

Child Labour, Water Scarcity, Disaster Preparedness, **Gender Inequality**, Air Pollution, Sustainable
Consumption, Substance Abuse, Financial Inclusion, Urbanization, **United Nations**,
Reproductive Health, **bürger:sinn:stiftung**, **Social VENTURES**, **Species**,
Governance Systems, **Climate Change**, **Infant Mortality**, Inflation,
Overconsumption, **Access to Justice**, Deforestation, Human Trafficking, **Access to Markets**, Transparency, Wildlife
Poaching, Nutrition, **Mental Health Services**, Discrimination, Child Marriage, Land Degradation,
Population Displacement, Information Access, Cybersecurity Threats, **Inequality**, Land Rights,
Underemployment, Internet Connectivity, Unsustainable Consumption, Acidification of Oceans,
Affordable and Renewable Energy, Soil Erosion, Privacy, Plastic Waste, Human Rights Abuses,
Waterborne Diseases, Cultural Preservation, **Access to Healthcare**, Financial Literacy, Aging
Population, Droughts, **Gender-Based Violence**, Digital Divide, **Loss of Biodiversity**, Reproductive
Health Services, Vocational Training, Corruption, Recessions, Road Safety, Disaster Displacement,
Youth Unemployment, Global Pandemics, Clean Cooking Fuels, **Poverty**, Access to Sanitation,
Affordable Housing, Workforce Preparedness, Infectious Diseases, Sustainable Agriculture, **Teenage
Pregnancy**, Health and Safety, Cost of Capital, Misinformation, Neglected Tropical Diseases,
Agricultural Productivity, **Water Pollution**, Elderly Care, Ethnic Tensions, **Endangered Species**,
Access to Information, Financial Services, Humanitarian Crises, Censorship, Waste Management,
Literacy Levels, Antibiotic Resistance, Climate Resilience, Refugee Displacement, Brain Drain,
Affordable Transportation, Transparent Governance, **Maternal Health**, Informal Housing, Food



Tried & Failed
with Student
Groups Model



Developed our
Toolkit; Rebranded
to USV

USV
Founded

2014

2016

2013

Built Network
around Makerere
University

2015

Pivoted to
Supporting Social
Enterprises

2017



Social Ventures

are the best lever for most to solve these overwhelming challenges.



Equitable



Impactful



Scalable

Social ventures face the same challenges as all startups...



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The Pioneer Gap

fundamental to the global

\$5.2 Trillion

"Missing Middle"

(IFC, 2017)

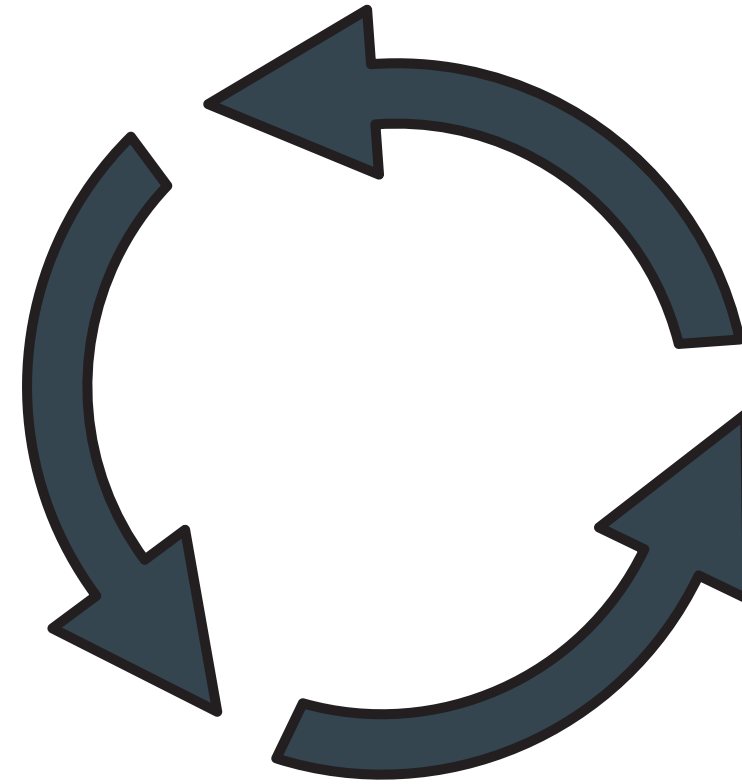
Start

Growth

Building Startups to Lead Impact at Scale

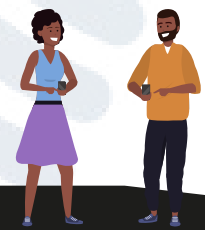
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Commitment Dilemma



