

The Win-Win network

**A micro-entrepreneur network for
community health**

Who are we?

Win-Win is born of a **partnership** between Living Goods and Populations Services International Myanmar.

Living Goods saves and improves lives by delivering basic health care and services, door to door.

- Our model: best practices in business & community health - **reducing child deaths by 27% for < \$2** per person per year.
- Our aim: systemic change
- How we do it: implementing ourselves and partnering with NGOs & governments who learn from and adapt our model

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PSI makes it easier for people in 60 developing countries to lead healthier lives and plan the families they desire.

- What: Reproductive health, HIV, malaria, tuberculosis, maternal and child health
- How: Taking an evidence-based, market-based approach:
behaviour change communication, marketing, developing markets for health products, franchising of health providers

Why

Win-Win's purpose is to create livelihoods in rural and peri-urban Myanmar by delivering life-saving and life-enhancing products to underserved communities.

What

Win-Win's micro- entrepreneurs deliver health education and socially- impactful products to their communities.

They sell a variety of products including contraceptives, nutritional products, water purifier, clean energy, hygiene products.



How

PSI/
LIVING
GOODS

Products
Training
Business kit
Coaching
Performance-based incentives



AGENT

$$$ + \%$



Products
Health education



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$$$ + \%$



How



Door-to-door sales



Small group sales



Own home shops



Community events

Who

Our **110 Win-Win agents** have basic maths and reading skills; most of them did not finish school.

90% are women.

By working a few hours a day, they make **15,000 MMK net on average per month** – enough to send a child to school for a year.



Where

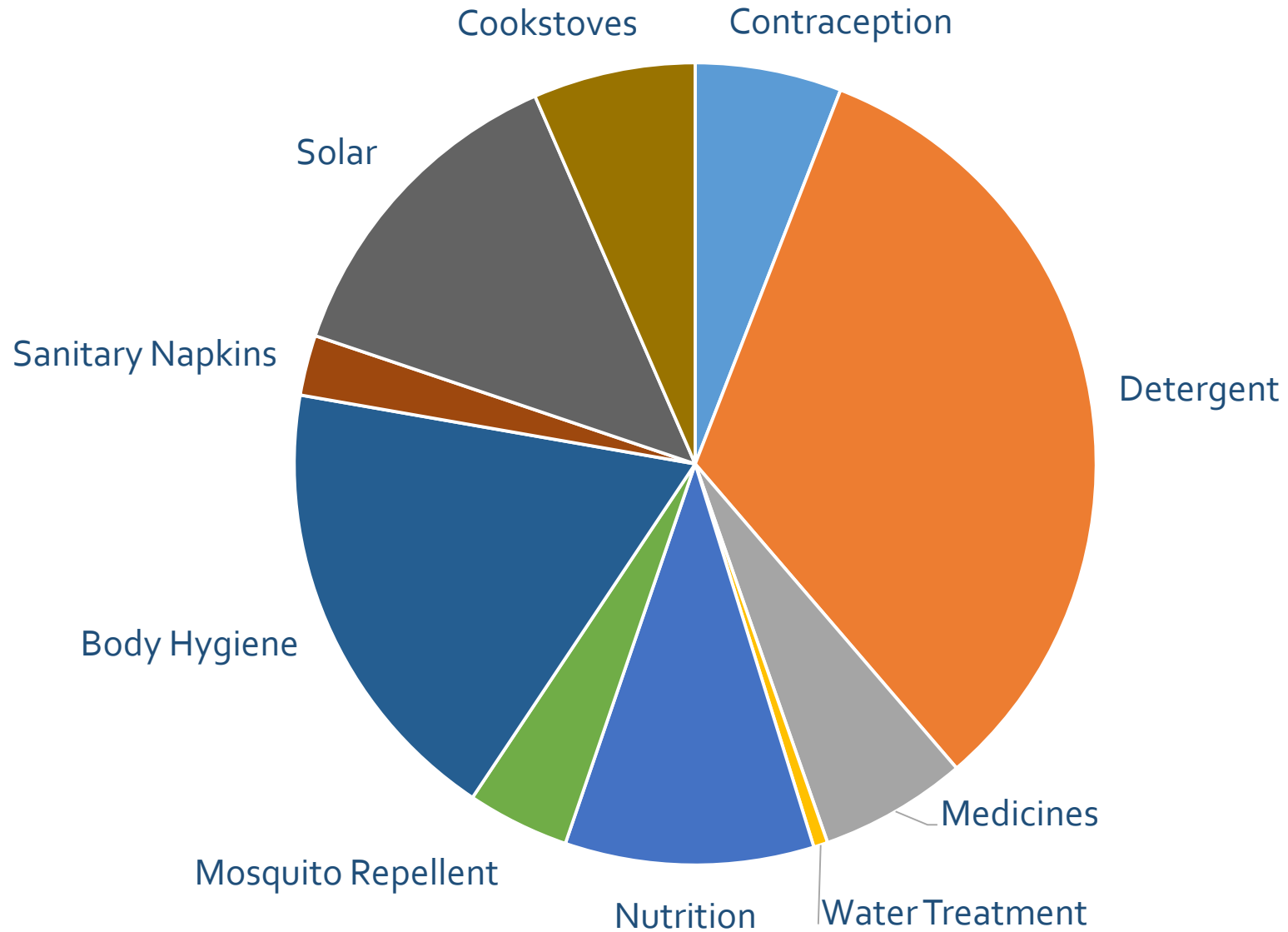


Seik Phyu Township, Magway Division, Central Dry Zone.
 104,050 Population, 141 Villages
 Opened in April '16

Shwe Pyi Thar Township, Yangon.
 343,526 Population, 23 Wards & 4 village tracts
 Opened in March '17

Dedaye Township, Ayearwady Division, Delta Region.
 224,019 Population, 390 Villages
 Opened in March '15

Sales Mix



Impact

- Up to **32% increase in family income**
- Knowledge and certified micro-entrepreneurial skills
- Expected increase in **motivation to contribute** to the economic and social life of the community
- Healthier communities



Our plans for tomorrow

- Open in 2 more townships and sustain **500** agents through 2018
- Deepen and measure our impact by:
 - Introducing **more socially-impactful products**
 - Proactively recruiting women in **vulnerable** situations
 - Conducting a livelihoods **impact study**
 - Increasing our **cost-recovery** so we get more impact for every \$



**Thank you for your attention
And to our funders for their support**

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