

presents

Development Packaged



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When you make a
financial investment,
you ask for Returns.



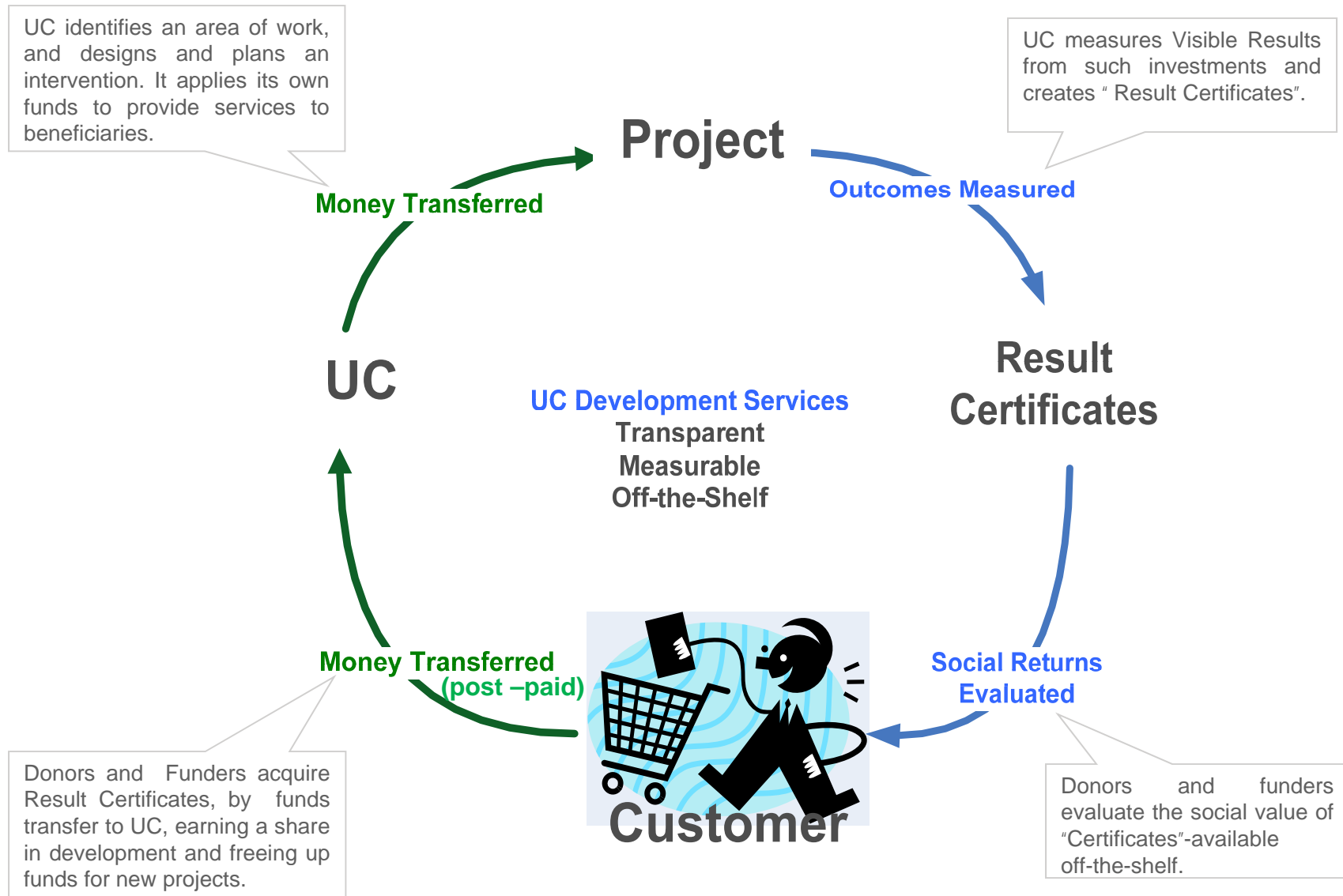
When you make a
social investment,
ask for Results!



brings you results

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How it Works



Gaining Recognition for the Model...

