



Graham Day (Canada)

SWAP location: Colombia

SWAP ICats role: Business Accelerator Consultant

ICats duration: Nov 2012 – Oct 2013 (full-time)

Degrees: BCom (University of British Columbia, Canada), MA (Johns Hopkins University, Washington DC)

Professional experience: 5 years of professional experience in management consulting and international development.

Summary

Graham launched the Accelerator Program (AP) for Colombia where 3 early stage companies were identified for engagement. Over the course of the fellowship LGT VP invested in two of these, while the other was actively mentored.

The problem AP 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



AP'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

“Ideas and passion are abundant in Colombia’s social sector. The tricky part is finding good management teams to execute plans and take them to fruition. I spent the year journeying with these brave entrepreneurs, striving to find ways to make their business as sustainable and impactful as possible. It was a challenge like no other.”

- *Graham*

Key challenges for AP in 2013

- Create AP infrastructure and establish partnerships with local organizations
- Attract promising social organizations
- Provide tailored business consulting



Opportunity for an ICats Fellow

Establish the AP in Colombia and support early stage social organizations with the business consulting experience

Graham's achievements ...



Vitalius enriched raw sugar cane

- Executed deals for:
 - Vitalius: dedicated to enriching raw sugar cane with crucial minerals and vitamins to improve nutrition amongst low income families
 - Bive: provides low income families with steep discounts for private sector health services via an innovative membership card
- Provided consulting services for:
 - Mukatri: produces niche food products with exotic Amazon fruit, which providing farmers with steady prices and technical assistance

Graham's current challenge

Graham was thrilled to be hired by LGT VP as an investment manager for Latin America. He is currently based in Bogota where he focuses on deal sourcing for Mexico, Colombia and Peru.

...during a successful SWAP process in Colombia



*Mohammad Yunus with LGT VP team in Bogota
Juan Pablo Aria (left), Deanna Zhang (center), Graham Day (right)*

- From 64 applications, six were researched in detail and three were awarded entry into the Accelerator Program
- The Acceleratees were provided with intensive support in sales strategy, financial projections, and strategic alliances
- Established strong partnerships with Colombia foundations, social incubators, the Social Investment Bank and other impact investing funds
- Awarded a recognition trophy from Mohammad Yunus of Grameen Bank for LGT VP's commitment to Vitalius and Bive

"Graham has provided Vitalius and Bive with significant support as we learn to grow our social businesses."

Juan David Ramirez, Vitalius General Manager