



Pipeline Builder: Sourcing SDG-aligned Investments in Emerging Markets

INCREASINGLY, ASSET OWNERS ARE LOOKING FOR:

Strategic, bespoke impact investments aligned with the Sustainable Development Goals (SDGs) and country-led strategic priorities

Investment impact that is clear, transparent, and linked to a benchmark

An investment that is relevant to the investor's criteria and that addresses critical problems facing humanity

PIPELINE BUILDER *: An intermediary that streamlines the investment "origination" process to drive more capital to SDG-focused SMEs in emerging markets



COUNTRY LEVEL SDG PLANS AS A ROADMAP FOR INVESTORS

Using priority SDG Impact Opportunity Areas developed by UNDP SDG Impact

Priority sectors can be used to guide investors to more strategically sourced SME investments

Sourcing through the local ecosystem of local investors and advisors

CAPITAL MARKETS INTERMEDIATION

Educate investors on SDG priorities and subsequent sectors

Matching investor criteria with priority sectors

Leveraging local investment ecosystems, specific investments are presented to relevant investors

This process is modeled on how traditional investments are sold

*Pipeline Builder is co-led by the SDG Lab at UN Geneva and Ground_Up Project, a Swiss-based independent impact firm.



CASE STUDY: GHANA

Using the **UNDP SDG Investor Maps intelligence tool**, Pipeline Builder successfully identified a base value of USD 39 million worth of SME investments in Ghana under its pilot scheme, with the potential for an additional USD 15.5 million.

The Ghana SDG Investor Map, which was finalized in Q4 of 2020, enabled Pipeline Builder to source 15 potential investments across seven sectors that meet the West African nation’s SDG priorities. The sectors identified by the Ghana SDG Investor Map, against which Pipeline Builder subsequently sourced relevant investments, are health, housing, ITC, agriculture, cities, education and financial services with the investment size ranging from USD 0.5 to 7 million.

GHANA PIPELINE OVERVIEW

15
potential investments

Investment size range

\$0.5 – \$7.0M

Total Ghana Pipeline base value

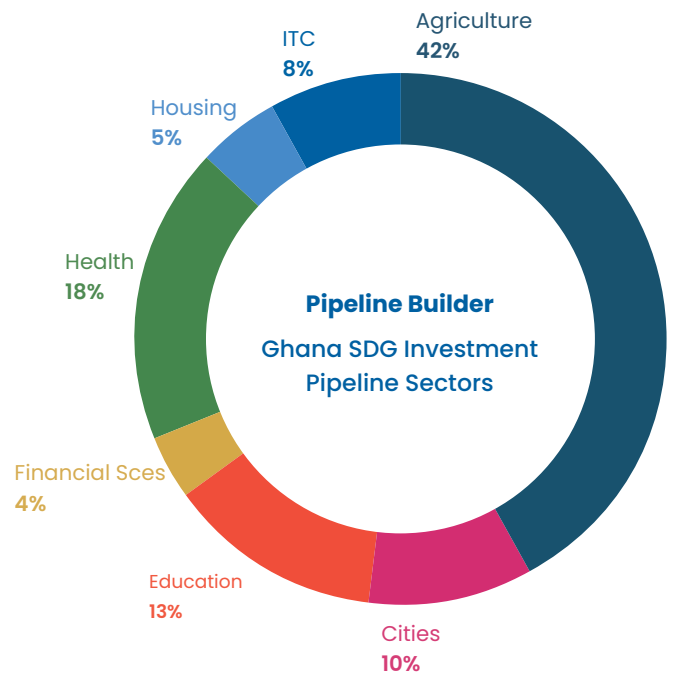
\$39.0M

Potential additional investment

\$15.5M

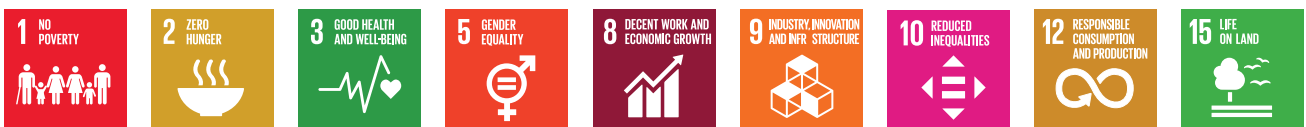
Investment envelope

\$39.0 – \$54.5M



Example: Telemedicine scalable platform centralizes diagnostic services and delivers medical imaging at low cost. Extensive track record in Accra since 2011, strong yoy revenue growth with annual average of medical images delivered: 25’000–30’000. Looking for US\$2m to fund part of the capital expenditure and working capital required for new clinics across Ghana and entry into Tanzania. Existing investors: Dutch family in healthcare since the 1990s, Fidelity Ghana.

SDGs covered



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