Pessimism on Funding

Product-Market Fit Unproven



Start



Growth



Hired 2nd Employee;
Started Workshops

2019

100+ webinars run

2021

x2.5 YOY growth;
Average NPS of 35

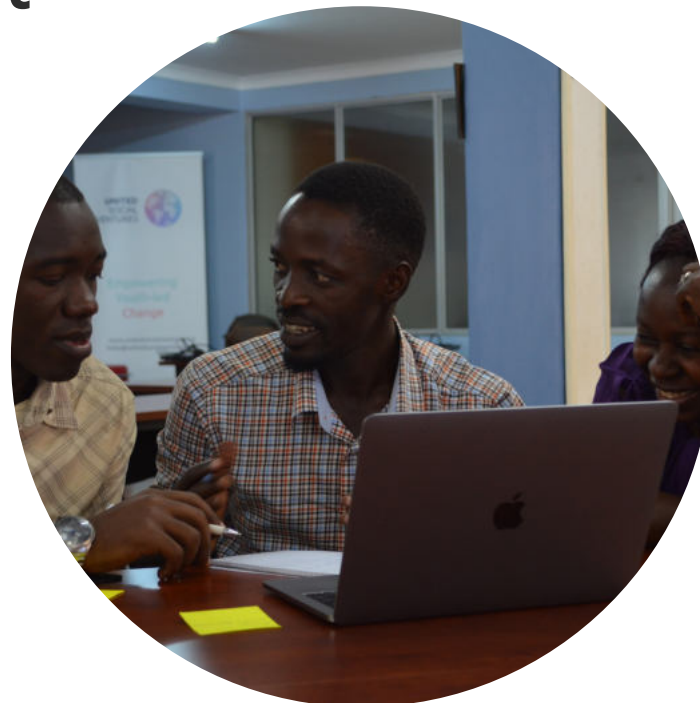
2018

First Contracts for
Enterprise Support

2020

Team Doubled;
Design Program
launched
x2.5 YOY growth

2022



Our Model To Date:



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MAKERERE UNIVERSITY



STARTUP UGANDA



MINISTRY OF ICT & NATIONAL GUIDANCE



UNITED SOCIAL VENTURES



Ventures



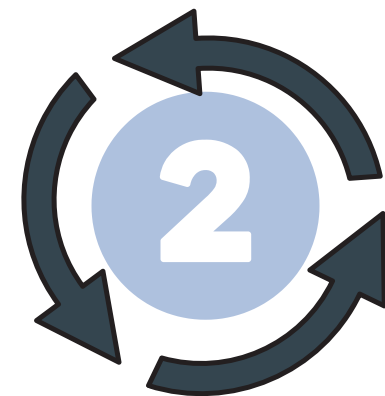
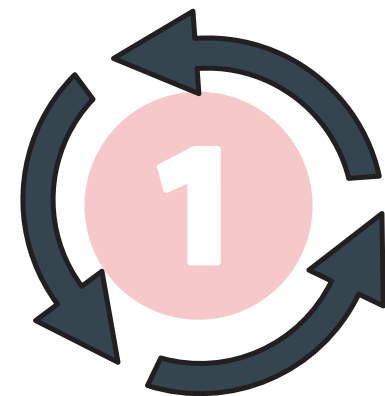
180 Ventures raised \$1.4+M

There are 3 "Valleys of Death":

Creating an
Innovative
Concept

Going Full-
time in the
Market

Capturing
the Market



Start

Growth

So, we've have 3 Venture Building Programs:

Design. Build. Grow.

