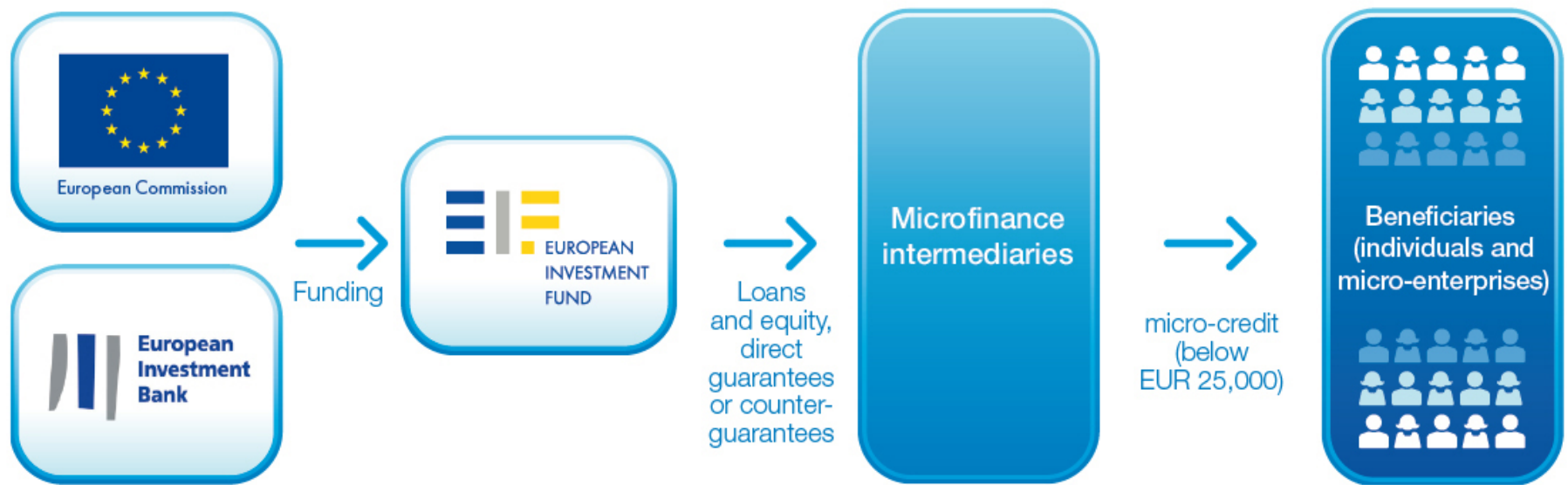




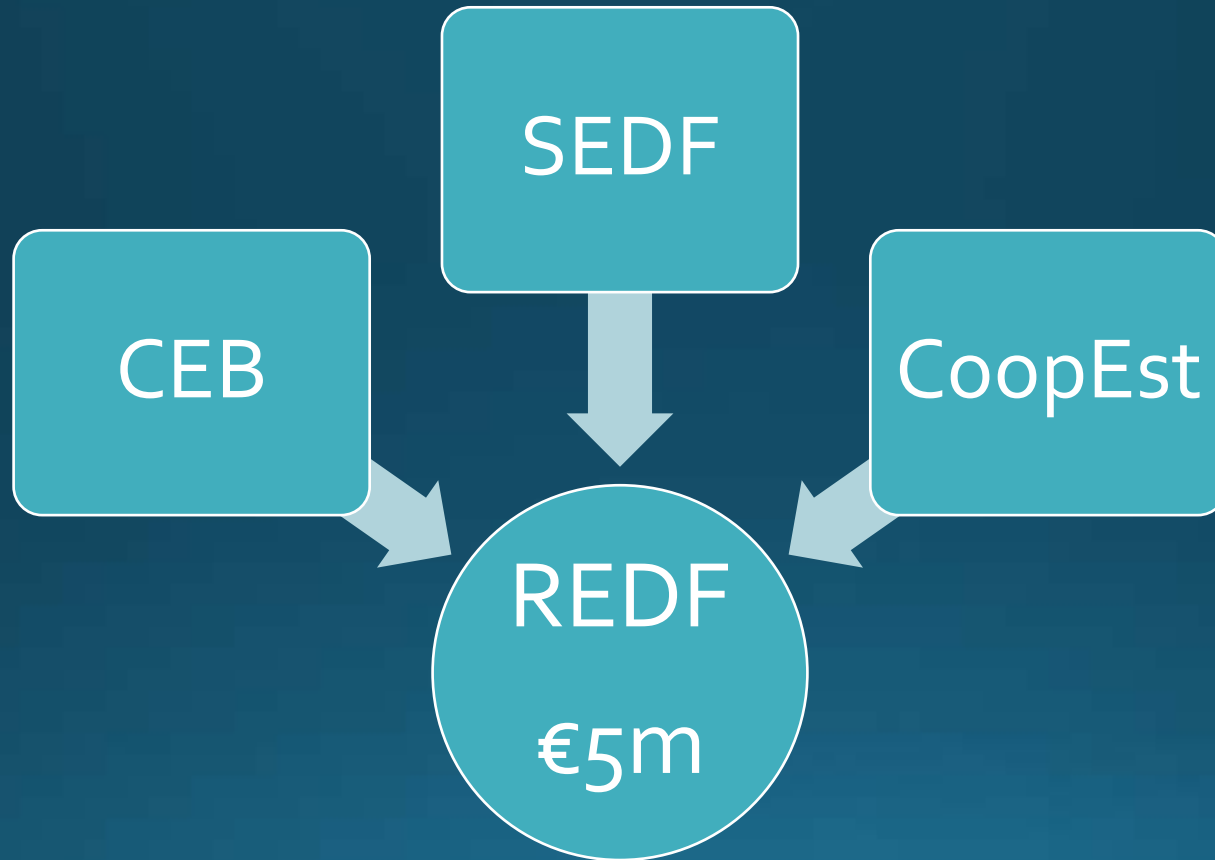
Proposal for setting-up a Roma Economic Development Fund