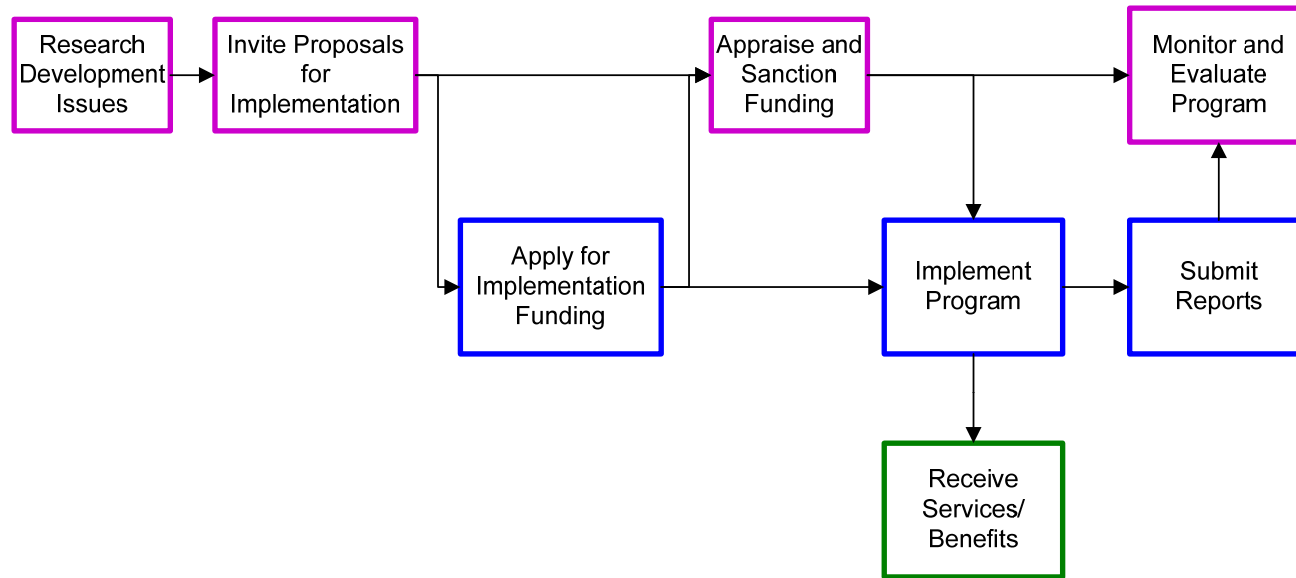
- In December 2009, UC was shortlisted in a global competition on “Marketplace on Innovative Financial Solutions for Development” (www.fininnov.org) organized by the World Bank, the Bill and Melinda Gates Foundation and the French Development Agency (AFD).
- UC was among the 20 shortlisted organisations out of 800 applications received globally for this competition.

Why UC?

- Most development aid and grant is prepaid
 - Funding agencies or individual donors fund work based on trust/assumption of program success
 - “Effective application of funds” could bear different meanings to funders and implementers
 - Once funds are provided, monitoring and evaluation is possible, but there is no control over results
 - Application at Beneficiary level might not be easy to prove

