impact through She-Leads Bharat with us. We invite you to join us on this journey.

Our Ask:
A minimum contribution of $150K for 12 month annual membership, ambassadorship, and supportive outreach.

Our Commitment: Phase 1
- Direct 12-month on-the-ground impact for phase 1: onboard 100k Sahelis
- Engage in immersive, practical, yet inspiring journey with fellow leaders
- Direct 36 Month Impact of 100K Sahelis to earn and access a total value of $200MN of income and government loans.
CONTACT US

Ajaita Shah
Founder & CEO
ajaita.shah@frontiermkts.com
Our Theory of Change: A detailed overview of our model outlines a clear path to both direct and system-level impact

**SYSTEMS CHANGE**

- **Technology**: Front-end, Back-end applications, CRM
- **Infrastructure**: HO, Warehouses, Field Offices
- **Resources**: Finance, HO Team, Field Team

**Medium/Long-term Outcomes**

**PRODUCT PROVIDERS**
- Access to market insights
- Increased scale
- Improvement in capabilities
- Access to unrestricted funding

**PARTNERS**
- Increased top line
- Improved in capabilities
- Access to unrestricted funding

**RURAL COMMUNITIES**
- Increase in income
- Improved quality of life
- Increase in entrepreneurial ability

**RURAL WOMEN**
- Sustained income
- Digital inclusion
- Increase in social influence

**Inputs**
- # of products in basket
- # of grassroots partners
- # of active Sahelis
- # of products/services sold
- Revenue/commission generated
- Customer NPS score
**Digital Transformation:** Open source solution, Meri Saheli App built in partnership with local and global digital integration partners will be available for government and nonprofit agencies to introduce their network of SHGs across the country.
Tech Features: An Open-Source Platform, integrating all services in a single-entry point to help facilitate training, collect surveys, conduct awareness campaigns, end to end marketplace from lead generation to fulfillment all with real time data management.

Capacity Building

Data Collection Tool

Market Place (E-commerce)

Doorstep Delivery Tool

Data management system extracting contextual, 100% accurate data
Services and Support: With a coalition of service providers to introduce entrepreneurial training, agri solutions, social services, financial services, healthcare and more to elevate access to solutions for rural women.