



FRANCHISE PARTNERSHIP INFORMATION

ABOUT VISIONSPRING

VisionSpring's mission is to reduce poverty and generate opportunity for the poor through the sale of affordable eye glasses. Across the developing world, hundreds of millions lose their livelihoods because they do not have access to eyeglasses. The loss of near vision – a natural occurrence in people over 35 years old – means that the working poor such as tailors, electricians, goldsmiths, and others who work with their hands cannot see to earn a living and support their families. A simple pair of low-cost glasses, long available in every drugstore in the United States, can restore their vision, productivity, and income.

BUSINESS IN A BAG

VisionSpring has developed a replicable, self-sustaining “Business in a Bag” model to empower local “Vision Entrepreneurs” to earn their living selling glasses. Each Vision Entrepreneur receives his or her own Business in a Bag, a ready-to-go sales kit containing all the products and materials they need to market and sell glasses. Vision Entrepreneurs receive step-by-step training to conduct vision screenings, sell affordable eyeglasses, and refer those who require advanced eye care to reputable clinics. With business blueprints, Vision Entrepreneurs can easily learn to run successful, profitable businesses selling life-improving health products.

FRANCHISE PARTNERSHIPS

To expand its impact, VisionSpring leverages the existing capacity and deep local knowledge of organizations providing complementary goods and services in rural communities. VisionSpring's Franchise Partnership model generates income for partner organizations as well as for local entrepreneurs selling glasses.

Based on its own proven best practices, VisionSpring **provides qualified organizations a full VisionSpring Franchise, including Business in a Bag kits, inventory, training, management systems, and support** to implement an ongoing, successful eyeglasses sales program. This model has proven successful with a variety of organizations, from small NGOs to large multinational corporations, in Asia, Africa, and Latin America:

- In Bangladesh, VisionSpring partners with BRAC, one of the world's largest NGOs, to train their network of over 57,000 **community health workers** to sell eyeglasses.
- In Ghana, VisionSpring has partnered with Freedom from Hunger **to launch a network of entrepreneurs** selling health products. Freedom from Hunger's “HealthKeepers” sell eyeglasses along with other health products and services, such as insecticide-treated bed nets, condoms, and oral rehydration salts.
- In Paraguay, VisionSpring works with the microfinance institution Fundación Paraguaya to train **their network of borrowers** to market and sell eyeglasses.
- In India, VisionSpring has also trained the **Corporate Social Responsibility department** of Vedanta Resources, a multinational company, to implement VisionSpring's Business in a Bag model in communities where they work.



FRANCHISE PARTNERSHIP CRITERIA

VisionSpring seeks to work with partners that fit all or most of the following criteria:

- Provides quality, affordable ***products and services to the rural poor.***
- Employs ***market-based solutions*** to reduce poverty and/or improve health.
- Exhibits a ***professional, entrepreneurial culture*** that emphasizes problem-solving, open communications, and strong work ethic.
- Demonstrates ***sufficient human and financial resources***, including a local infrastructure capable of identifying and training entrepreneurs; managing inventory; and maintaining a motivated sales force.
- Operates in areas with ***little access to quality, affordable eyeglasses.***
- Located in an environment with ***safe transportation infrastructure*** and a culture ***receptive to women traveling alone.***