



Living Goods empowers
Community Health Workers to be
entrepreneurs, delivering life-
saving, life-changing products to
the doorsteps of the poor.



OMIDYAR NETWORK™



TRANSLATING RESEARCH INTO ACTION



CHPs carry products that drive impact and sustainability

Treatment



ACT
ORS/ Zinc
Amoxicillin
De-worming
Pain, cough & cold

Prevention



Fortified foods
Safe delivery kits
Contraceptives
Water treatment
Insecticide treated nets

Pro-Poor Durables



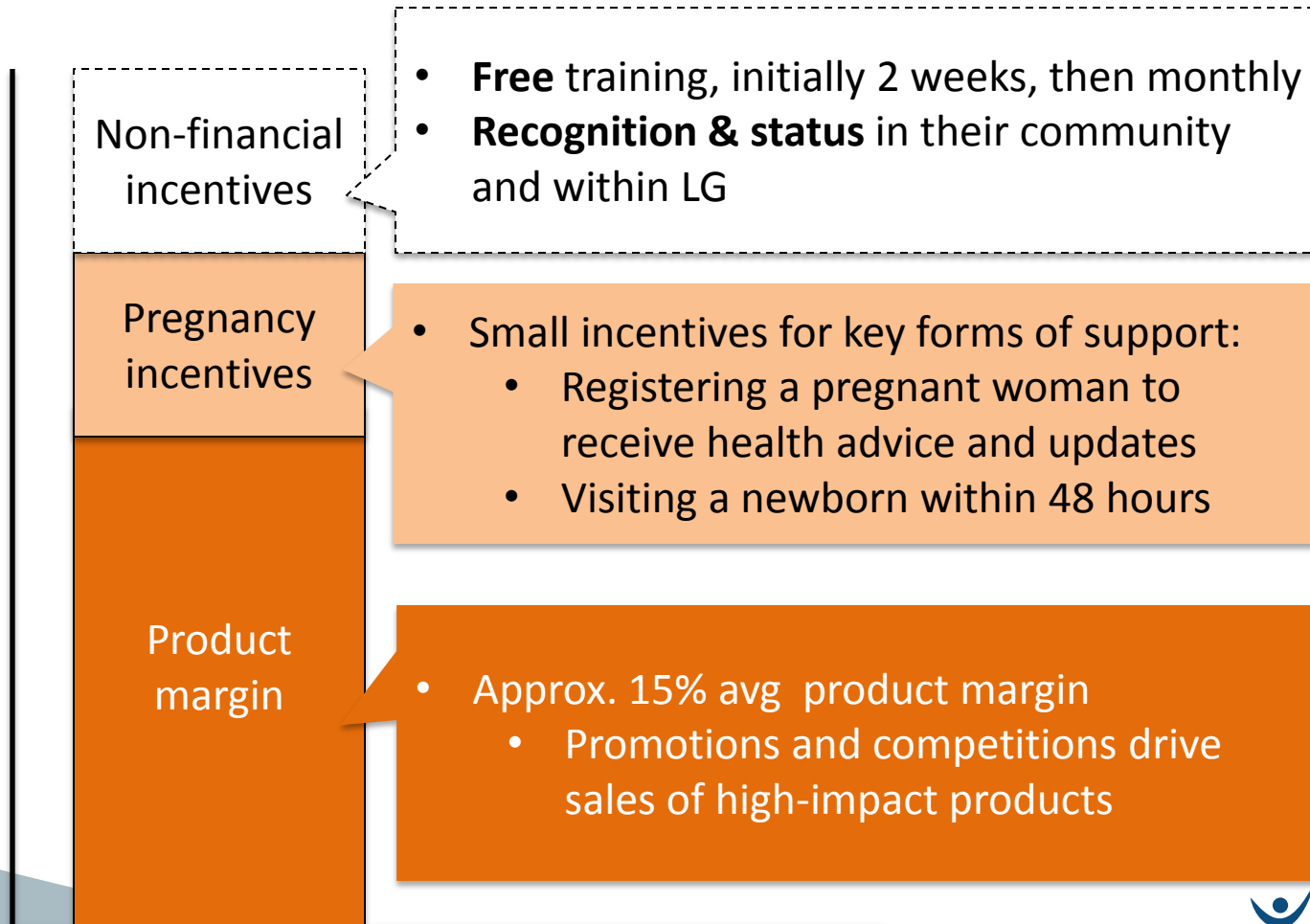
Solar lamps / chargers
Clean burning cook stoves
Water filters

