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Scojo Foundation: Brief History



BRAC: Brief History

- Bangladesh NGO; started in 1972 with relief activities
- An organization with 100,000 staff & nation-wide programs in
 - Micro-finance
 - Education
 - Health
 - Capacity development
- Expansion to Afghanistan and....
East Africa



BRAC & Scojo Foundation

- Health & Social Entrepreneurship



BRAC & Scojo Foundation

- Advantages for Scojo Foundation
 - BRAC's Nation-wide Platform
 - 30,000 potential franchisees (health volunteers with credibility & sales experience)
 - Proven supply-chain management
 - Local knowledge



BRAC & Scojo Foundation

- Advantages for BRAC
 - Empower people with vision challenge; help eradicate poverty
 - Diversify income sources of CHWs
 - Demystify myths about glasses



Franchise: Business in a Box

Microfranchising

- Highly systemized business processes
 - Identify, Select & Train
 - Start Up (Financing & Supplies)
 - Sales & Marketing
 - Management





Franchise: Program in a Box

Macrofranchising

- Strategy for scaling
- Examples: BRAC, Byrraju, Community Enterprise Solutions



Pre-Pilot Findings

- 11 CHWs trained
- Examined eyesight and sold glasses to 1M, 20F
- CHWs capable & enthusiastic
- Apparently good demand
- Happy users (Dilu's case)
- Plans for pilot on..



Future

- Pilot to start soon in 2 Sub-districts
- Reach all Bangladesh (140m population)
- Extension beyond Bangladesh
- A major public health problem addressed

