

**Prosperity Initiative works in market sectors which have strong market inclusion for the poor and positive global growth prospects. PI works in these sectors with leaders in businesses, governments and communities to build long term economic opportunities that reduce poverty.**

Our vision is to turn poverty into prosperity by linking poor communities to new opportunities provided by global growth.

Today the World Bank estimates that there are around 1.35 billion people living below the Millenium Development Goal poverty level of \$1.25/day. Economic growth is a historical driver for poverty reduction. New business activity in sectors which distribute higher proportions of value to the poor through new jobs and new sales of the goods they produce can create an accelerated path out of poverty for many.

Our attention is focused on these facts. We find sectors which are best suited to reaching people living below the poverty line and we help catalyse interest and investment, so that everyone benefits from new economic growth.

Our mission is to create a public interest social enterprise which maximises a bottom line of poverty reduction over the long term. We will do this by developing capabilities in select industries to support transformational initiatives by business and government.