

Development Packaged



You See

www.yousee.in

Who we are?



Mr. Gunaranjan, served with BASIX for 7 years in various function which included, heading its micro insurance business vertical and heading its operations for the North Eastern States in India. Founded and promoted the UC concept in June, 2009. Gunaranjan is a graduate in Physics and Business Administration from the Sri Sathya Sai University, Puttaparthi, India.

Partners: UC is currently implementing projects in partnership with the Shree Sai Healing Trust in the area of health care near the city of Chennai and Indian Grameen Services for providing Education and Livelihood services to the RagPicking community in the city of Indore. UC is in the process of being incorporated.

What is UC Offering?

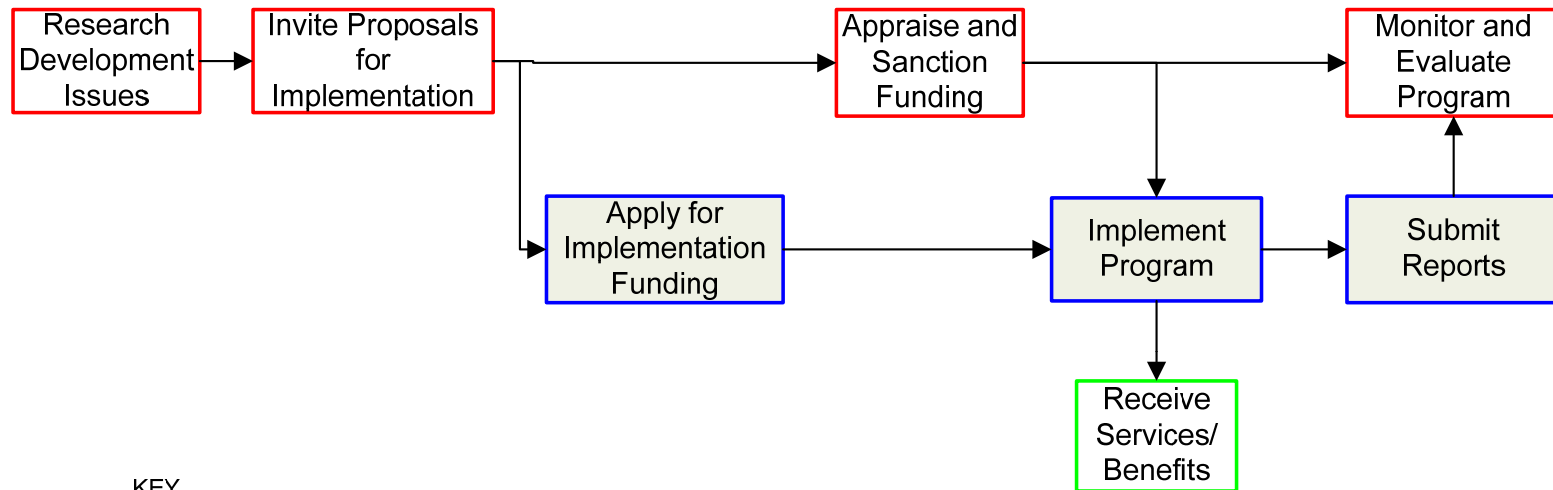
- A postpaid development funding product
 - Innovative approach
 - Assured delivery and quality in development projects/programs
 - Get what you pay for
- An approach to ensure 100% channeling of support to target clients, with quality and efficiency of application.
- A packaged output with unique certification, by an institution
 - Implementation of a defined service prior to certification
- Off the shelf “Development Certificates” to funding institutions and individuals

