



Hanna Ebeling (Germany)

SWAP location: Philippines

SWAP ICats role: Business Accelerator Consultant

ICats duration: Feb 2012 – Mar 2013 (full-time)

Degree: B.A. Economics (University of St.Gallen, Switzerland)

Professional experience: 5 years of professional experience in international banking roles across three continents at HSBC Private Banking

Summary

Hanna identified and assessed a promising early stage organization for the LGT Venture Philanthropy Smiling World Accelerator Program (SWAP). SUGRUVI, a farmer cooperative promoting the planting as well as facilitating the sale of high yielding cassava, was selected by the SWAP and as part of the support received intensive hands-on business consulting through Hanna.

The problem SWAP aims to tackle

- Early stage social organizations struggle to scale-up due to a lack of clear plans / strategies, unproven business models, and weak / inexperienced management teams
- Incubators / contests exist, but management know-how / experience to support impact-first companies is limited



SWAP's solution

Provides hands-on business consulting through dedicated ICats Fellows on the ground, and financial support of USD 50'000 on average to promising early-stage social enterprises

“A journey to the unknown - it was beyond my expectations.”

“Seeing the level of poverty and need for impact here in the Philippines, reassured me that quitting corporate life in London was the right decision”
- Hanna

Key challenges for SWAP in 2012

- Create SWAP infrastructure and establish partnerships with local incubators /hubs
- Attract promising social organizations
- Provide tailored business consulting



Opportunity for an ICats Fellow

Establish the SWAP on the Philippines and support early stage social organizations with the business consulting experience

ICats Fellowship 2012 – Impact Report

LGT Venture Philanthropy



Hanna's achievements ...



- Conducted due diligence on 3 organizations and presented the deals to the SWAP Investment Committee
- Intensive business consulting support for SUGRUVI
 - Evaluation of market size
 - Analysis of operational processes and efficiencies
 - Preparation of cassava planting and optimization of post-harvesting set-up
 - Established, assessed and revised financial and social impact targets
 - Review of organizational and management structure
 - Set out additional fund raising strategies for grants
- Consolidated SWAP processes for regional and global roll-out

Hanna's next challenge

Hanna continues the career path of impact investing on the Philippines, by working as a consultant with UN ESCAP and the HILTI Foundation on an affordable housing project.

...contributing to SWAP's impact on the Philippines



- From over 100 applications, six organizations were selected to receive tailored business consulting and financial support in order to capitalize on their high potential for positive impact and growth
- Established the local partnership with xchange (Manila) to facilitate the Accelerator Program
- LGT VP invested in SUGRUVI, a farming cooperative promoting the planting of as well as facilitating the sale of high yielding cassava
- SWAP Blueprint (application/evaluation/selection process & systems, resource DB, contracts, best practices, ...) created to support the program for further scale to Mexico, Colombia and Brazil in 2013

“Hanna guided us in every step and she has helped a lot in improving our efficiency and increasing profitability.”
Nathalie Arsonillo, SUGRUVI founder