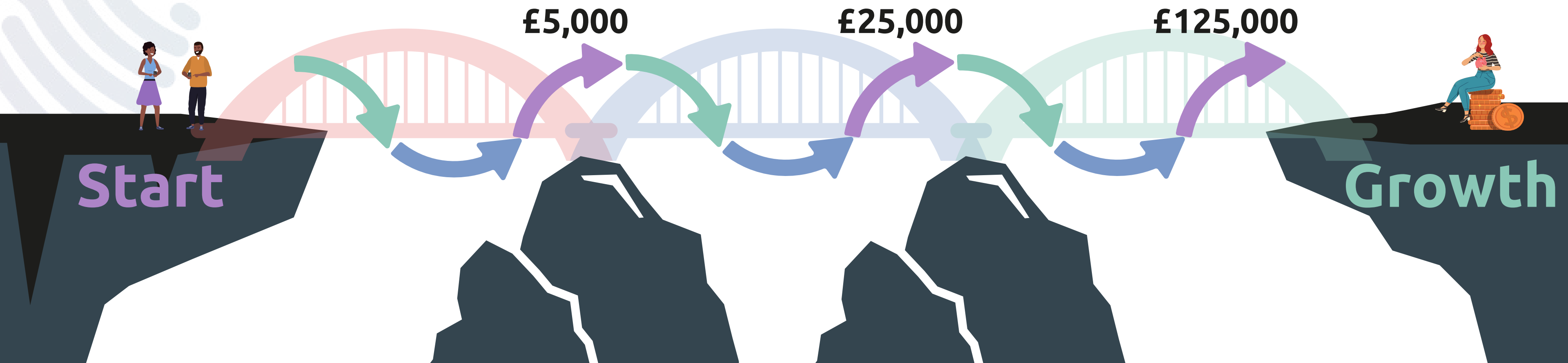


Each stage having 3 parts:

