

Our second group of microfranchisees: Youth

TecAp has a second group of microfranchisees called "micro-technicians." These youth are formally trained through a 100-hr course on how to install and repair rooftop solar systems. This provides them a technical skill they can apply in rural areas. Rural leaders and farming cooperatives are very enthusiastic about youth working in technology and being able to lead productive lives without ha-

How do the youth micro-technicians work together with

TecAp coordinates the youth micro-technicians to install the rooftop solar systems that the women microfranchisees have sold to rural families.



IDEAS offers technical assistance and other benefits to help launch and improve your microfranchise.

IDEAS can help establish or improve your microfranchise. Please write to us for more information or visit www.tecap.info/training-about-microfranchising/ and download our brochure about our microfranchising services.

IDEAS' recent work with microfranchising:

- ◆ A course at the American University in Nicaragua (UAM) as a part of the Masters in Microfinance
- ◆ Various undergraduate and graduate courses at U.S. universities
- ◆ A presentation at the Regional Conference on MFIs in Central America (REDCAMIF network)
- ◆ Extensive research terminating in a 100-page study on the Potential for Microfranchising in Nicaragua. Done for UAM and the Chamber of Commerce, paid for by the Inter-American Development Bank/Multilateral Investment Fund (IBD/FOMIN)
- ◆ Conference and a workshop for the National Commission for Micro and Small Enterprises (CONAMYPE) in El Salvador.
- ◆ **Launched a website for TecAp, the first microfranchise in Nicaragua — www.tecap.info**

IDEAS has worked with development agencies and MFIs throughout Latin America, the Caribbean, Africa, and

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TecAp: The First Microfranchise in Nicaragua



**Two types of microfranchisees:
Women selling solar products and Youth**

www.tecap.info

What is a microfranchise?

A microfranchise is a proven business with established operations and marketing strategies that can be easily replicated by a microentrepreneur who is a microfranchisee with the technical

How do the TecAp microfranchisees operate?

The microfranchisees are women in rural areas that are establishing and improving their own business selling solar-powered items and other

technologies.

1. A microfranchisee visits her neighbors to educate them on the benefits of solar energy. She carries a catalog of all of the TecAp products and has samples to show potential customers.
2. The customer places an order with the microfranchisee.
3. TecAp fulfills the order and sends it to the microfranchisee.
4. The microfranchisee returns to the client with the products ordered and

What does IDEAS do as the microfranchisor?

- Continuously improves the business that is being replicated by the microfranchisees
- Creates and manages the TecAp brand, marketing and publicity
- Investigates potential products and procures new products, negotiates with suppliers, and manages importation and distribution
- Defines sales territories
- Provides technical assistance and

What are the benefits to the

- They operate a proven business in an exclusive sales territory
- They improve their income, their quality of life, and their standing in their own rural community
- They receive trainings on various technologies, sales techniques, and social topics like gender and family relations
- They benefit from the support of



What are the benefits to the rural clients of the microfranchise?

Better health, financial savings, time savings, increased productivity, increased income

- Solar lights improve the health of the family by eliminating the need for kerosene lamps that release toxins into the air in the home
- Families no longer have to spend money on batteries for flashlights, fuel for lamps, or trips to town to charge their cellular phones
- Studying and household chores can be done at night
- Stores in homes can be open at night, increasing income potential
- Solar energy can be used to pump water for the home and for animals



Microfranchisees receive loans from a MFI to expand their business selling solar-powered

TecAp has developed an innovative relationship with a branch of the microfinance institution (MFI) Fundenuse in Yalí.

Achievements in 2013:

- A new financial product was created—a line of credit appropriately adapted to the needs of the microfranchisees.
- Fundenuse provided the first financing to women microfranchisees so that they could purchase their initial stock of solar-powered items
- Business development trainings were created with the help of Red Katalysis
- ICCO is financing and assisting with the pilot program in Yalí.
- The program will be replicated in other branches of Fundenuse and