

# INTERREG EUROPE

## Access to (micro) finance for SMEs

– Interregional learning: „Sustainable Micro-Finance Models“ –  
Offenbach, 24.10.2016

## Exercise: Sustainable Micro-Finance Programs

- The Business Model Canvass
  - Is a tool which helps to identify key aspects to set up a sustainable business.
  - It is widely used to design products and services, which meet the demand and needs of customers.
  - It helps to visualize key aspects and relationships.
- Analyse, compare, improve
  - Let's compare how the different Micro-Finance Programs are designed in the partner regions.
  - What is the underlying business model?
  - Do we meet the needs of our customer base? Do we reach our customers?
  - Do we have the right partners?
  - Do we have room for improvement?
  - ...



## Exercise: Sustainable Micro-Finance Programs

- Come together in 4 working groups
  - Make sure that each group has representatives from different partner countries
  - Have a look at the Business Model Canvas template and the leading questions
- Analyse & compare your micro-finance programs
  - Follow the leading questions, the numbers indicate the chronological order.
  - Use the Post-It notes to write down your ideas & experience
  - Compare and discuss what is needed to establish sustainable micro-finance programs
  - Make sure you identify the key aspects, use one Post-It-note for each key point/argument
- Present your results
  - Use the flip-chart and the Post-it notes to prepare your presentation
  - Present and explain your results/findings