(i) Rapid Testing to Validate Product-Market Fit

(ii) Development of Plans and Processes

(iii) DealBook for Investment

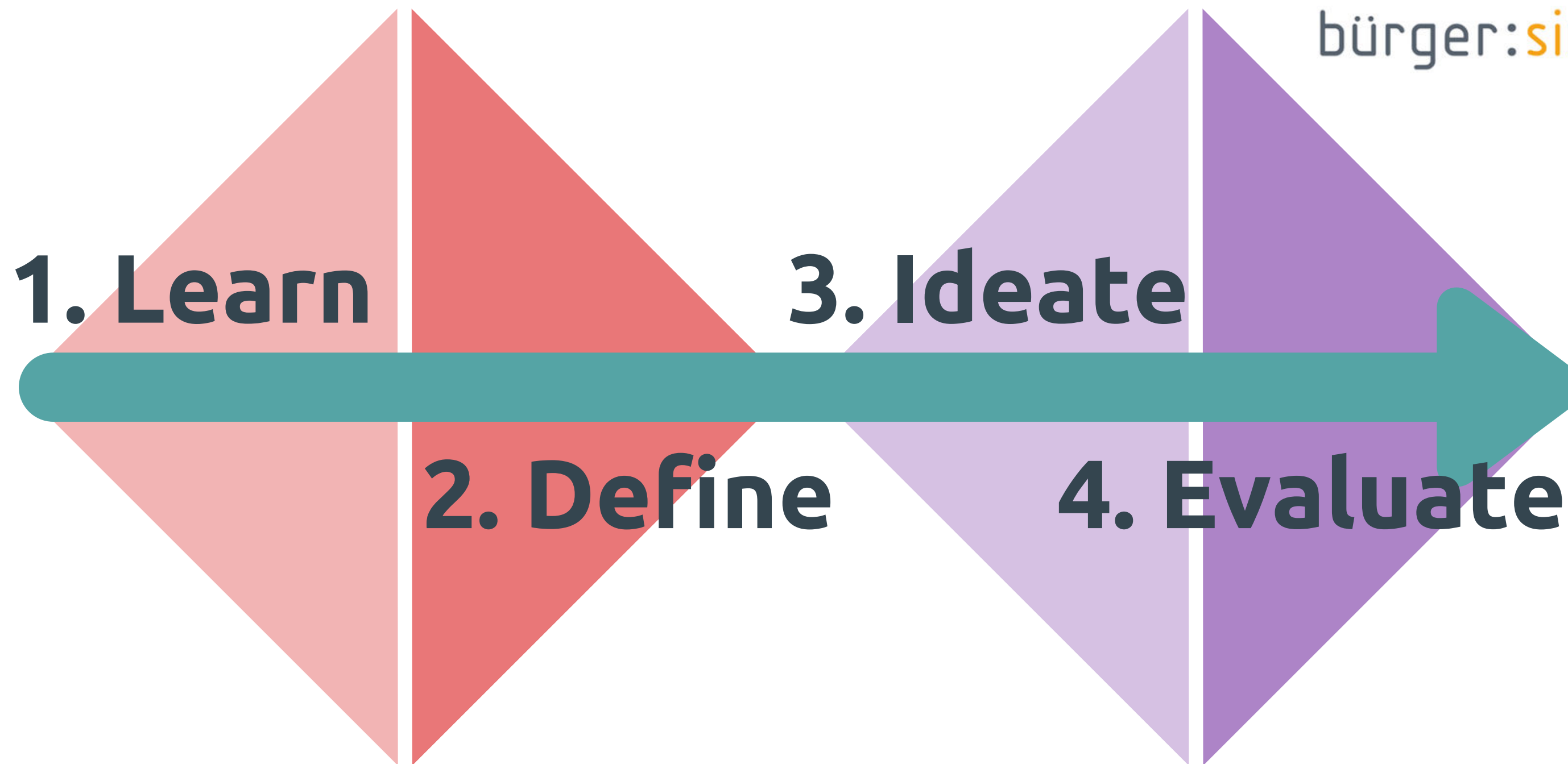


Design



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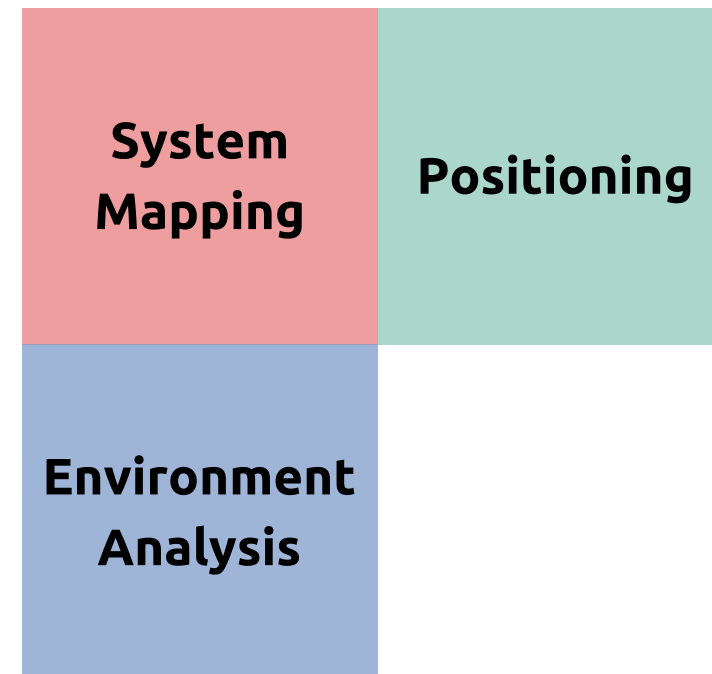


From a Design Challenge to an Innovative Concept with initial validation...

