



Julian Antony

Host organization: Meds and Food for Kids MFK (Haiti)

ICats role: Director of Finance and Business Development

ICats duration: Feb 2013 – Dec 2013 (full-time)

Degree: Bachelors in Electrical Engineering with Honors (McGill University, Canada), CFA Charterholder

Professional experience: 5 years of Business Strategy and Analytics experience in Financial Services (Capital One Canada)

Summary

Julian used his Finance experience to build effective financial reporting and management tools, and helped MFK to update its pricing strategy and launch a new product, resulting in an 80% increase in children treated and strong financial performance. Julian also developed the business cases to export current products and launch a retail product, both critical diversification strategies for MFK's long-term sustainability.

The problem MFK aims to tackle

- 22% of Haiti's children under 5 are considered 'underweight' and 8.5% are 'wasted', leading to the highest child mortality rate in the W. Hemisphere
- Consequences of malnutrition are severe and permanent, and in-patient treatments are ineffective, expensive and unfeasible to scale

MFK's solution

- MFK manufactures fortified foods for the treatment and prevention of malnutrition, which are more effective and cheaper than prior treatments
- By locating production in Haiti with Haitian labor and raw materials, MFK supports economic growth by creating jobs and increasing farmer incomes

MFK's challenges

MFK has recently increased production by 5X, but lacks financial management capabilities for its new scale, and requires new customers for financial sustainability

Opportunity for an ICats Fellow

An ICat Fellow with Finance and Business Development skills was required to build financial management capacity and scale impact through new products and customers

"The fellowship has been an incredible journey in understanding the power of business approaches to solving poverty.

Being able to contribute to building a more sustainable MFK that will continue to save kids' lives and drive economic development in Haiti has been truly rewarding.

Haiti will forever remain special to me, a country that remains resilient in the face of immense challenges, and I hope that one day its people will get a fair chance to live up to their potential"

Julian

Julian's achievements ...



- Strengthened financial management capacity
 - > Improved financial processes, controls and reporting
 - > Tools for financial planning, pricing strategy, cash flow
- Managed financials to drive revenue and profit growth
 - > Pricing change for low volume product to grow sales
 - > Financial modelling, marketing and business development to launch a nutritious snack for school kids
- Long-term financial planning to drive strategy decisions
- Developed business cases to export current products and launch a new retail product in the USA
- Developed new pricing to win 1st UNICEF export contract

Julian's next challenge

Julian is pursuing his career in Singapore in the impact investing space or the private sector.

...contributing to MFK's impact



- Produced fortified foods for the treatment of 58,000 children, an increase of 80% from 32,000 children in 2012
- Product suite expanded to include preventive foods
- Supplied the World Food Program with products used for the treatment of moderate acute malnutrition
- Won long-term contract from UNICEF for global supply
- Purchased 25 Tons of peanuts from 250 local farmers
- Local employment increased to 50 Haitian employees
- 300 Peanut Farmers trained to improve yields and quality

“MFK could not have imagined a better ICats Fellow than Julian. He has reorganized our financial systems, created tools for monitoring of performance, allowing us to plan for sustainability. Julian is very skilled, hard working, committed and creative. Our mission and the entire team has benefited greatly from Julian's work and friendship.”
Dr. Patricia Wolff, Meds and Food for Kids Haiti