

D-Prize Q3 2021 Quarterly Update

End of Grant Cycle Report for Thankyou, published on September 30, 2021

Thankyou’s support helped us take our largest step toward an audacious future

We are thrilled to have seeded the launch of [38 new social ventures](#) through this grant cycle. This is a significant 41% annual increase over the number of new ventures we seeded last year. Thankyou’s support is directly responsible for our progress. In fact your financial support directly supported 11 incremental ventures.

Our theory of change is centered on catalyzing new ventures. We seed new social enterprises that focus exclusively on scaling access to evidence-based poverty interventions to underserved people. We launch many small pilots, expectating a proportion to scale.

We project [3 or 4 from this cohort will scale](#) to meaningful size, which we define as serving 100K people within five years. We don’t believe these ventures would otherwise achieve this level of reach, as we only seed those who we think wouldn’t otherwise secure capital elsewhere. Collectively we expect the group to serve at least 300,000 beneficiaries over five years time.

Furthermore, the operational insights gained during this cycle are fueling growth in the next. We’re targeting a 32% year-over-year increase in pilots seeded in our next cycle, resulting in 4-6 new scaling ventures.

This is a major step toward our vision. Our long term goal is to seed increasingly more scaling social ventures *every year*. Repeatedly producing high-impact, rapid-growth ventures will be a powerful poverty fighting tool at a global scale.

Milestone Results vs. Target

Our primary operational metric is the number of pilot stage ventures we seed. Upon pilot completion, we also estimate which ventures are most promising to continue scaling. Promising ventures have committed founders, operational traction, a growth plan, and secured at least \$10K in additional funding.

Grant Milestones w/ comparison years	2020 Target	2020 Actual	Future Vision
# Pilot orgs launched	32	38	80-120+
# Promising ventures	3-4	3 (est. 4+) ¹	10-15+
# People served grant period	8,000	56,102	-

We also [breakdown the estimated impact and reach of interventions our pilots distribute](#), to be sure our work maintains focus on providing underserved people with proven interventions.

¹ 3 pilots look promising to date. 11 have not yet completed their pilot. We expect 1+ of those to look promising.

A look at the operations that achieved milestones, and implications for our future

Pilot organizations launched

We are thrilled that we seeded 19% more pilots than expected. Increasing the number of pilots is our strongest operational lever to drive impact, as historically 13% (or about 1 in 8) of our completed pilots successfully grow to serve 100K people within five years, or are on track to achieve this milestone.

Two program expansions drove results. First we invested in research, and identified more poverty interventions in need of expanded access. Second, we invested in email and social media advertising, to recruit aspiring entrepreneurs who could execute and expand access. The additional interventions include: chlorine dispensers for clean water, Teaching at the Right Level curricula for better primary education, and oxygen concentrator maintenance to treat Covid and other respiratory health issues. The advertising expansion targeted aspiring entrepreneurs from 10 sub-Saharan African countries.

Other programming investments delivered insights, even when they failed to deliver output. We tried recruiting via referral programs, virtual workshops, and sourcing partnerships. We learned these relationship-based strategies take longer to develop, and may be part of our future strategy.

This momentum has implications for our next programming cycle. We are further expanding research into six additional poverty interventions. We are also expanding advertising into 22 new African countries. We anticipate another banner year for operations, and expect to find 32% more pilots that are ready for seed support. This target wouldn't be realistic without the progress you helped us make during this grant cycle.

Promising ventures scaling

We have identified 3 promising ventures of the 27 startups that concluded a pilot. Another 11 pilots are still ongoing. Overall we expect to meet the same pilot-to-scaling-venture success rate in our initial proposal. Maintaining this rate while we grow is critical to our theory of change.

We are interested in using our next program cycle to experiment with post-pilot support. Our theory is that some pilots fail to scale *only* because founders lack fundraising abilities. Our hypothesis is that a fundraising bootcamp, combined with access to early-stage funders, could move another portion of our pilots into the "scaling" category. We are testing this program with 10 ventures we feel have high potential. If results are positive, this would be a strong lever to increase the proportion of pilots who scale larger than our 13% historic pilot-to-scaling success rate average.

We are grateful for Thankyou and ready to take another big step!

Thankyou helped us take a major step toward our vision in two ways. You offered us critical financial support. In fact your grant is directly responsible for covering seed costs of 11 of the 38 pilot ventures we supported. You also provided us with a valuable strategic partnership. We are especially grateful for every conversation we've had with Pete Yao. His thought partnership has made a direct impact in how we are approaching our future.

Thank you to Thankyou!! You took a risk on us a year ago. We are proud of the results we achieved with your support. We are also excited - we've again set big milestones for the next cycle that move us another step toward our audacious future. When the time is right, we hope we can discuss the potential

for continuing our partnership, and creating a wave of entrepreneur energy to alleviate poverty at a global scale.

