



EaSI Technical Assistance

How to secure investments for
your MFI

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Investment Manager
Positive Change

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The big challenge

Ensure matching between investors expectations and MFIs needs



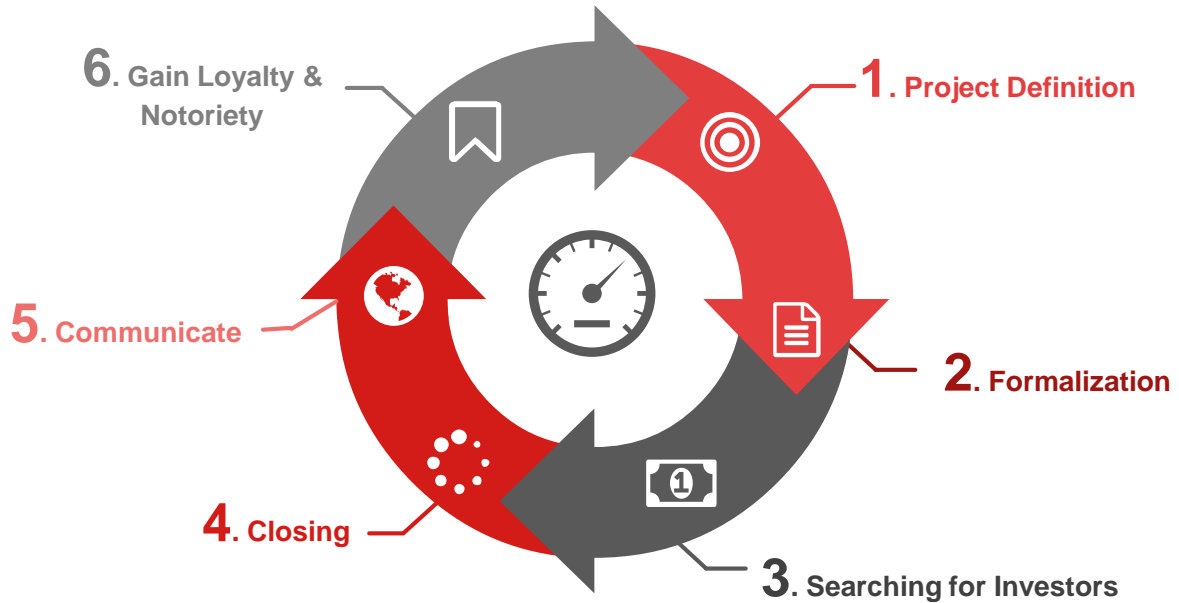
Adaptation to development stage

	NGO	Tier 2 & 3	Tier 1	Bank
Savings				
Debt	senior debt sub debt	senior debt sub debt	senior debt sub debt	senior debt refinancing lines
Equity	results brought forward	results capital	Tier 2 sub debt results capital	Tier 2 sub debt results capital
Donations				
	NBFI			

Fundraising strategy

A revolving approach

Are you investment ready ?



Project Definition (1/2)

Investment scope



Investment Focus

Social:

- What social mission
- What target group

Financial return:

- Set perspective



Geographic area

- Which countries?
- What currency?
- What language(s)?



Instruments

- debt?
- capital?
- grants ?



What Maturity

- Match assets & liabilities

Show you evaluated the potential demand

Project Definition (2/2)

Investment structure



Governance

Board Members?
Specific Committee?
Advisory Committee?



Legal and regulatory Frame

Legal status?
Regulation?
Authorities?



Tax Frame

For the MFIs?
For the investors?

Project Formalization



Team experience



Track-record



Business Plan



**Legal documents
(bylaws, book of
procedures, blind
agreement...)**



Independent Advisors



**Demonstrate on-
lending capacity**

Investors search (1/2)

Personal & Professional Network



Investor segmentation

Adequate screening of the potential interested Investors; identify specific **eligibility criteria**



Adequate targeting

After a right selection of the potential investor, select **the right person** within the organization



Marketing material

Professional marketing presentation (teasers, PPT,...)

Be sure you are identified

Ensure correct and coherent internet presence
+ social media tools



Follow-up

Persistent and consistent follow-up is requested. Send reminders.
Don't fear to bother!



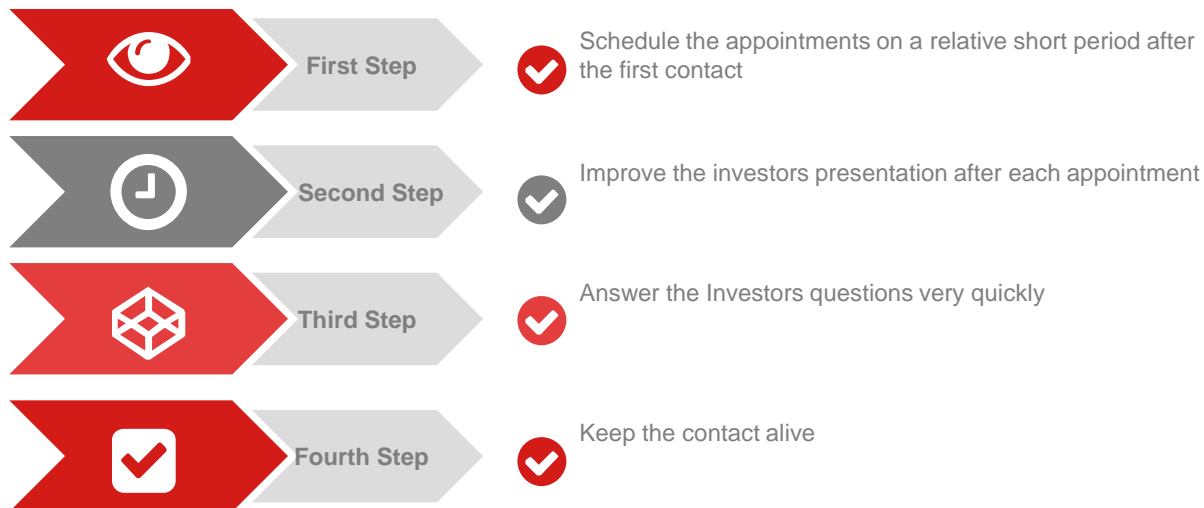
Enthusiasm

Keep enthusiasm in all situations!



Investors search (2/2)

After first contact



Inhouse or External ?



Written agreement



Expected services



Time limit



Incentives to fasten
the funds raising

Communication



- ✓ Create a community of potential Investors, develop social media presence for example LinkedIn



- ✓ Give regularly news about the project and its development
BUT don't sell dream nor wind



- ✓ Visit your investors – don't wait they come to you
Schedule meetings
Birds of feather fly together

Closing



Gather your Investors

Organize an event to mark the
new roundtable
Communicate!



Work begins!

Materialize the Business Plan > look for rapid transformation
Nurish investor participation to Investment Committee / BoD
Share your budget and provide follow up
Demonstrate transparency

Reporting and fidelisation

01 Reporting

02 Meetings

03 Fidelity

04 Develop partnership





Bruno Dunkel

48, has over 22 years' experience in equity financing of cooperative enterprises at the European level through Soficatra, a risk capital investment company for the Social Economy in Europe. He has been collaborating on the CoopEst project since its inception (i.e. over 6 years). Bruno is a member of the CoopEst Executive Committee and in this capacity is involved in all the development challenges of this vehicle of social finance, operating in Central and Eastern Europe and currently holding a portfolio of €38 M across 31 partner financial institutions. He is a graduate in Economic Science from the Free University of Brussels and also studied Political Science at Ludwig Maximilian University in Munich.

Thank you!



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EaSI Technical Assistance

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