



 **Amplifier**  
strategies

The Time is Now.



# About Amplifier

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We offer visionary investors and organizations access to an integrated suite of services to create positive change.

# Our Company's Mission

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## **Inspire and Activate Capital**

We provide visionary investors with transformative experiences, due diligence and social finance insights to align their financial portfolios with their values.

## **Create and Strengthen Cutting-Edge Solutions**

Our entrepreneurial mindset and organizational capabilities lead to uncommon connections, unique strategies and innovative platforms that propel large-scale solutions forward.

## **Accelerate Positive Change**

From start-up to impact, we provide and create services that allow us to work shoulder-to-shoulder with visionary investors and leaders to co-create a more just and sustainable future.

# Uplift & Amplifier

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- Uplift was created as a joint vision between a group of philanthropic donors and Amplifier to **accelerate the global adoption of the graduation approach.**
- Amplifier manages Uplift and will provide and create services for Uplift donor and select implementing organizations that are **scaling graduation on a national and global level.**

# Donor Engagement

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- **Catalyze and secure funds from angel investors** that make commitments to Uplift for 5 years or more.
- **Investors are provided with experiences** that allow them to see the value of their contribution and build direct relationship with key partners.
- **Amplifier seeks to create 10 - 20x leverage** on the direct investments in Uplift through a three-prong strategy.





# Investing in outcome effectiveness

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**Creating a cloud-based platform** for operational effectiveness and managerial responsiveness in Graduation programs:

- **Transparency and real-time information** about progress in the lives of families in the field
- **Management reporting and tools** to increase program efficiency
- **Transparency of information** for investors and researchers



**Sabina Guha**

Female, 37 Years Mulingar

**PPI SCORE: 607**

Program: Dhaka 2014  
 Total people in the household: 2  
 Program Id: 2  
 Enterprise ID: 2

ID number: 2  
 Assigned Program Organizer: [Omar Mitra](#)

Graduation Achievement

Food Secure  Income  Sanitation  Metal Roof  Livestock  Water  Savings  School  Sandals  Family Planning

Progress



Visits

Participant: 40/40 at home during visit Omar Mitra: 36/38 visits attended Munsur Dir: 2/2 visits attended

LAST VISITED ON 12.24.12 / LOCATION: OK

Date	Visited by	Reason	Location	Action
12.24.12	Omar Mitra	Weekly visit	OK	Download report
11.17.12	Omar Mitra	Weekly visit	OK	Download report
10.28.12	Munsur Dir	Asset transfer	OK	Download report
10.01.12	Omar Mitra	Weekly visit	Report was completed in an unusual location	Download report
09.07.12	Omar Mitra	Weekly visit	OK	Download report

Training



Session	01.01.13	01.01.13	01.01.13	01.01.13	01.01.13
INITIAL	Attended	Attended	Missed	Attended	Attended
MAKE UP SESSIONS			Planned		
MAIN	Attended	Attended	Attended	Attended	Attended
REFRESHER	Attended	Attended	Attended	Attended	Attended

Transferred assets



**Omar Mitra**

Male, Program Organizer Mulingar

Phone: 2147483647  
 Email: fs@ngo.org

Working since: 01.01.2014  
 ID number: 6465498754  
 Assigned Field Supervisor: [Munsur Dir](#)

[Send message](#)

Programs

Program 2014 - Dhaka

Program 2014 - Mulingar

Participant Name	Date Enrolled	Location	Profile Created	Skill Training Completed	Asset Transferred	Consumption Support	Total Savi
<a href="#">Sabina Guha</a>	2014-01-01	Mulingar	✓	Main	Chicken	✓	99.1
<a href="#">Deekshita Kabiraj</a>	2014-01-01	Mulingar	✓	-	-	-	68.1
<a href="#">Laghuvi Malakar</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	101.1
<a href="#">Vrushali Kundu</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	92.1
<a href="#">Iravati Saha</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	113.1
<a href="#">Anagi Sengupta</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	80.1
<a href="#">Kamadha Tiwary</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	98.1
<a href="#">Yahvi Dhar</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	67.1
<a href="#">Poorika Dev</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	62.1
<a href="#">Pamela Thakur</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	70.1
<a href="#">Pritha Bandyopadhy</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	82.1
<a href="#">Vishnumaya Chattopadhy</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	58.1
<a href="#">Agnishikha Talukdar</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	84.1
<a href="#">Gitanjali Ghosh</a>	2014-01-01	Mulingar	✓	-	-	-	79.1
<a href="#">Tatini Maity</a>	2014-01-01	Mulingar	✓	Initial	Goat	✓	47.1
<a href="#">Maitra Som</a>	2014-01-01	Mulingar	✓	-	-	-	82.1
<a href="#">Natun Chakladar</a>	2014-01-01	Mulingar	✓	-	-	-	89.1
<a href="#">Ananda Dutta</a>	2014-01-01	Mulingar	✓	Main	Chicken	✓	97.1
<a href="#">Srisha Pramanik</a>	2014-01-01	Mulingar	✓	Refresher	Cow	✓	75.1
<a href="#">Pakshalika Majhi</a>	2014-01-01	Mulingar	✓	-	-	-	92.1
<a href="#">Phiroza Dhar</a>	2014-01-01	Mulingar	✓	-	-	-	85.1