Appendix A: Cohort Impact and details on promising ventures

Breakdown of the interventions distributed during the pilot ventures in this grant cycle

People Reached	Intervention	Estimated Impact
40,935	Chlorine Dispensers	23% reduction in under-5 diarrhea, \$20-30 per DALY
5370	Sugar daddy awareness	28% reduction in unwanted teen pregnancy (also an HIV proxy)
7,103	Solar lamps	10% reduction in household expenses, GHG emission reduction
3180	DMPA-SC contraceptive	81% of women report preference to continue birth control
856	Animal health products	\$90 in average annual farmer savings
278	Quality farm inputs	33-56% gains in annual income for farmers
180	TaRL primary curricula	0.1 to 0.3 standard deviation increase in student test scores

Three ventures completed their pilot period and meet our criteria for early-stage scale potential.

1. [Fuga](#): a Kenyan company providing livestock immunizations and veterinary services to smallholder farmers. They reached 856 people in their pilot, which they estimate provided \$90 in annual savings per farmer. They aim to reach 2,000 farmers this year, and have raised \$30K in follow-on support.
2. [HMP](#) (formerly Green Power): an Ethiopian company selling solar lamps. They reached 1,000 people in their pilot, and estimated a 10% reduction in fuel expenses. They have since sold lamps to an additional 3,000 people, and raised \$12K in follow-on support.
3. [Sunlight](#): a Burkina Faso company selling solar lamps. They sold 2,625 lamps in their pilot, reaching the same number of people. They estimate a 10% reduction in household fuel expenses. They have since raised \$10K, and are seeking USAID funding.

We believe our seed support was critical for each of these venture's promising trajectory:

Venture	Local founders	Operating prior to D-Prize?	Amount raised prior to D-Prize?
Fuga	Yes	No	\$0
HMP	Yes	No	\$0
Sunlight	Yes	Yes - two months old	\$5,000

Appendix B: List of all pilots seeded

	Pilot Venture	Distributing	Country
1	Fuga	Animal health products	Kenya
2	HMP PLC	Pico solar lamps	Ethiopia
3	MobiKlinic Uganda	DMPA-SC contraceptive	Uganda
4	SAYARI GREEN ALLIANCE LTD	Community promoted chlorine dispensers	Uganda
5	Lafiacare	Cervical cancer screening	Burkina Faso
6	Water for Development	Community promoted chlorine dispensers	Burundi
7	Zasolar	Pico solar lamps	Malawi
8	Notre Voix	Community promoted chlorine dispensers	DRC
9	Action for Healthy Youth	Sugar daddy awareness classes	Burundi
10	Briaze Health Initiative	DMPA-SC contraceptive	Uganda
11	Medboda	Drug access for chronic non-communicable disease	Kenya
12	Govuka	Sugar daddy awareness classes	Eswatini
13	Mlimi Agro Hub	Quality farm inputs	Malawi
14	NAGO Farmers Support Group	Quality farm inputs	Uganda
15	Ending Maternal Mortality	Postpartum hemorrhage reduction drugs	Nigeria
16	TaRL Namibia	Teaching at the Right Level curriculum	Namibia
17	Open Health Network Ltd	DMPA-SC contraceptive	Uganda
18	Health for All Initiative	DMPA-SC contraceptive	Malawi
19	Water4Life	Community promoted chlorine dispensers	Benin
20	Alma	Community promoted chlorine dispensers	Chad
21	YeneHealth	DMPA-SC contraceptive	Ethiopia
22	Reproductive Health Access Int.	DMPA-SC contraceptive	Ghana
23	Girls Hub	DMPA-SC contraceptive	Nigeria
24	Lafiya	DMPA-SC contraceptive	Nigeria
25	Family Empowerment Media	Demand generation for DMPA-SC contraceptive	Nigeria
26	Sunlight	Pico solar lamps	Burkina Faso
27	Osmer Sarl	Pico solar lamps	Togo
28	EnergyFirst	Pico solar lamps	Zambia
29	Impact Energy	Pico solar lamps	Zambia
30	OxyMed Global Solution	Oxygen concentrator maintenance	The Gambia
31	GloMed Technologies	Oxygen concentrator maintenance	Ghana
32	Healthport	Oxygen concentrator maintenance	Nigeria
33	Usawa Initiative	Teaching at the Right Level curriculum	Kenya
34	Schooling4All	Teaching at the Right Level curriculum	Nigeria
35	Elevate Health Uganda	Demand for voluntary medical male circumcision	Uganda
36	ChildACT	Childhood immunization reminders	Nigeria
37	Screensavers Initiative	Cervical cancer screening	Uganda
38	Cultiva	Tree seedlings and farmer support	Colombia