UC addresses these shortcomings with its post-paid model

Traditional Funding Cycle



KEY

Funder Level

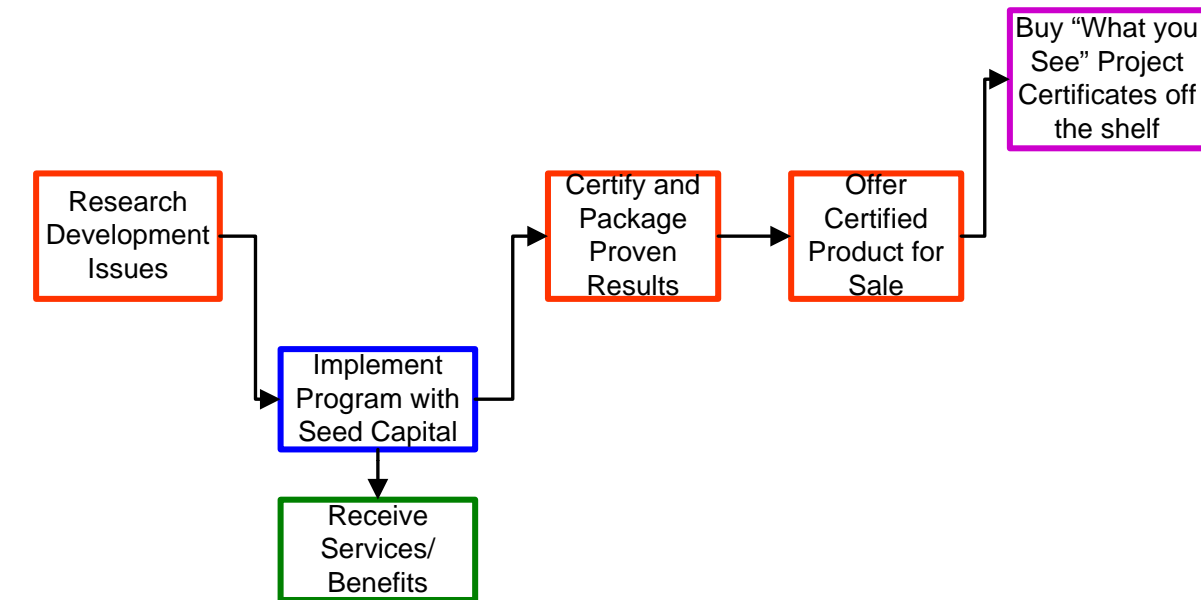
Implementing
Agency Level

Beneficiary
Level

Features of Traditional Funding Methods

- Funding based on assumption of program and implementer success
- Fund first and evaluate results later
- Possibility of asymmetry between expectations and results
- Possible information asymmetries during mid-term/ post-project monitoring
- High internal cost for monitoring
- Lack of Program effectiveness is an Opportunity Cost for Social Returns

UC Funding Cycle



KEY

Funder Level

UC Level

UC + Partner Agency Level

Beneficiary Level

Features of UC Funding Methods

- Fund projects based on verifiable results
- Packaged funding – Results to meet your expectations
- Proven implementation requires no futuristic success assumptions
- Pick Certificates denominated to your specific development interests
- Eliminate monitoring needs and worry regarding utilization of funds
- Proven Social Return –Buy what you see

Added advantages to Funders/Investors

- The UC model reduces costs related to:
 - Identifying projects
 - Identifying partners
 - Managing projects
 - Monitoring
- Thus a higher portion of funding budget reaches the intended clients
- Funders can confidently showcase the Results from their social investments (Corporates can show case it as CSR Credits, which is an evolving concept)
- Contributions to UC Result Certificates will soon have tax exemption benefits

Potential Funders

UC extends a service suitable to various market players:

- Families, Individuals
- Corporate Houses, Private Companies (CSR)
- Governments and other Public Institutions
- Aid and Donor Agencies
- Bilateral and Multilateral Development Institutions

Certificate Content

- A Certificate contains:
 - Beneficiary socio-economic details
 - Visuals from the project
 - Intervention report
 - Outcome report - progress made from before and after the intervention
 - Financial report (including details of financial transactions)
- View Result Certificates at:
<http://www.yousee.in/ucdocuments.html>



Early Initiatives

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Baseline Survey



Baseline survey of Indore Rag-pickers, for assessment and planning measurable development

Education Project



“Classroom Calling” – elementary learning for out-of-school children in the slums of Indore

www.yousee.in

Health Project



Out-Patient Clinics for the poor communities at Chennai and Kancheepuram District Tamil Nadu

www.yousee.in

Want to collaborate?

- Give us Ideas
- Introduce us to institutional or individual funders in your network
- Send us Project suggestions
- Acquire UC Certificates

Contact us: gunaranjan@yousee.in

Visit us at:

- Website: www.yousee.in
- Twitter: <http://twitter.com/youseeupdates>
- YouTube Channel: <http://www.youtube.com/user/youseemovies>
- Facebook Page: <http://www.facebook.com/pages/YouSee/334183208934>



YouSee

Thank You!

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