



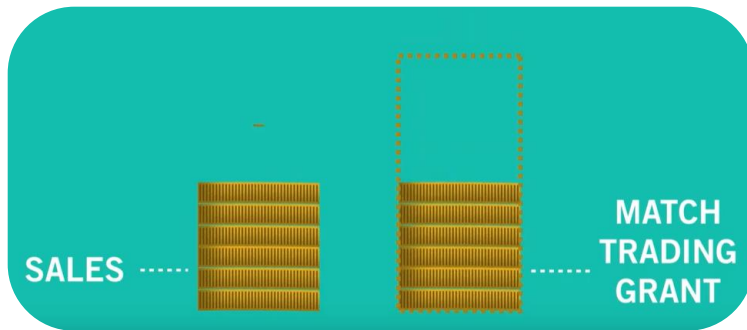
school for
social
entrepreneurs

Match Trading

An innovation in funding

Charles Rapson
Midlands Director
School for Social Entrepreneurs

A proven way to incentivise trading & resilience



Match Trading® is grant-funding that pound-for-pound matches an increase in income from trading.

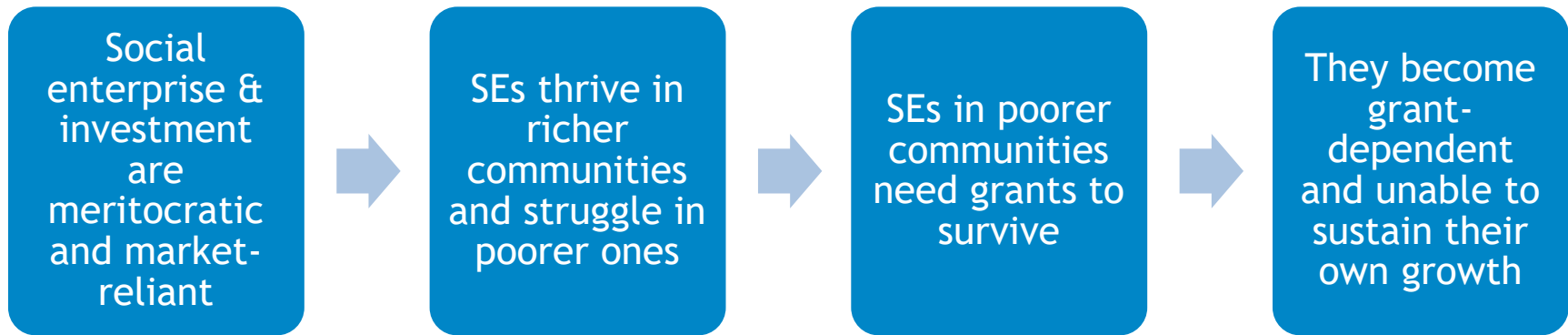
By rewarding sales growth, Match Trading grants incentivise social organisations to develop their trading base, so they can build stronger futures



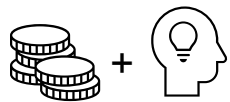
Vision: A simple tool to increase reach in poorer markets



The Problem



Match Trading® Theory of Change



Grants rewarding increased trading
+
Learning programme

Simple grant mechanism to grow customer acquisition

Boosts SE's financial resilience and grows sustainable business models

Boosts money circulation and impact for deprived communities

'Invest-to-save' case unlocks substantial government support for SE

How do we know the 'incentive' works?

