

## The Approach

The Global LEAP Finance Facility takes a holistic approach to scaling early-stage appliance markets. This approach has two core components:

### Identify Best-In-Class Appliance & Productive Use Products

- Global LEAP competitions identify and promote leaders in early-stage product markets and encourage new entrants•
- The Global LEAP testing process develops technical foundation for long-term market growth (e.g., test methods)

### Bring Those Products To Market At Scale

- Results-based financing (RBF) reduces financial risks associated with large-scale procurement of Global LEAP products, particularly for companies targeting underserved market segments.
- The financing catalyzes rapid market growth through new and expanded distribution channels
- Flexible working capital allows early movers to pilot new product types and distribution strategies

## How it Works

There are four main steps to the process



**1. Product Testing:** Rigorous performance testing using the Global LEAP process to identify eligible best-in-class appliances and productive use equipment



**2. Pricing & Supply Chain Analysis:** Research on pricing for market baseline products, along with product- and market-specific cost drivers (e.g., VAT, import tariffs) to inform structure of a given financing round



**3. Reverse Auction:** An open, competitive process during which suppliers & distributors put together deals and submit incentive bids to allocate financing most efficiently



**4. Sales Verification & Consumer Research:** Surveys conducted with a sample of customers from each participating distributor to verify sales and generate unique insights on appliance use, customer experience, and impacts

## Why It's Different

Our approach to RBF is unique in the following ways:

### Technology Focus

Only source of financing dedicated to helping companies add or scale appliance and productive use product lines

### Intervention Point

Upstream, designed to catalyze wholesale markets & large-scale procurement

### Geographic Scope

Multi-country/regional focus

### Allocation of Funds

Competitive auction-based process

### Consumer Insights at Scale

Dynamic platform for consumer, market, and impacts research , with more than 4,000 consumer surveys conducted to date

## OUTCOMES AT A GLANCE



**>\$4m**

Disbursed



**101**

Participating Companies



**289,975**

Products Sold

**193,111**

Fans

**75,934**

TVs

**13,627**

Solar Water Pumps

**7,303**

Refrigerators



**1,289,000**

Beneficiaries

Support for Global LEAP activities has been provided by:

