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MPEP SEMINAR SERIES | Exploring Frontiers in Inclusive Market Development

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Market Systems Innovations – From the Field



Margie Brand
EcoVentures International &
the SEEP Network





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Jeanne Downing **USAID/E3/MPEP**

Jeanne Downing is the Senior Enterprise Development Advisor in E3's Office of Microenterprise and Private Enterprise Promotion (MPEP). Downing was in charge of the AMAP research effort focused on fostering opportunities for micro and small firms within global, regional, and domestic value chains. She has worked on small and microenterprise development over the last 25 years, concentrating primarily on value chains, business development services, and subsector analysis/development in over 15 countries in Africa, much of the Caribbean, and a handful of countries in Latin America and Asia. Downing has taught value chain development at The Johns Hopkins School for Advanced International Studies.



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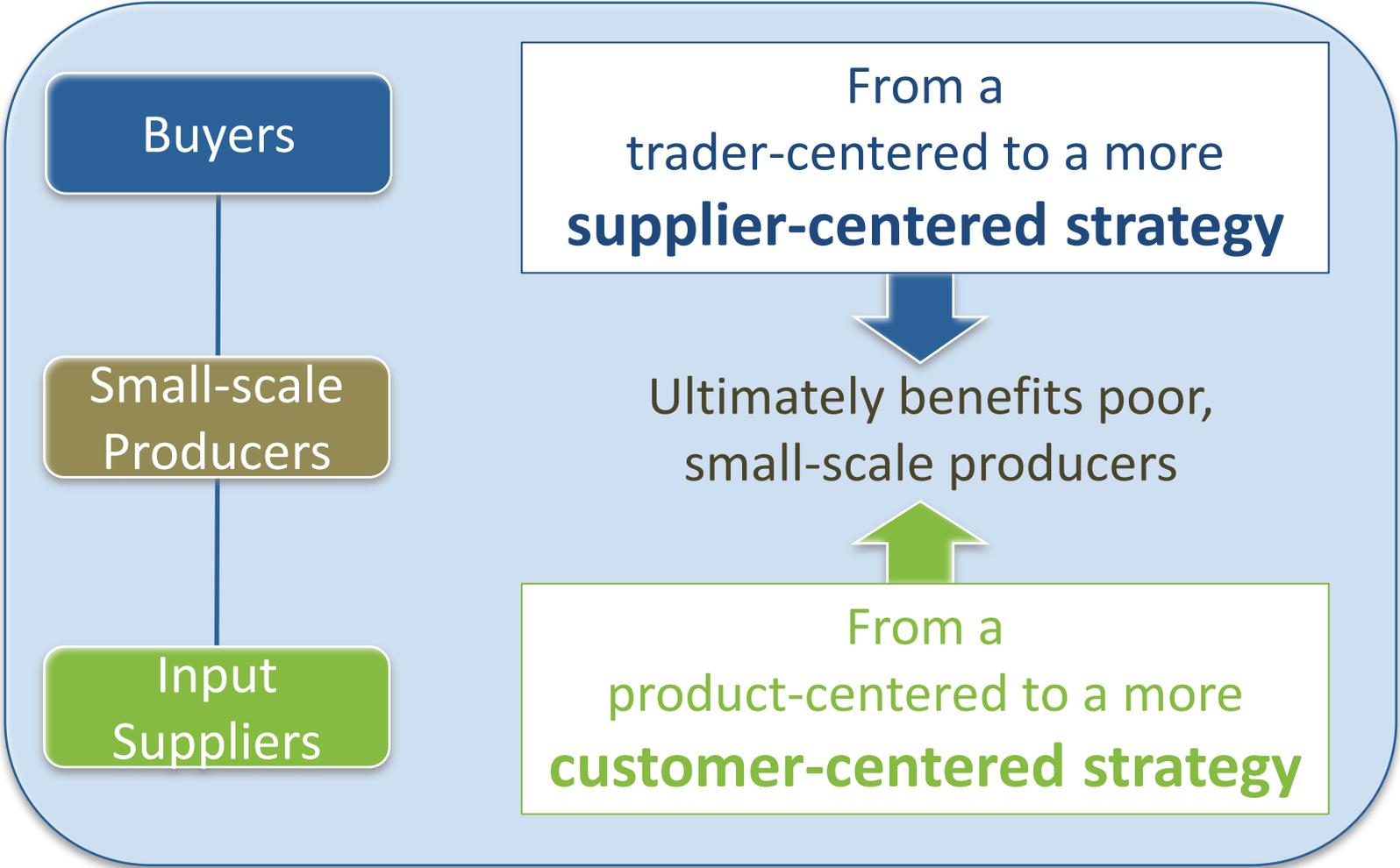
Margie Brand