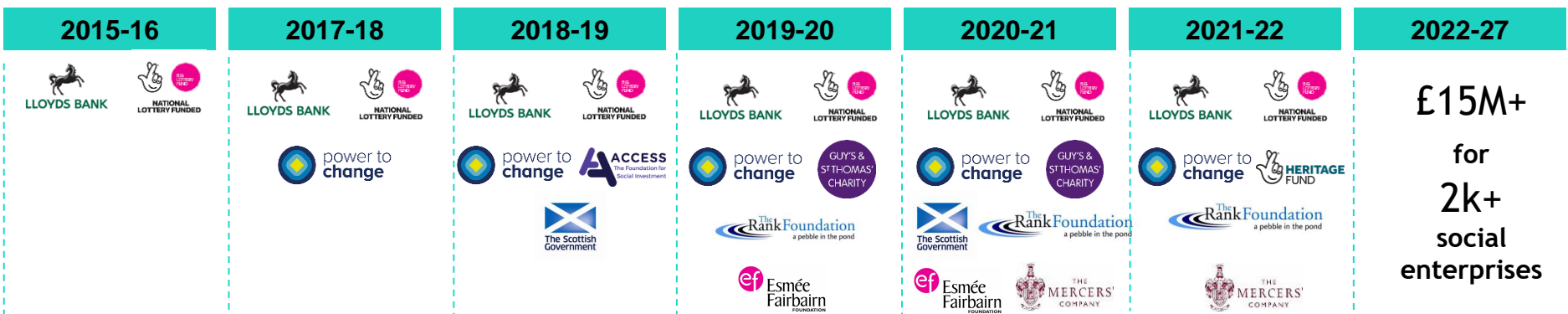
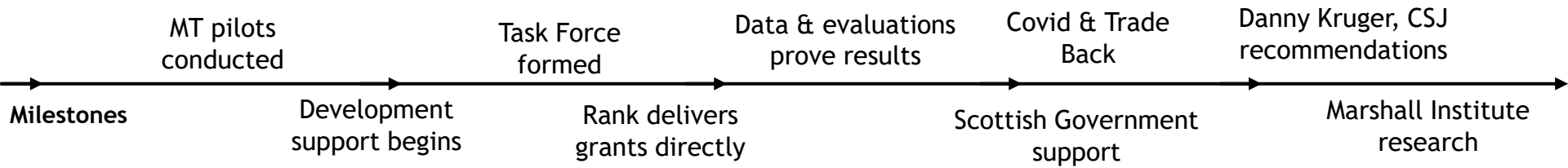
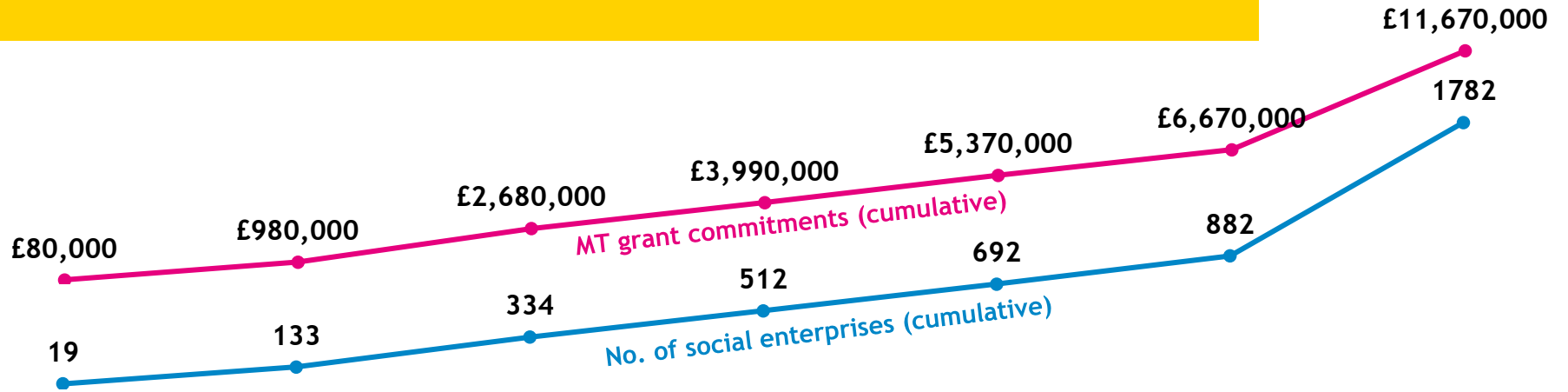


100%+
Median increase in
income from trading

40%
Median increase in
total income

2.5x
Trading increase of
Match Trading grant
recipients v.
'traditional' grant
recipients

MT has shown steady progress



Is Match Trading the pioneer product in a new category of finance?

“Data-driven grant making that seeks to maximise SROI, organisational autonomy and local money circulation”