Consumer Goods



Efficient Cooking Fuels
Sanitary pads
Diapers
Soap

CHP compensation is driven by health activities and product sales



Rigorous standards are backed by targeted, high-impact support

Recruit: Referral incentives and rigorous standards

Train: Initial business and health training, regular refreshers

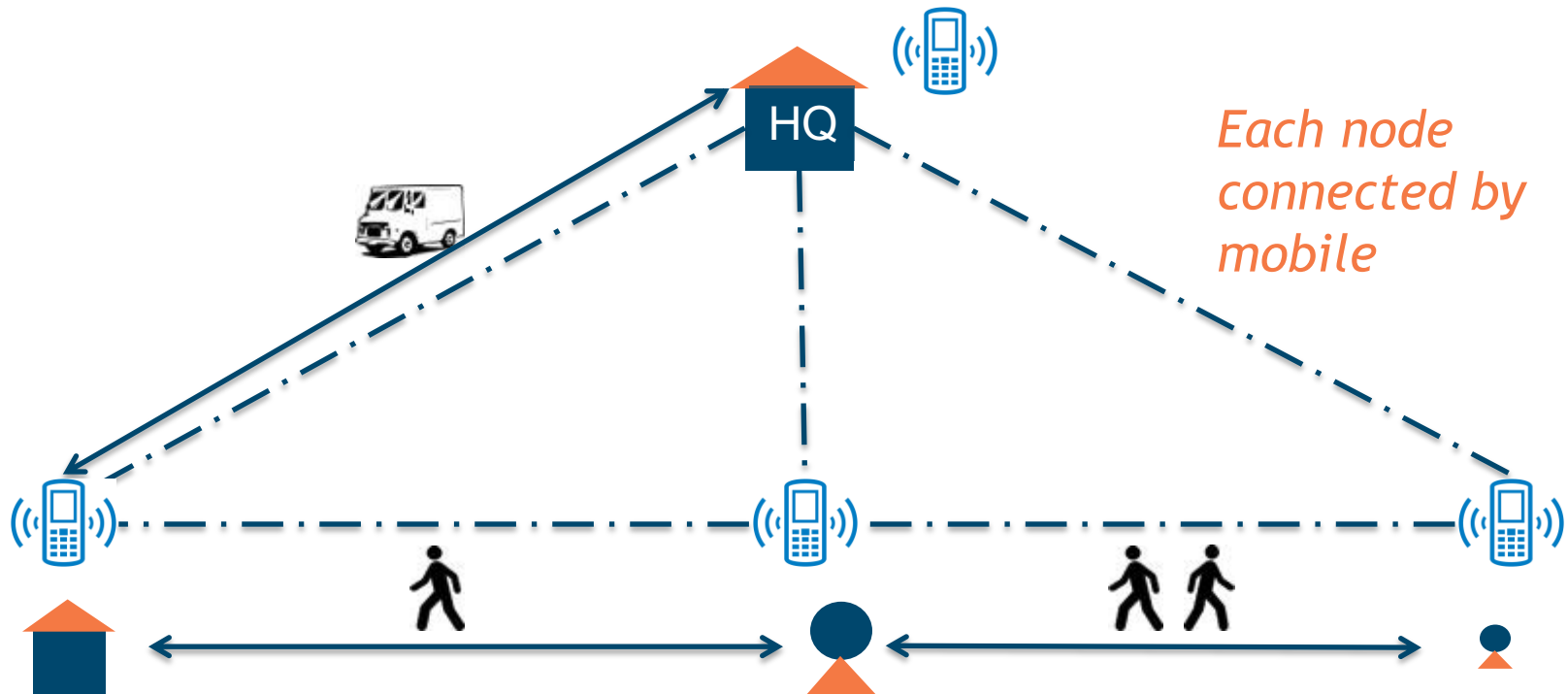
Equip: Business-in-a-bag, product loan for initial inventory

Finance: MFI-like loans, micro-consignment, free product trials

Monitor: Outlier reports, spot-checking, field visits from LG staff, interviews with selected customers



Always-in-stock distribution system



Branches

- Support 50-80 Agents
- 100% in Stock
- 5-10km service area
- 2 staff: 1 health, 1 sales
- Smart Phone and PC
- Provides monthly training
- Performs quality control

LG Agents

- Agents re-supply once/week
- Support 80-200 homes in a fixed territory
- Spends 2+ hours per day on LG
- 35-50 home visits / week
- Own a phone

Clients

- Avg HH size 5.4
- Focus on under 5s and Pregnant mothers
- Call agents for help or visit their home

Very encouraging (preliminary) results from JPAL RCT evaluation

- **Objective: Drive a 15-20% reduction in under-5 mortality** in areas where LG or BRAC operates versus control areas
- As part of LG's roll-out, 200+ villages took part in a clustered-randomized evaluation of impact
- A post-evaluation survey in 2013 collected data from >8,000 households from the 200+ clusters (villages)
- Preliminary results VERY promising
- **In depth analysis expected mid-2014**



LG Advisory can help organizations...

- ✓ Create entrepreneurial, low-cost cadres of CHW's
- ✓ Build sustainable BoP distribution platforms
- ✓ Introduce new, high-impact products and services
- ✓ Deepen the reach and impact of clinics or franchises
- ✓ Create business opportunities for micro-entrepreneurs



“A lot of programs give lip service to ‘sustainability’ — this is the real deal. Living Goods is one of few models with the potential for game-changing scale.”

*- Holly Wise, Former Secretariat Director,
USAID Global Development Alliance*

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