EcoVentures International & the SEEP Network

Margie Brand is Executive Director at EcoVentures International (EVI), a small non-profit firm specializing in sustainable market systems development strategies. Brand is currently supporting DFID's Market Assistance Programme in Kenya, where she leads a team exploring behavior change strategies for market actors impacted by private sector engagement strategies. Brand has co-authored publications related to value chain development strategies for the very poor and economic strengthening strategies for youth development. She has acted as Senior Advisor to the SEEP Network on enterprise and market development. Brand and the EVI team have supported multiple USAID enterprise and workforce development projects, conducting innovative market opportunity assessments and facilitating private sector-driven acceleration funds to support market-driven development and training strategies.



Market Assistance Program (MAP)



Driving inclusive market growth through the system

Product-Focused



- One-off, one-directional sales
- Focuses on cash flow and number of products sold
- No investment in customer
- Incentives from social and family networks
- No structured feedback system (market signals)



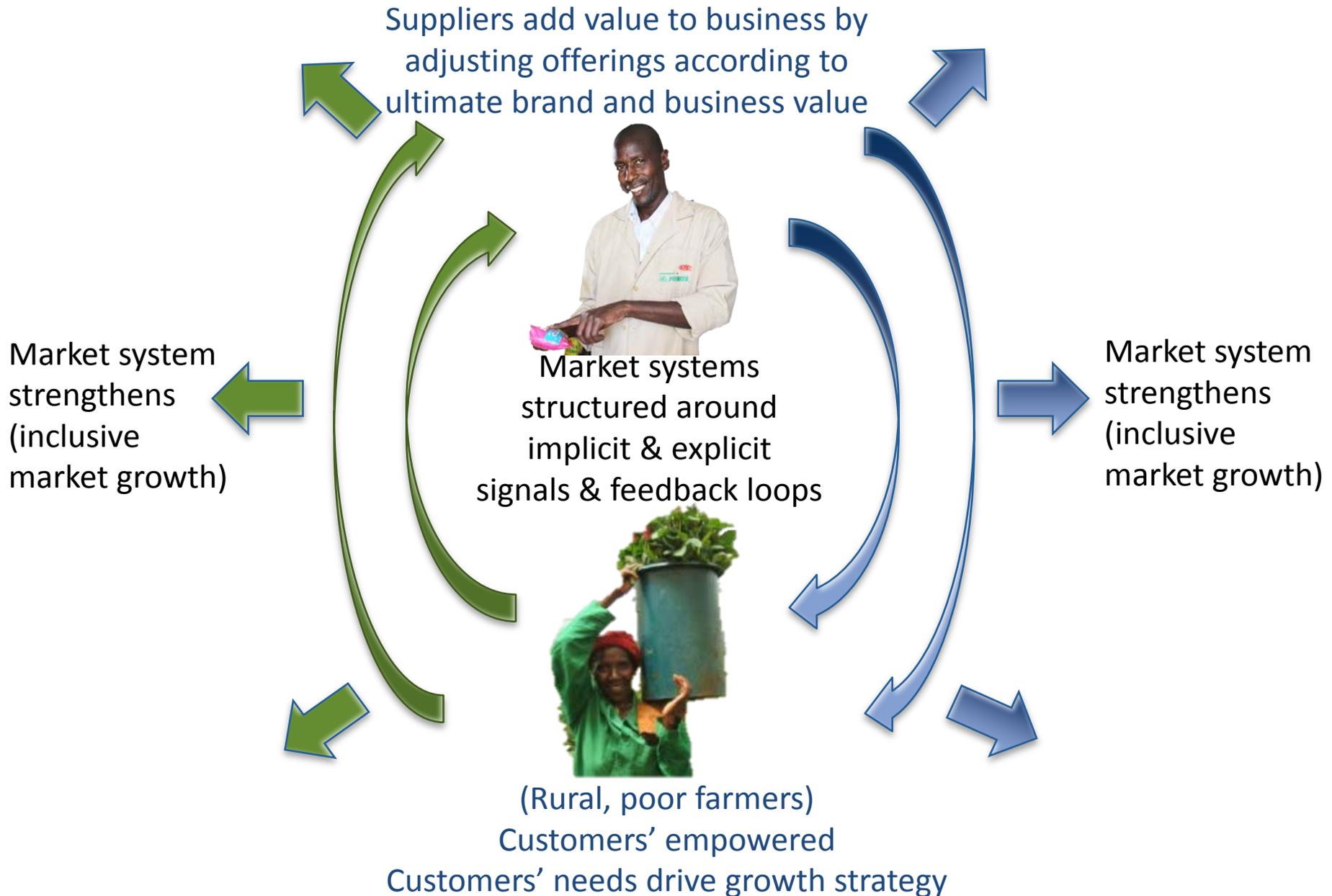
Customer-Focused



- Repeat sales
- Focuses on capturing and retaining customers
- Monitors business growth and relationships with repeat customers
- Invests in growing value of business
- Signals and feedback loops from customers and commercial networks

Best for the market system

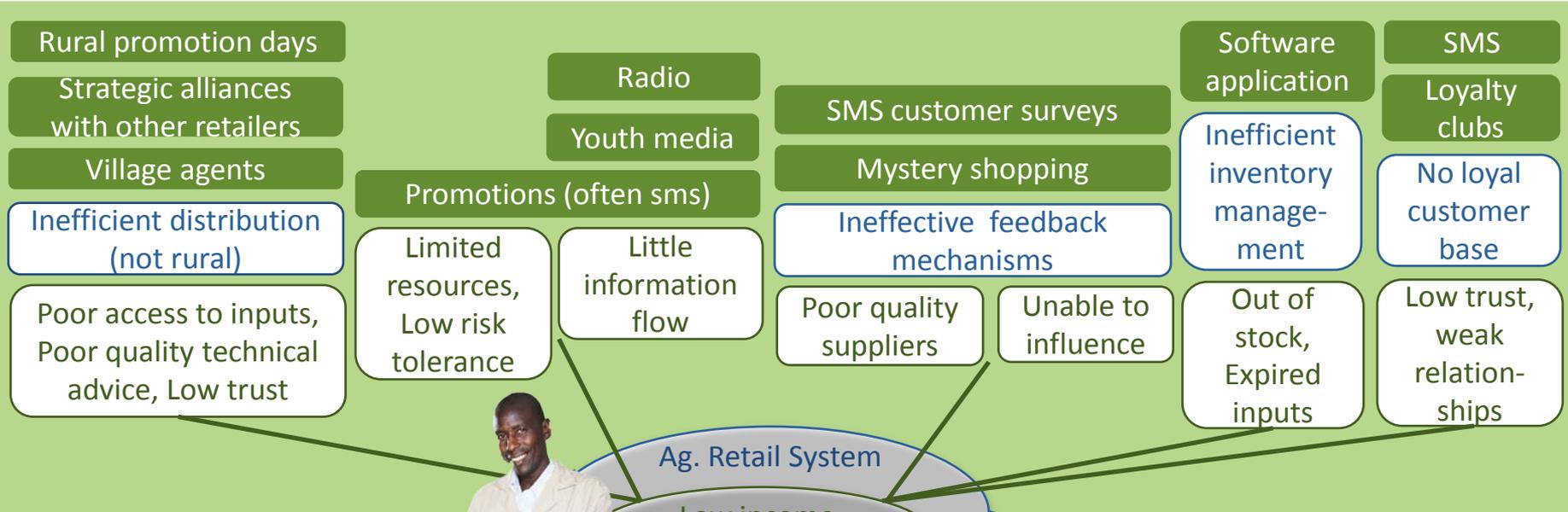
Systemic Ripple Effect through Market System



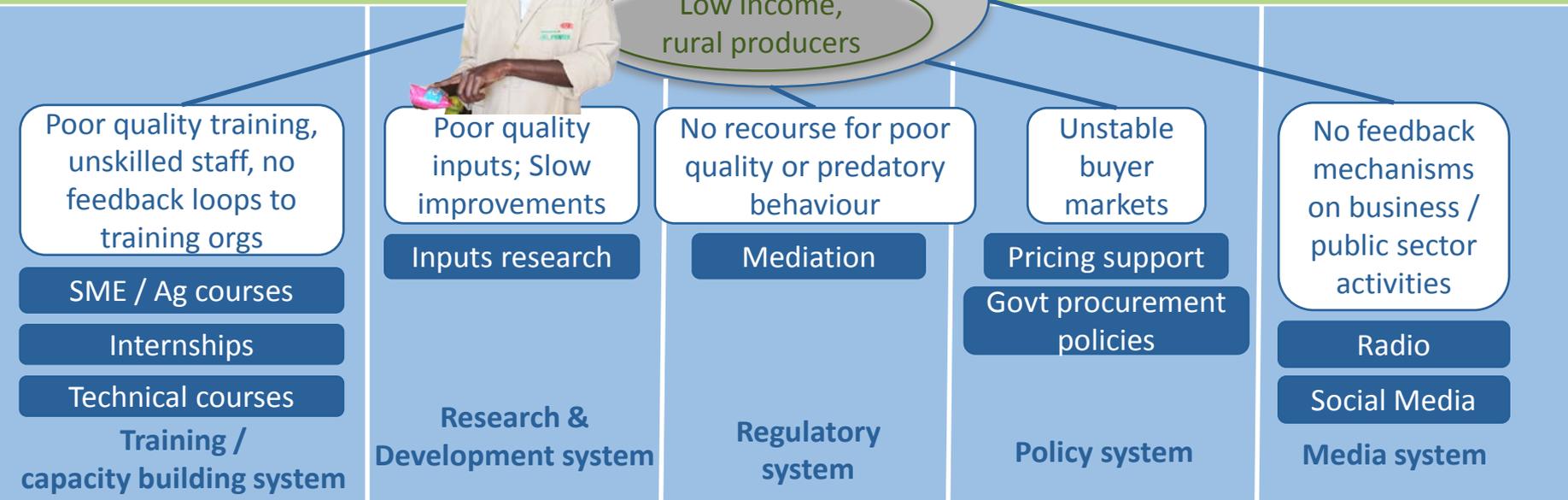
Market systems structured around Implicit & Explicit Feedback Loops



AGRIC. RETAIL SYSTEM



KEY SUPPORTING SYSTEMS:



Systemic Ripple Effect through Market System

Suppliers add value to business by adjusting offerings according to ultimate brand and business value

Market system strengthens (inclusive market growth)

Market systems structured around implicit & explicit signals & feedback loops

Market system strengthens (inclusive market growth)



(Rural, poor farmers)
Customers' empowered
Customers' needs drive growth





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Margie Brand:
margie@eco-ventures.org

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microlinks@microlinks.org

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Upcoming Events

September 17:
Presentation by EWB
on “Building Blocks
of Learning
Organizations”

September 19:
#AskAg Twitter Chat

KDMD

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