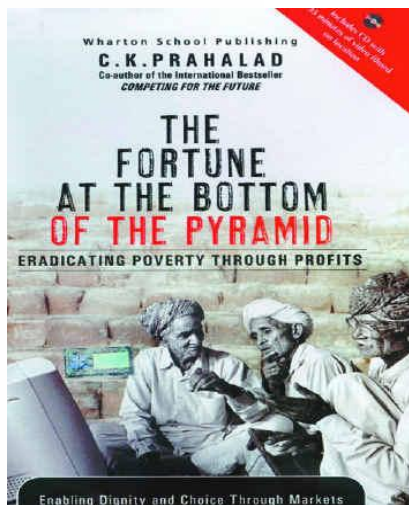




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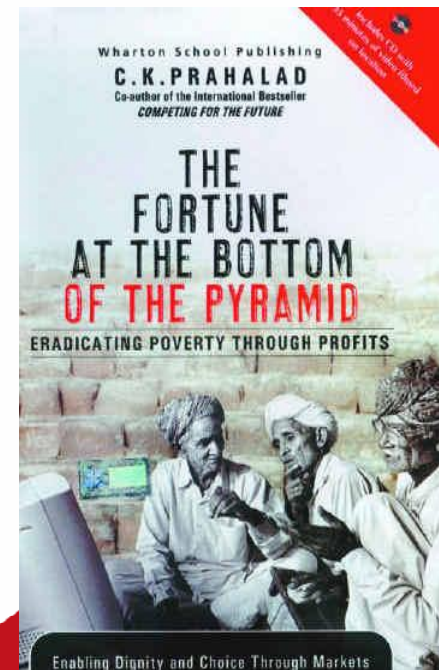
The Bottom of the Pyramid: The Next Big Idea?



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Contents

1. What's the big idea?
2. Why is the idea popular?
3. Where's the evidence?
4. A different kind of pyramid
5. Conclusions, qus, ice cream



1. What's the big idea?

- “Phenomenal magnetic force”
- Emperor and new clothes...
- BOP or MOP?
- Minimum thesis - income poverty can be reduced by businesses.

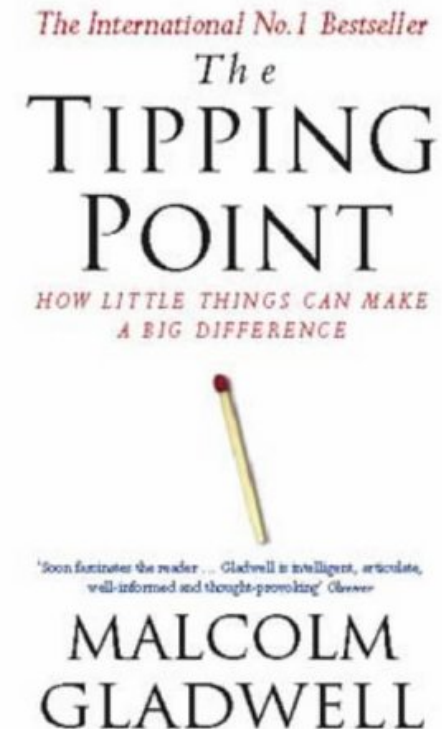
Exhibit 1: The World Economic Pyramid

Annual Per Capita Income*	Tiers	Population in Millions
More Than \$20,000	1	75-100
\$1,500-\$20,000	2 & 3	1,500-1,750
Less Than \$1,500	4	4,000

* Based on purchasing power parity in U.S.\$
Source: U.N. World Development Reports

2. Why is the idea popular?

- The message: simple, win-win.
- The champions: credible, diverse.
- The context: CSR, new markets.



3. Where's the evidence?

- Is it private sector?
- Is there a rise in income?
- Is it the bottom (of the pyramid)?
- What are the best case studies?

4. A different kind of pyramid



Business + policy makers + researchers:
BOP horizon: e.g. mobiles?

Business + policy makers:
BOP successes: commonalities?

Policy makers:
BOP basics: policy climate?

5. Conclusions, qus, ice cream

- Why not just pay/collect more tax?
- BOP – silver bullet or rubber bullet?
- MOP – does it matter not BOP?
- What can business do for the poor?