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

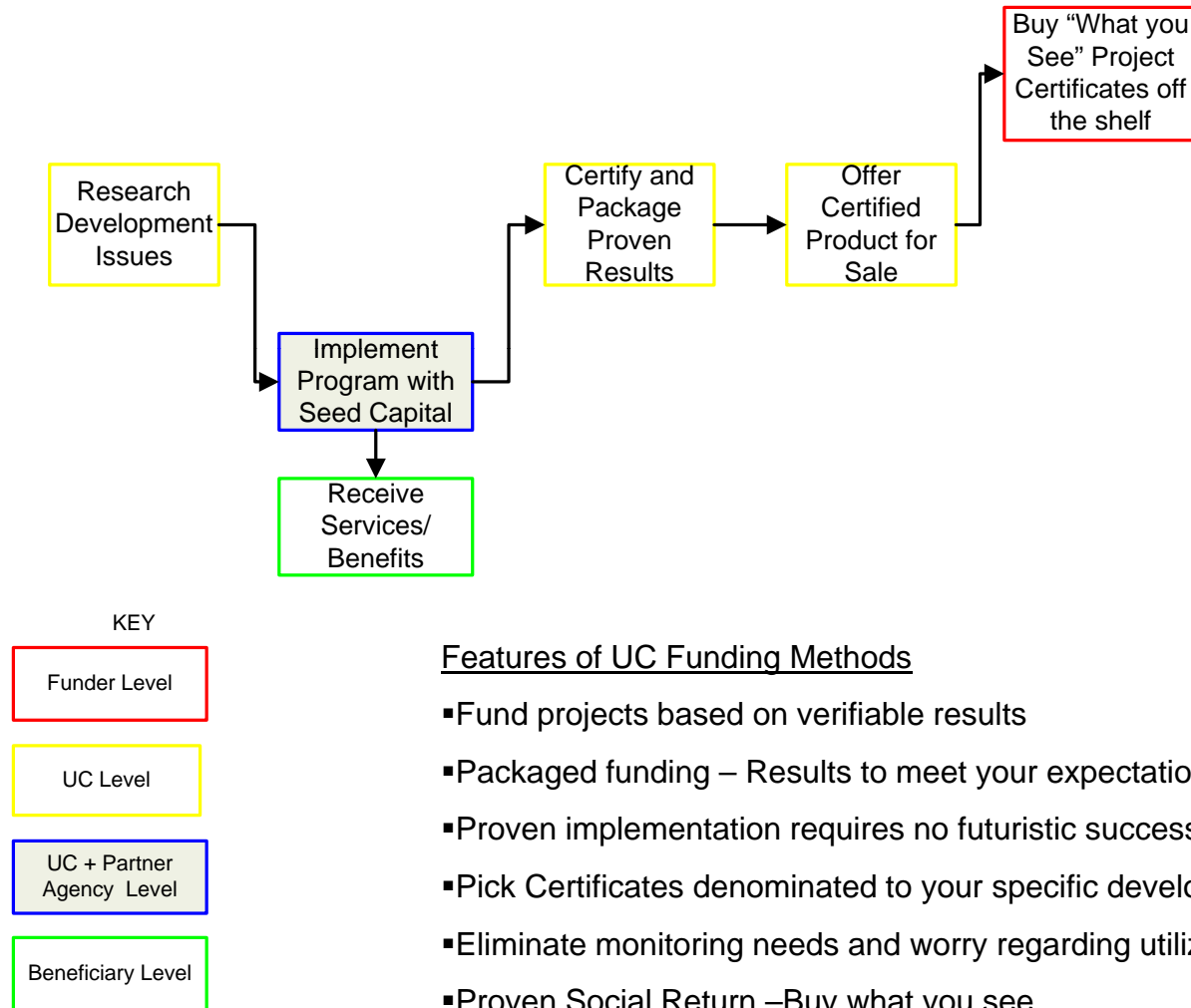
Implementing
Agency Level

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



Advantages for Funders/Investors

- The UC model reduces costs related to:
 - Identifying projects
 - Identifying partners
 - Managing projects
 - Monitoring
- Thus a higher portion of your funding budget reaches the intended clients

Potential Buyers

UC extends a service suitable to various market players:

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

Certification content

- Certificate signed by the organization with unique certificate code
- Certificate signed by rating or auditing firm
- Report containing
 - Beneficiary – socioeconomic details
 - Visuals – Geographic coordinates of intervention, Map
 - Intervention report
 - Impact report - progress made from before and after the intervention
 - Financial report (including details of financial transactions)

Want to collaborate?

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

Visit our website at www.yousee.in

Contact us: gunaranjan@yousee.in

Thank You!



You See