“This education will allow me to rescue my family. It is an opportunity none of us will ever forget.”
— Louis Yao Zipki
Youth in Poverty — Rwanda

Last year, Vittana launched in Rwanda — a country of deep contradictions.

Eighteen years after the genocide, a new generation of hope is emerging. 80% of Rwandan youth are literate.

But, 90% of them still survive on subsistence farming.

What is holding them back? One more year of education. With it, a farm girl can become a chef.

Vittana is empowering Rwandan youth change their future.
Liezel — A Family’s Dream

Last month, a girl named Liezel graduated. Today, she is earning $11 a day — more than her parents have ever earned. As a laborer, her father earns a few dollars a day. Liezel is giving two-thirds of her income to her family. Now, her two little brothers will graduate too.

It almost didn’t happen. When Liezel turned 18, the local NGO canceled her education sponsorship.

What made the difference? A $130 Vittana Loan.
The World’s Biggest Problem

More than 4 out of 5 global youth live in poverty.¹

With only basic schooling, these youth are destined to live with the harsh realities of poverty like their parents.

They’re trapped without the education — trade & skills — that could break the cycle of poverty.

The cost of this education? $750. This is an insurmountable gap, equal to years of saving for a girl living on a few dollars a day.

We can help bridge that gap.

¹ Vittana, World Bank

Lusiana Pratiwi

Lusiana dreamed of being an accountant. However, when her father passed away, her dreams died with him. Because of a $448 Vittana Loan, Lusiana graduated in October ‘11.
Our Solution

We pioneered the Vittana Loan — a scalable, sustainable & high-impact solution to youth poverty.

• Pays for all educational expenses through graduation — tuition, supplies & food
• Focuses on one extra year of high-impact education that multiplies earning power
• Relieves financial pressure and risk for both families and youth

Ana Lizbeth Aburto Salgado

Ana dreamed of being a programmer. She was attending a top school in Nicaragua when her family told her they could no longer support her. Because of a $713 Vittana Loan, Ana graduated in April ‘11.
Our Underlying Magic

We build and fund the world’s first student microloan programs.

Our unique contribution:

• Go-to-market expertise to launch & scale in new countries
• Catalytic capital to grow nascent programs
• Proven track record of impact & repayment
• Technology to track & share success

Our innovation is combining microfinance’s massive reach and education’s transformative power.

Ruell Ellanil

Ruell dreamed of being a welder — with a $729 loan in January ‘11, Vittana made that possible. He nearly tripled his earning power to $15 a day and has already paid back half of his loan.
One Vittana Loan can be transformative — economically, emotionally & socially:

- Tripling earning power, lifting a girl beyond $10 a day and creating thousands of dollars of lifetime impact
- Empowering youth to think beyond their walls and become community role models
- Permanently breaking the cycle of poverty for mothers- and fathers-to-be
We operate 22 programs in 12 countries on 4 continents.
Our impact has been growing at an exponential rate — at least 3x per year — since 2009.
Recognition

“Grandioso. Superbien.”

“5 Social Capitalists Who’ll Change the World”

Voted “Best Non-Profit” by 1,000 startup CEOs, investors

“Next New Thing”

“Hotbed of Innovation”
The Moment Is Now

After years of sustained exponential growth, we have more lenders & more youth today than capacity to bring them together.

Next year, financial partners want to invest $30M+ in Vittana programs. This would help 50,000 youth escape poverty.

We aren't able to say yes.

Thao Phuong Thi Vo

Thao dreamed of being a music teacher. Because of a $557 Vittana Loan, she graduated in August ‘10. She now works as a teacher for disabled children and fully repaid her loan in October ‘11.
To responsibly take this turning-point investment, we need to first raise $3 million in philanthropic capital and invest in our programs and systems.

**Global Programs**
To expand into new countries and deepen reach in existing countries.

**Administrative & Fundraising**

**Capital Management**
To launch the Vittana Education Opportunity Fund, a catalytic debt fund to scale up high-impact programs.

**Technology & Web**
To continue refining website to surprise & delight users and invest in systems to better track & share impact.

Prominent business & philanthropy leaders have already taken the first step.
Share our appetite for detail?

Appendix
Global Youth Literacy

Global youth literacy has been steadily increasing and is now nearly 90%.
## Our Partnership Model

We partner with in-country MFIs to leverage local knowledge and minimize infrastructure duplication.

<table>
<thead>
<tr>
<th>Due Diligence</th>
<th>Pilot Launch</th>
<th>Operational</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Months 1 - 3</td>
<td>Months 4 - 6</td>
<td>Months 6 - 18</td>
<td>Months 18+</td>
</tr>
<tr>
<td>• Identify MFI staff member dedicated to education loan products</td>
<td>• Develop underwriting criteria, product specifications, etc. with Vittana’s Regional Program Manager</td>
<td>• MFI will market the product to target population</td>
<td>• Work with MFIs to increase the number of education loans they disburse each year</td>
</tr>
<tr>
<td>• Deploy Fellow to work with the MFI staff for 3-12 months</td>
<td>• Determine key milestones and goals with MFI’s CEO</td>
<td>• Vittana provides access to interest-free, risk-free capital from Vittana.org website</td>
<td>• Introduce new loan products to pay for additional years of schooling</td>
</tr>
<tr>
<td>• Fellow and MFI staff survey students and existing clients</td>
<td>• Define operations for all staff for the pilot</td>
<td>• RPM works with MFI to track milestones and run detailed analysis of repayments</td>
<td>• Provide access to other sources of capital, e.g. catalytic debt</td>
</tr>
<tr>
<td>• Contact local schools &amp; employers to gauge demand</td>
<td>• Assist MFI’s IT Department in setting up the product</td>
<td>• RPM works with MFI to explore scale-up feasibility</td>
<td></td>
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<tr>
<td></td>
<td>• Develop a marketing strategy</td>
<td>• Fellow conducts initial impact evaluation of students</td>
<td></td>
</tr>
</tbody>
</table>

*Note: RPM stands for Rural Product Manager.*
Our Sustainability Plan
We will become financially self-sustainable through web and investment revenue.

2011
We broke a fundamental bottleneck: local program capacity grew from $40K to $250K per month in Q4.

2012
Our operating budget for 2012 is $1.2M. We’re focused on rapidly scaling up our web & debt capital programs.

2013 - 2014
We earn ~5% from web and 2% from our debt fund. As these revenue sources grow, we move closer to self-sustainability.

~2015
We expect to reach self-sustainability at approximately $70M in annual loan volume.