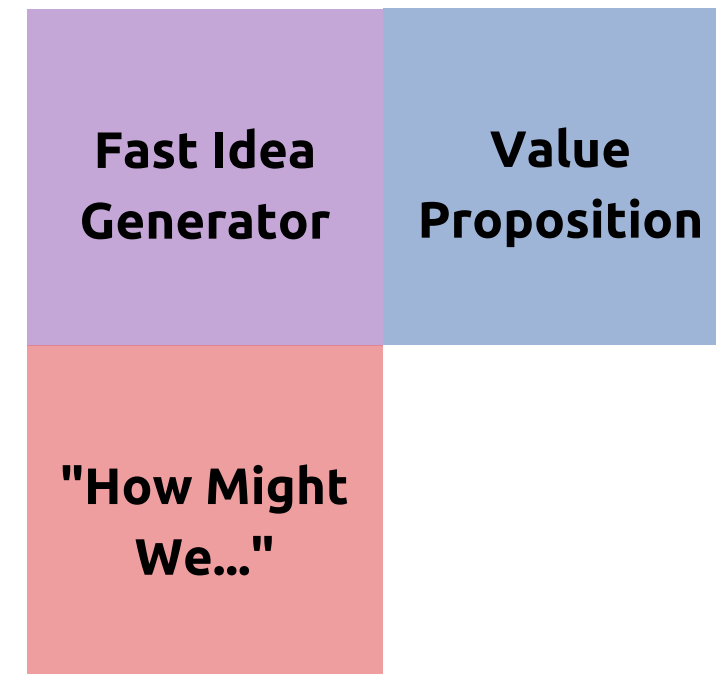
Phase 1: Learn *6 Modules*



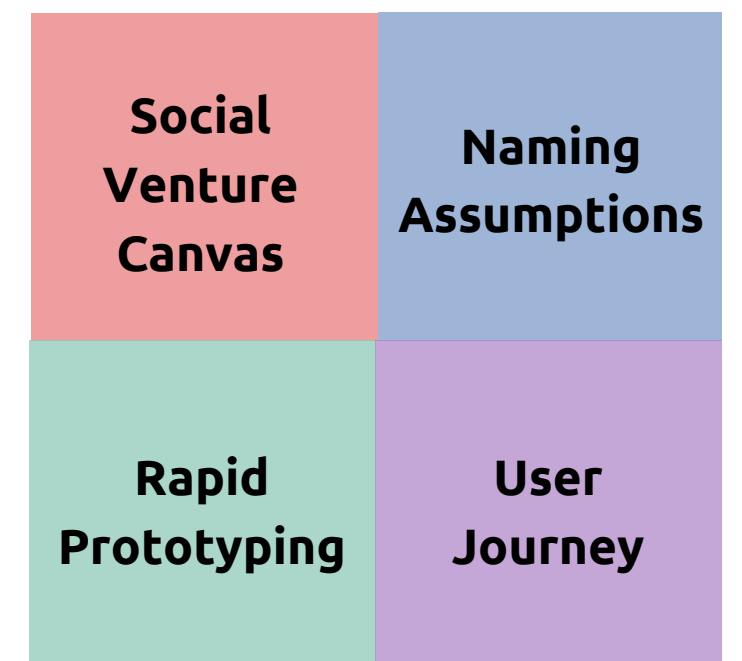
Phase 2: Define (the Problem) *3 Modules*



Phase 3: Ideate *3 Modules*



Phase 4: Evaluate *4 Modules*



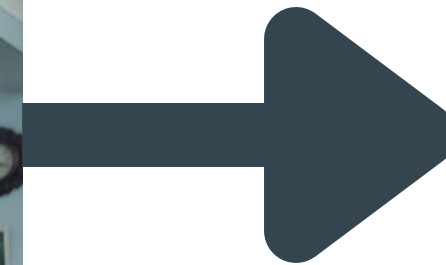
Example:



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17th May



18th August

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Build



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For ventures to launch in the market with clarity on:



