



Rural finance

Why is ProFound rural finance important to develop your business?

Rural Small and Medium-sized Enterprises (SMEs) are the motor of emerging markets. However, many SMEs face difficulties gaining access to financial services, such as credit, trade finance and insurance from conventional banks. As a result, they struggle to find the right financial solution for their business plan. ProFound experts design, connect and build demand-driven solutions for SMEs local market realities, specific client circumstances and investor expectations.

How can ProFound rural finance help your business?

Designing innovative and inclusive finance opportunities is key to making companies and their suppliers ready for successful entry in regional or international markets. We aim to improve the quality and sustainability of product sourcing, processing and export. To support these improvements, we design financial solutions, establish partnerships and develop tools to support the entire value chain. We tailor our services to your demand, targeting and linking to financial service providers, donors, business support organisations and (private) investors.

What rural finance services does ProFound offer?

Rural finance design

We support entrepreneurs to become investor-ready with our Rural Finance Designing services. Open dialogue and feedback on the quality of documentation, including the business plan and financial projections, play a major role in our approach to small business financing. We help entrepreneurs to prepare conversations with potential investors and pitch their ideas to the right audience.

Finance strategy support

Through our Finance Strategy Support services, we translate our findings into strategic advice on entrepreneurship and rural finance to practitioners, keeping track of innovations around the globe. We share knowledge on do's and don'ts on the latest products and



services, sector organisations, delivery methods and technologies in entrepreneurship and value chain finance through practical guides and workshops.

Need more information about rural finance?



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