Program 2012 - Mulingar

Visits





# Knowledge and eLearning

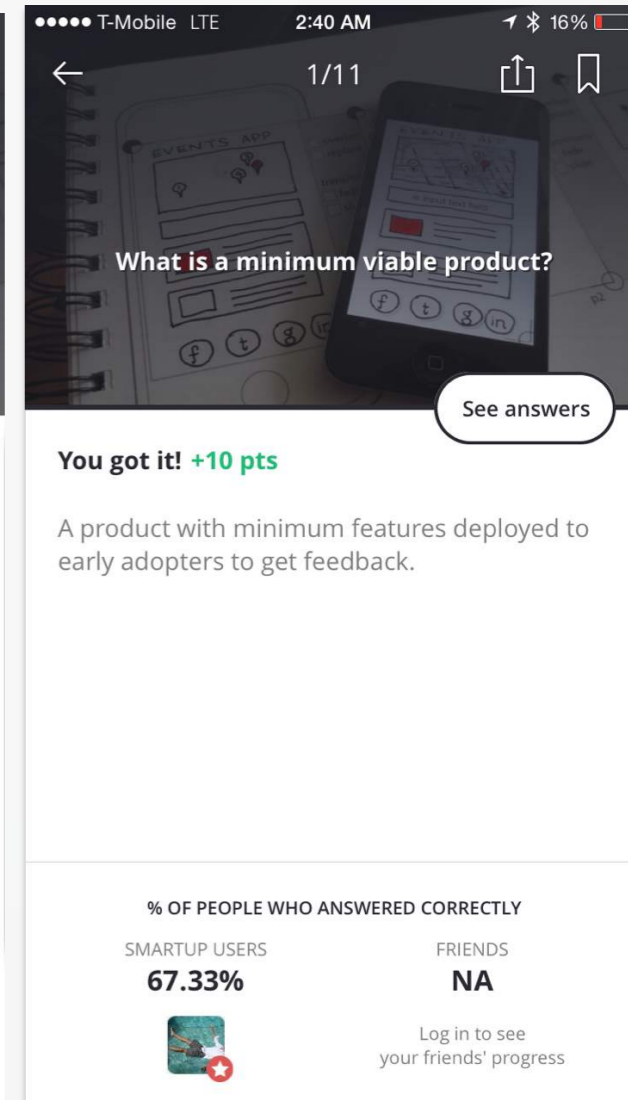
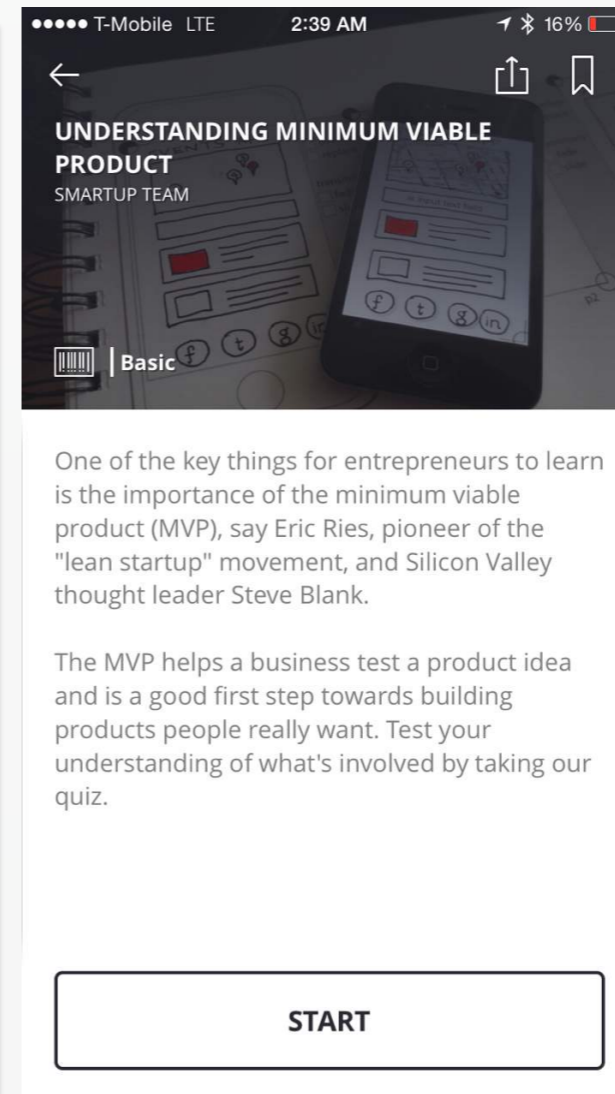
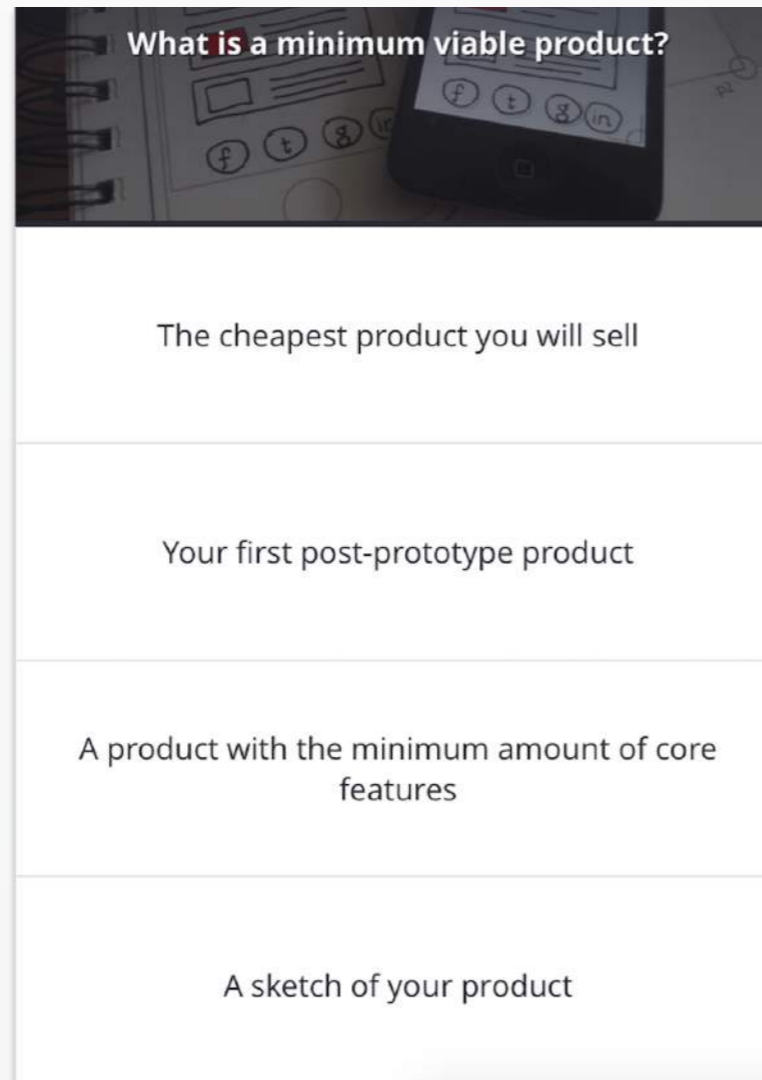
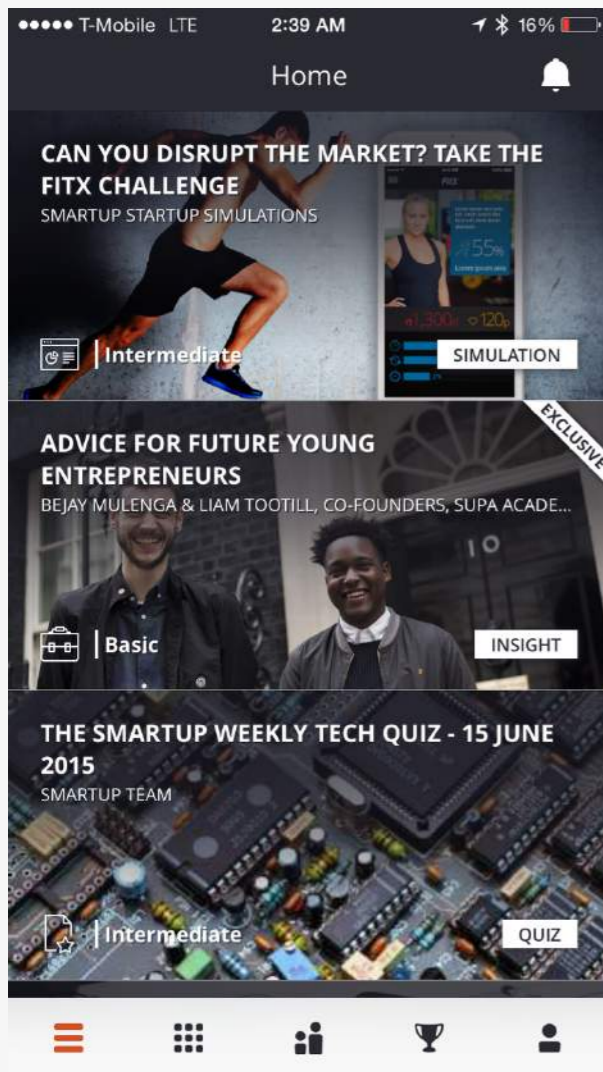
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- **To disseminate the best practice approaches** for implementing graduation on the ground
- **To build high performing ground teams** that can realize graduation outcomes in new scale ups.
- **Bring together learning materials** for all parties involved in Graduation:
  - ✓ policy
  - ✓ program development
  - ✓ implementation



