



Providing market-based solutions
in emerging economies



WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN





RESEARCH. RESULTS. IMPACT.

Established at the University of Michigan in 1992, the William Davidson Institute (WDI) is an independent, nonprofit research and educational organization dedicated to providing private sector solutions in emerging markets. Our mission is to improve the effectiveness of firms and social welfare in these markets.

We are an applied think tank. We address the most critical challenges facing developing economies today. Through our Initiatives, we grow our existing knowledge base, disseminate crucial information, and implement actionable business insights and models in low- and middle-income countries.

WDI Initiatives target five areas critical to emerging markets - **Education, Financial and Healthcare sectors, Performance Measurement, and Scaling Impact**. Working with corporate leaders, policymakers, development experts and renowned academics, we increase our understanding of developing economies as we expand opportunities within them.

Collaborating with other academic institutions, governmental bodies and private enterprises around the globe, our programs lay the foundation for sustainable success of the private sector in resource-constrained economies. By integrating research, education and training, University of Michigan student opportunities, publishing, and field-based collaborations, our programs create measureable results, establishing a framework for sustained development.

Because of our proximity to and affiliation with University of Michigan faculty and students, WDI is in a unique position to mobilize teams of world class talent with the understanding to put new knowledge into action.

Researching
Advising
Educating
Implementing
Disseminating



To learn more about how to partner and collaborate with the William Davidson Institute,
please visit our website at **wdi.umich.edu** or call **(+1) 734-763-5020**

*"We are not just educators, administrators, or businessmen.
We are co-workers for the cause of economic and social freedom."*

-William Davidson, 1922-2009



CREATING IDEAS BUILDING PARTNERSHIPS CHANGING LIVES

The William Davidson Institute initiatives combine expertise, experience and tools to create growth. The result: robust understanding and implementation of private sector solutions in emerging economies.



EDUCATION

Business knowledge drives robust growth in emerging markets. To catalyze local growth, WDI's **Education Initiative delivers innovative management education to organizations, entrepreneurs, and managers.**

Since 1992, we have trained more than 16,000 managers from over 8,600 organizations and 45 countries on subjects including entrepreneurship, strategy, marketing, human resources, supply chain management, finance, and accounting.

We offer a faculty network from the world's leading business schools, cutting-edge technology, and strong pedagogical practices. By working with schools and organizations on the ground, WDI's Education Initiative tailors its programs to local needs and opportunities.





FINANCIAL SECTOR DEVELOPMENT

Expanding the private sector is essential in evolving economies. High borrowing rates and inadequate access to capital, however, can hinder expansion. **The WDI Financial Sector Development Initiative conducts research and field work to discover and explore opportunities through new and existing business models for financial institutions.** Our goal is to enable these financial institutions to profitably provide capital to the business community at a lower cost.



HEALTHCARE

Efficient and effective public and private sector health systems are crucial to healthy populations in developing countries. **WDI's Healthcare Initiative provides solutions to critical shortcomings in public health markets to strengthen supply chains, improve access to essential medicines and other health products, and advance healthcare delivery services in emerging economies.**

Our approach focuses on strengthening systems and building capacity. Incorporating market analytics, economics and strategy, the initiative develops and supports innovative solutions and business models that respond to both demand and supply side challenges in global public health markets.

To improve market functioning in support of healthy populations, the initiative works with a wide variety of stakeholders in the public and private sectors. Through academic and business expertise, the initiative contributes to the global discussion on key challenges facing public health markets and generates knowledge to shape evidence-based policymaking.



PERFORMANCE MEASUREMENT

Data that is thoughtfully collected leads to improved effectiveness, scalability and sustainability of organizations operating in emerging economies. **WDI's Performance Measurement Initiative provides customized solutions to monitor economic, social and environmental outcomes of organizations.**

We engage with private, nonprofit and government partners to provide assessment advice and lead research projects from start to finish. In Africa, Asia, and Latin America, we have conducted assessments in sectors such as agribusiness, healthcare, renewable energy, housing, sanitation and economic growth.

In addition to output-level and economic indicators, we capture and analyze multi-dimensional poverty reduction outcomes such as health, knowledge, self-esteem, empowerment, social support, and access to services. We target a strategic mix of business and social metrics to help organizations determine their future investment and operation decisions.



SCALING IMPACT

We believe enterprise strategies are a key pathway for achieving growth, innovation, and impact in base of the pyramid (BoP) markets. Yet not enough enterprises are achieving scale in this challenging market environment.

WDI's Scaling Impact Initiative is a global leader in developing actionable strategies, frameworks, and processes to support these enterprises in building businesses that are sustainable at scale.

Working with partners in the field and emphasizing action-based research, we focus on uncovering lessons learned and generating best practices that enable enterprise growth and impact.

We also tackle some of the most pressing issues facing the development community by exploring new approaches to supporting these enterprises, creating more robust cross-sector collaborations, and achieving greater value for money in development investments.

Our unique approach enables our enterprise and development community partners to bring their vision of sustainable, scalable inclusive business to life.

The William Davidson Institute's mission is to develop knowledge and capability that helps improve the effectiveness of firms and social welfare in emerging economies. Partnerships are formed with companies, institutions, and individuals around the world who collectively share their knowledge and resources to promote successful economic transition.



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