YGAP STRATEGY TO 2021
Who We Are

ygap is an International Development not-for-profit with an innovative approach to poverty alleviation. We back impact entrepreneurs – or as we like to call them ‘local leaders’ – with solutions to local problems in some of the world’s toughest communities. We believe this is the most effective, sustainable means of tackling poverty because these local leaders deeply understand the unique challenges of their communities. Our role is to help refine, support and scale their solutions.

OUR VISION
A world without poverty

OUR MISSION
To help local entrepreneurs improve the lives of people living in poverty

OUR VALUES

Humility
It’s not about us, it’s about the people we serve

Empathy
We genuinely care about the work we do

Integrity
We work like everyone is watching

Effectiveness
We make decisions and then get things done

Innovative
We challenge assumptions, test new ideas and take smart risks
Our Strategy to 2021

Only a short time ago, our team took a moment to collectively pause and ask ourselves if we'd set the bar too high. Is a world without poverty possible? The truth is, we don't know. What we do know is that we certainly could not look at someone who is living in poverty and say “this problem is too big, sorry, we can't help you”.

A world without poverty is the vision we have worked towards for the last 10 years. Our model gets stronger and more effective every year and we will continue to fight so as long as poverty and disadvantage exist.

GOAL 1

Find local leaders who live and breathe these problems and back them.

Our impact model is unique. Instead of imposing our own views and ideas on communities in disadvantage, we will continue to find local leaders who live and breathe these problems. They understand the nuances of the culture, politics and environment. They have innovated their own solutions - and we back them. We are not the architects of the solutions - but we will continue to be the enablers.

GOAL 2

Learn, evolve and strengthen our accelerator model with the aim to be recognized as global leaders and the accelerator of choice for impact entrepreneurs.

We have run more than 36 accelerators, with more than 400 impact entrepreneurs. We will continue to challenge ourselves and improve so we can better serve our entrepreneurs and ultimately create the most scalable and effective impact.

HOW WILL WE DO THIS?

a. Strengthen our impact monitoring, evaluation and learning:
   After operating for 10 years, our data is extensive and detailed. To ensure that we continue to serve the needs of those living in poverty as well as our entrepreneurs, we will focus on using this data and new data to deeply evaluate our effectiveness and the impact it creates.

b. Establish a world class facilitation team:
   Our people hold the power of change. We have a team of facilitators who are not only successful entrepreneurs themselves, but also have a deep understanding of the emerging markets where we work. They have worked around the world and have unique yet powerful expertise to share.

c. To provide better than the best global networks, mentors and support to our entrepreneurs:
   Early-stage impact entrepreneurs need access to investors, specialist support and funding to scale their ventures and impact. ygap has a strong network in Australia and will continue to grow this globally so we have the best support for our entrepreneurs.
GOAL 3  
Create and run segment-focussed accelerators where they are most needed.  
We will pioneer targeted accelerators that address a country’s most pressing socio-economic growth needs and have the greatest impact in the fight against poverty. We will start by running focussed accelerators in education and AgTech in the African continent and in Bangladesh.
We will also serve the complex needs of marginalised groups including women, migrants, refugees and Aboriginal Australians through segment-focussed accelerators. We want to partner with the right experts to run accelerators for aboriginal-led ventures both in metro and remote Australia.

GOAL 4  
Go to even tougher regions - supporting change where it is most needed.
We believe in the power of social entrepreneurship - that it has the power to lift people out of poverty and disadvantage.
So now it is time to extend ourselves to reach those incredible entrepreneurs, who - because of their geographic location, because they live in countries that are politically unstable, because they live in refugee camps or in war torn countries - are not seen.
In fact, it is in these places that social entrepreneurship is needed the most - and it is here that the entrepreneurial spirit is most alive and a key step for survival and an opportunity for a better life.
We currently work in four countries and in the Pacific - and in the future we want to grow our reach globally and go deeper in our work in Australia. We know our model works, so now it is time to reach even more people in need.

GOAL 5  
Lift female entrepreneurs so they have an equal platform to their male counterparts
We recognise that even today, in the entrepreneurship startup space, female-led ventures are powerful yet not given adequate or equal support. We will continue to find and invest in female entrepreneurs so they have an equal platform to their male counterparts. The issue of poverty and disadvantage is complex and we need every brilliant mind working on this. We will honour our vision by investing in innovative and entrepreneurial solutions that come from 50% of our population - women.

HOW WILL WE DO THIS?
• We will continue to refine and run yher - a female-focussed, female-led accelerator across the African continent and the Pacific
• We will establish yher programs where poverty and disadvantage is high yet the systems to support female social entrepreneurs is lacking
• We will create an equal platform for female entrepreneurs so they can both access the ygap program as well as the funding available
• We will continue to embed best practice diversity standards in our work, and foster this excellence in the entrepreneurs we support
Use the power of entrepreneurship and capital to shape a better world.

We believe that investing in social entrepreneurship will lift people out of poverty and disadvantage and yield positive financial returns.

The reality is social entrepreneurship today is still seen as too risky and uninvestable. There is also a chasm between the perception of profit and 'doing good'.

We walk the talk - we invest in early-stage social impact ventures around the world who have scaled their impact and yielded positive financial returns.

By doing this we hope to show that profit is a great thing when it is made while creating powerful social impact.

By doing this we want to change how the world looks at investments and returns.

HOW WILL WE DO THIS?

- We will invest our time and energy into finding the high potential impact entrepreneurs to invest in. We will invest in those that are not yet seen as powerful, rather than investing in those that are overrated.

- We will take risks and invest using the principle of patient capital to demonstrate that social impact ventures need time, but can yield returns financially -- and most importantly create impact that transforms the communities in which they operate.
This Is Our Hope

ygap will continue creating systemic changes to improve the lives of people living in disadvantage today, and equip them with skills for a better tomorrow. While this work is often challenging and might seem unseen, it is sustainable progress. And moving forwards is always better than going backwards.

The communities that are the most disadvantaged and destitute, are those where systems and structures are the most fractured. Improving lives here takes time. Improving lives here means taking risks.

We will take this time and take these risks at ygap. Because when nothing else works, the power of social innovation and entrepreneurship does.