



Andrea Piazza (Brazil)

Location: Brazil

ICats role: Business Accelerator Consultant

ICats duration: Mar 2013 – Mar 2014 (full-time)

Degree: BA Development Geography (King's College, London) and MSc Risk Analysis (King's College, London)

Professional experience: 2 years of professional experience with social and environmental risk management consulting for infrastructure projects in LatAm.

Summary

Andrea screened and assessed more than 70 social enterprises before selecting a promising social enterprise for the LGT Venture Philanthropy Accelerator Program (AP) in Brazil. Quitei, an online negotiation platform for low-income debtors to clear their debts, was selected for the acceleration program and received six months of hands-on business consulting through Andrea.

The problem the AP aims to tackle

- Early stage social enterprises 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



Accelerator Program'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

Key challenges for AP in 2013

- Create AP's infrastructure and establish partnerships with local accelerators/incubators
- Attract promising social enterprises that fit with LGT VP's investment criteria
- Provide tailored business consulting



Opportunity for an ICats Fellow

- Establish AP in Brazil and support early stage social enterprises with strategic business consulting
- Promote the work of LGT VP in the social business ecosystem in Brazil

“Accelerating a social enterprise through the ICats Program has given me a new perspective on development and introduced me to the world of social entrepreneurship and impact investing. The knowledge I acquired during the fellowship has had a significant impact on me and opened doors to new possibilities for my future career”
- Andrea

ICats Fellowship 2013 – Impact Report

LGT Venture Philanthropy



Andrea's achievements ...



- Screened more than 70 organizations for the AP, conducted due diligence on one promising early stage enterprise and presented it to the Investment Committee
- Participated in the partnership with Vox Capital to co-invest USD 75'000 in Quitei and structured the convertible debt
- Provided six months of intensive strategic business consulting support to Quitei including:
 - Analysis of operational processes and efficiencies
 - Establishment, assessment and review of financial and social impact targets
 - Elaboration of milestone and action plans
 - Implementation of KPI monitoring system
 - Review of the sales and marketing strategies
 - Competition mapping

...contributing to the AP's impact in Brazil



- Promoted the work of the AP in the impact investing ecosystem in Brazil
- LGT VP accelerated Quitei, an online platform for debt negotiation, but did not invest as the company did not achieve the pre-established targets after six months
- LGT VP conducted a study to understand the current state of impact investing in Brazil in partnership with the Aspen Institute of Development Entrepreneurs and Quintessa

Andrea's next challenge

Andrea will pursue a career in social entrepreneurship and aims to continue working with social entrepreneurs motivated to improve the wellbeing of disadvantaged peoples.