**Marketing 3.0**

**Raise the available income**

A social business can raise the available income by offering goods and services at lower prices. A good example is the iodized salt Annapurna of Unilever, sold at affordable prices. Before product becomes fully available, 30% of children less than 5 years old in Africa suffer from illnesses caused by lack of sufficient quantities of iodine of high consumption of salt free of iodine, but of lower cost. Another example is the program Housefor-Life. Launched in 2005, is a program of Holcim Sri Lanka that offers solutions of real estate at low prices.

**Expand the available income**

A social business expands revenues in providing goods and services that weren’t available in the past for the base of pyramid. The production of basic products of high technology that want to use computers in their work is a good example of expansion of revenues. OXO, of Nicolas Negroponte, and Nova NetPC, the most known initiative of providing computers to poor people, are good examples of it. Pharmacy companies like GlaxoSmithKline and Novo Nordisk began to improve the access to important medicines for the base of pyramid.