# Knowledge and eLearning



*Smart Up app example*

# Communication

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**Develop communication programs for the group and individual organizations.**

- Advocacy materials
- Messaging and materials for fundraising and donor development
- Communications to Uplift investors and donors

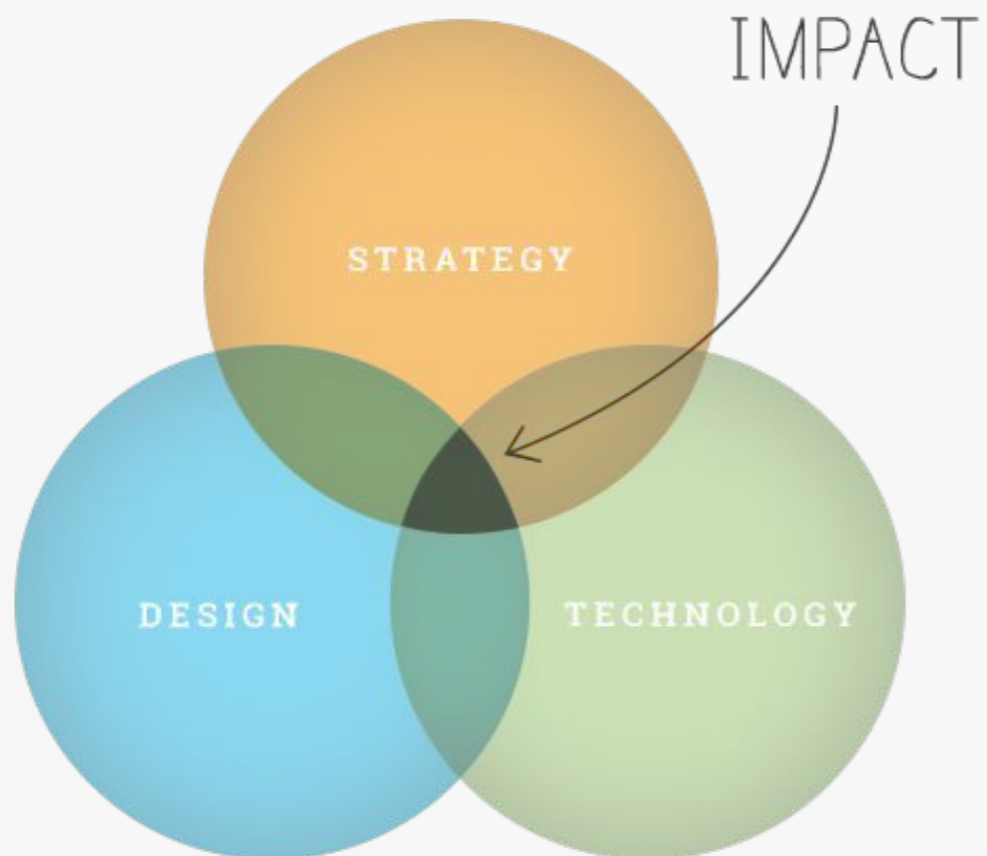


[joinuplift.org](https://joinuplift.org)



# Team

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- Amplifier is a social impact agency, with a **multi-disciplinary approach** that combines strategy, finance, technology and communications.