Petrica Dulgheru
Advisory Board member
Roma Programs Open Society Foundations

Progress microfinance is unable to impact Roma communities

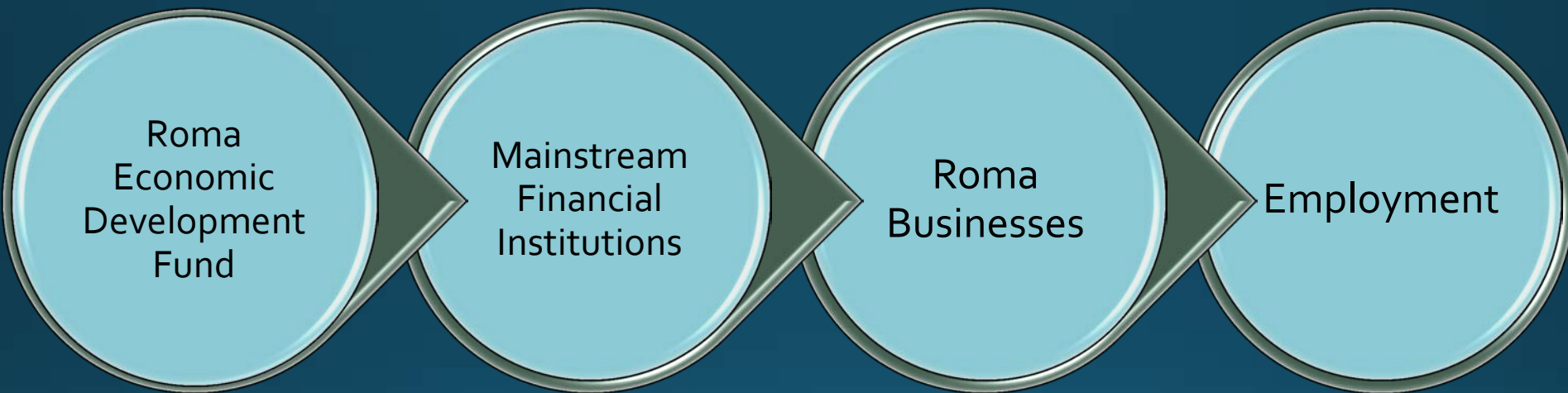


Investor mix in the Roma Economic Development Fund (REDF)



Mission

Identify, invest and support existing business with potential to add jobs to the Roma community.



Vision of year 2035

“Unemployment in Roma communities matches the national average”

Timeline



Market Segmentation and targeting countries

Rural vs Urban involvement

Customer location
Region
Urban involvement

Demographic

18-60
Financially stretched
Struggling Estates
Difficult
circumstances Not
private estatesment

Behavioral

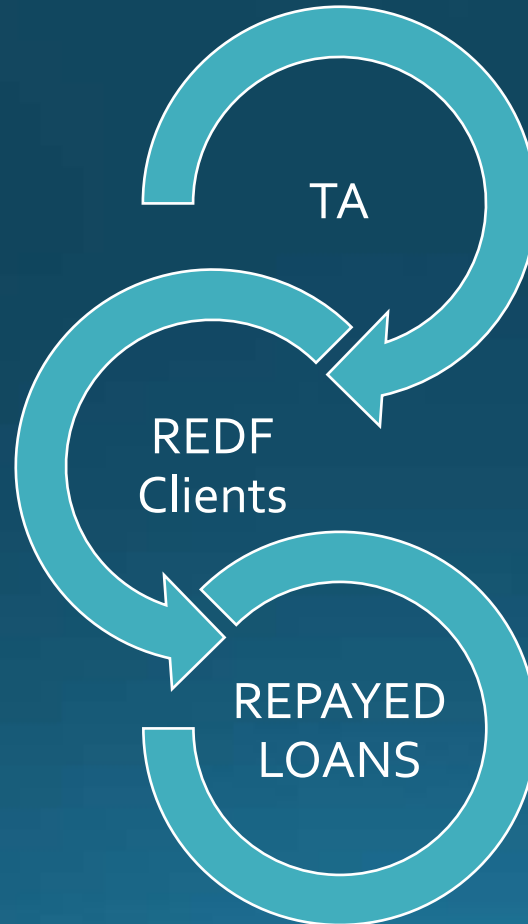
Willingness to
participate in basic
financial literacy
trainings
Openness to
mentoring

Psychographic

Ambitious
Honest
With a good
reputation in the
communities

Romania, Bulgaria, Serbia, Macedonia

Leveraging Risk through capacity building



Key element: technical assistance

1

Developing HR to
run the fund

2

BDS - mentoring + coaching
Roma Business Associations
Model Jobs & Society Sweden

3

TA for MFIs
MFC (Poland)

Creating or using existing training
infrastructure?