**Situational
Analysis**



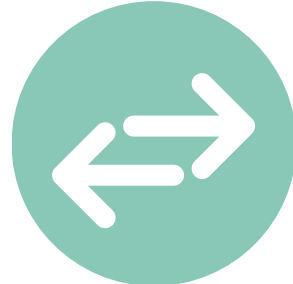
**User
Journey**



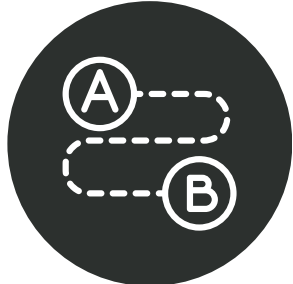
**Financial Unit
Economics**



**Market
Analysis**



**Theory of
Change**



**Production
Line**

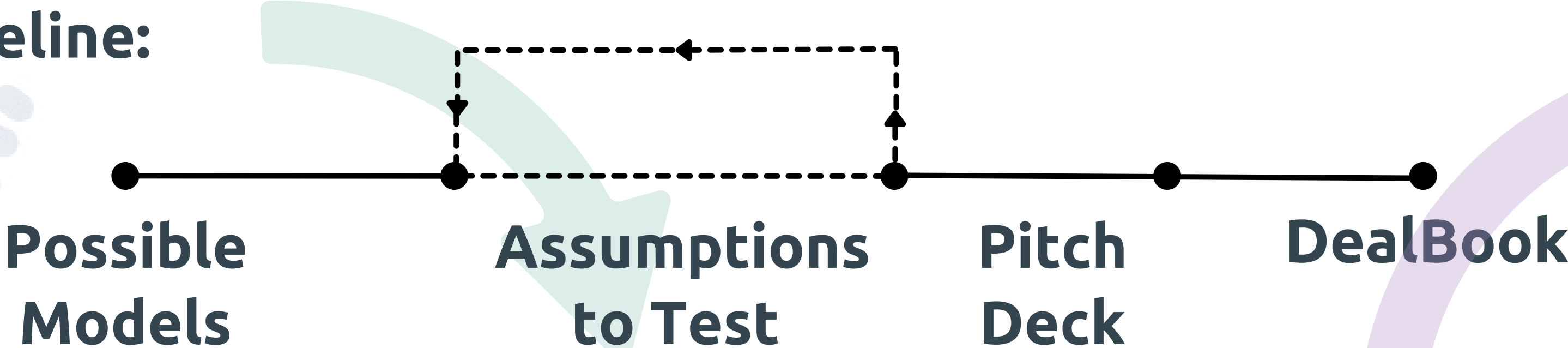


**Competitive
Analysis**



**Growth
initiatives**

Timeline:



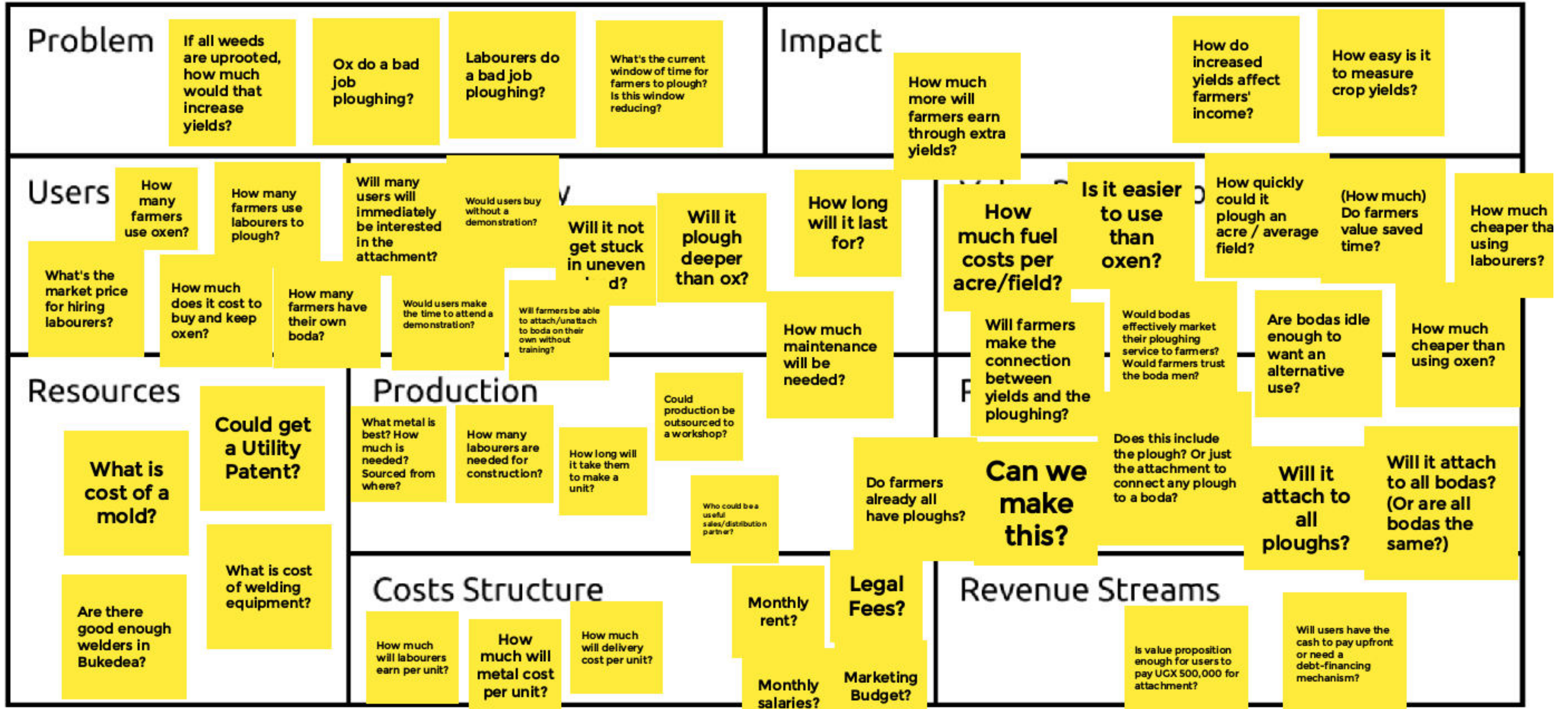
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Assumptions to Test:





