



Rural finance

Why is ProFound's rural finance solution important to develop your business?

Rural small and medium-sized enterprises (SMEs) are the engines of emerging markets. However, many rural 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 to reach the ambitions of their business plan.

ProFound closes this gap by helping SMEs design, connect and build demand-driven financial solutions. We make sure these match local market realities, specific clients' circumstances and investors' expectations.

How can ProFound rural finance help businesses?

ProFound designs innovative and inclusive finance opportunities to make 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?

Through our sister company [Blue Rhino](#), we prepare companies and Business Support Organisations for the last step towards market entry: [market access](#). We prepare them for rural finance with our [market analysis](#) and [business planning](#) solutions. Our products include [Finance matchmaking](#).

Rural finance design

We support small suppliers to become investor-ready. We address key strategic documents such as the business plans and financial projections. In addition, we help entrepreneurs to prepare conversations with potential investors and [pitch their ideas to the right audience](#).



Finance strategy support

Our Finance Strategy Support services translate market realities and innovations into strategic advice on entrepreneurship and rural finance to companies. Through practical guides and workshops, we share knowledge on DOs and DON'Ts on the latest products and services, delivery methods and technologies as well as relevant partners and sector organisations in the field of entrepreneurship and value chain finance.

Need more information?



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