

A photograph of the Golden Gate Bridge in San Francisco, California, taken from a low angle looking up at one of the towers. The bridge's orange-red color is prominent against a clear blue sky. The suspension cables and towers are visible, extending across the frame.

“Origo builds bridges and makes connections. They bring a savvy business perspective to underserved markets.”

— Executive at a Fortune 100 company

A wide-angle, low-angle photograph of a city skyline, likely San Francisco, viewed from a distance. The buildings are silhouetted against a bright, hazy sky. The image is overlaid with a semi-transparent orange banner at the bottom.

Your Next Billion-Dollar **OPPORTUNITY**

Where will your business grow next? Markets in the developed world are becoming saturated as more and more companies compete for the same customers and workers. Meanwhile, in emerging markets, there are five billion global citizens—people with unmet needs—who are largely ignored, but who are eager to participate in the global market.

Their needs represent your greatest new business opportunity. Not a million-dollar opportunity, but one with potential to increase your revenue by a billion dollars or more. Lower-income market segments within emerging markets—known as the “base of the pyramid”—represent an estimated \$14 trillion in purchasing power*. That’s more than the purchasing power of France, Germany, Italy, Japan and the UK combined.

The rewards of these markets are great, but there are challenges on the way to reaping them—you’ll need an entrepreneurial spirit and a willingness to rethink everything you thought you knew about business. These markets require new approaches to supply chains and distribution, different models of packaging and promotion

and unique alliances—between businesses, governments, non-government agencies and local citizens. Don’t expect to simply apply your current business model. Emerging markets are not business as usual.

Opportunity Leads. Design Follows.

For five years, Origo Global Business Advisors has helped companies succeed in emerging markets. From creating product and service strategies to driving cross-sector collaboration and developing financing models and investment structures, Origo has led the way in value creation at the base of the pyramid. Our consultants bring extensive experience in both private and public sectors: from corporate strategy and operations to investment banking and venture capital, from leadership roles at foundations to on-the-ground work with civil society organizations. Our work has produced results for clients such as DuPont, GrupoNueva, Procter & Gamble, Skoll Foundation, Vodafone and Benetech. And our research has been done in collaboration with the World Business Council for Sustainable Development, the W.K. Kellogg Foundation and the World Resources Institute.

* C.K. Prahalad

Our real-world experience, combined with deep knowledge of global development trends, makes Origo uniquely qualified to provide your organization with intelligent access to emerging markets.

“Origo has the connections and expertise to find business solutions in emerging markets. Their insight and support have been integral to my success with the Sustainable Livelihoods project.”

— Cameron Rennie, BP and World Business Council for Sustainable Development

At Origo, we design emerging-market business models to realize multiple sources of business value—financial, social and environmental. We begin by understanding your core competencies and strategic objectives. We then apply our knowledge of emerging markets to help you identify appropriate business opportunities. A structured program of meetings and site visits in the developing world—something we call a “learning journey”—provides your team with the understanding that can come only from an immersive experience in the emerging-market environment. Once the right opportunity has been identified, Origo will work with you to design a market approach that is sensitive to the specifics of the community where you will be operating. We will plan for desired outcomes and align with your business objectives. We also support the execution of these plans by working closely with your team as you develop capital, capacity and credibility partnerships. We’ll help you decide how to invest and who to partner with. At Origo, opportunity leads and design follows.

Turn Opportunity to Results. Call Origo Today.

Emerging markets hold the key to your sustainable business success. Contact Origo to learn more about how to intelligently access your next billion-dollar opportunity.



ORIGO | Global Business Advisors
Intelligent Access to Emerging Markets

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The Origo Essentials.

Four keys for intelligent access to emerging markets.

1 Maintain business focus.

Intelligent access begins with your core competencies. Build on the things you do best. Make sure your work in emerging markets aligns with corporate strategy. A strong business focus will keep your team on track to achieve the results your company is looking for.

2 Integrate local knowledge.

Build relationships with the people who live and work in the region you want to enter. Listen to them. Encourage them to teach you about the local culture, beliefs, and lifestyle. Even better, invite them to become an integrated part of your business model so they have an incentive to help you succeed. There is no better way to understand how your products and services fit in the unique context of their lives.

3 Be open to unusual partnerships.

New forms of collaboration can accelerate your emerging-market success. Join a “cluster,” a group of private businesses focused on achieving common emerging-market goals. Partner with non-governmental organizations for their local expertise and access to social-purpose capital.

4 Define and articulate a clear story.

Make sure that all of your stakeholders—employees, partners, customers, and investors—know what you are doing and why you are doing it. Your base-of-the-pyramid story can provide meaning, build team spirit, and inspire commitment.