Example: Village Savings And Insurance 2023 Winner - Kellogg-Morgan Stanley Sustainable Investing Challenge

Grow

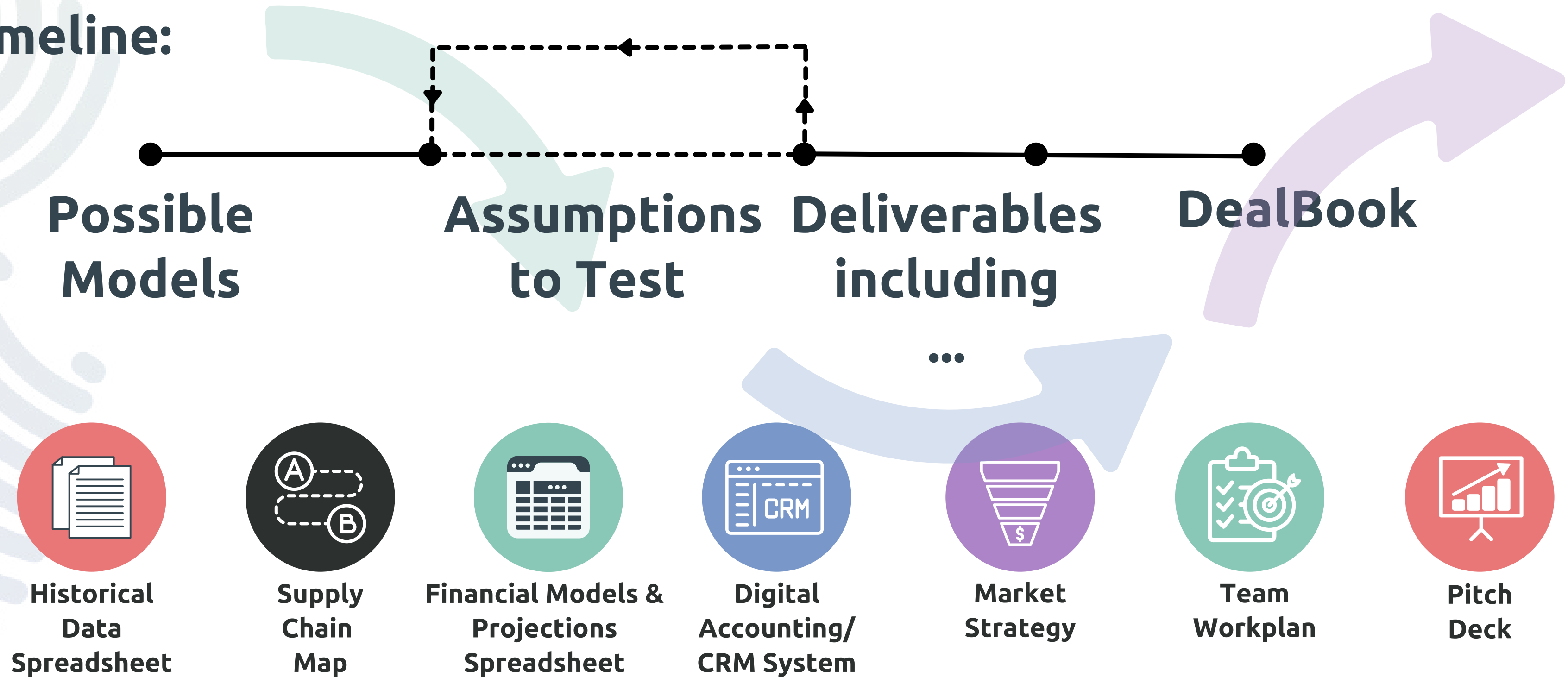


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For ventures to increase sales and raise funds to scale.

Timeline:



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Example: UgaBrush

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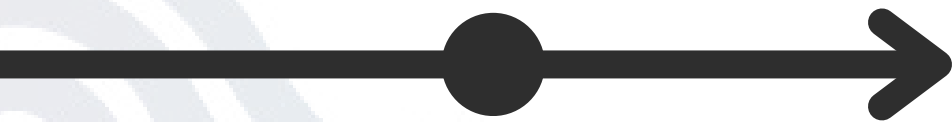
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New Venture-
Centred Strategy



2023



Investment Model

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supports



Ventures

repay from
future funding

Thank You!



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