



An innovative business approach : Adie's social microfranchise

2015

L'action de l'Adie est co-financée par l'Union Européenne. L'Europe s'engage en France avec le Fonds Social Européen.



Le microcrédit pour créer sa boîte



Adie has launched an innovative business approach : social microfranchise aims to create independant jobs

ORIGINS

Adie, created in France in 1989 by Maria Nowak, has three main missions:

- Microcredit to unemployed and people on welfare creating their own enterprise
- Business development services for the clients
- Advocacy on the basis of field experience

Since 1989, Adie granted **over 135,000 loans** in France (>16 600 in 2014)

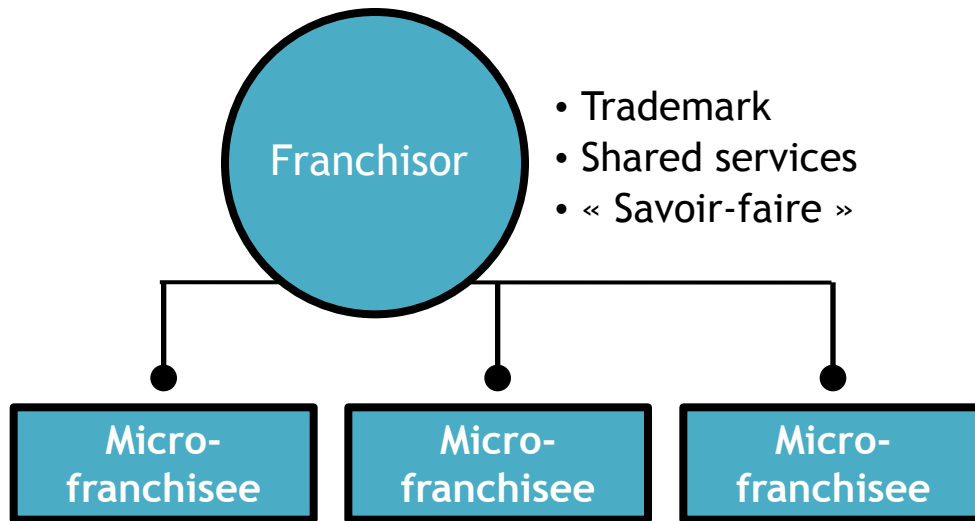
In **2009**, Adie launched an **innovative business approach** in order to meet the **need of individuals with no business project or not ready to launch their own business alone**: Adie's social microfranchises

GOAL

Overall, Adie aims with this approach at **creating between 3,000 and 5,000 independent jobs over 10 years**



Our mission is to offer unskilled people a turnkey business activity to be developed within a franchise network for a small initial investment



- Trademark
- Shared services
- « Savoir-faire »

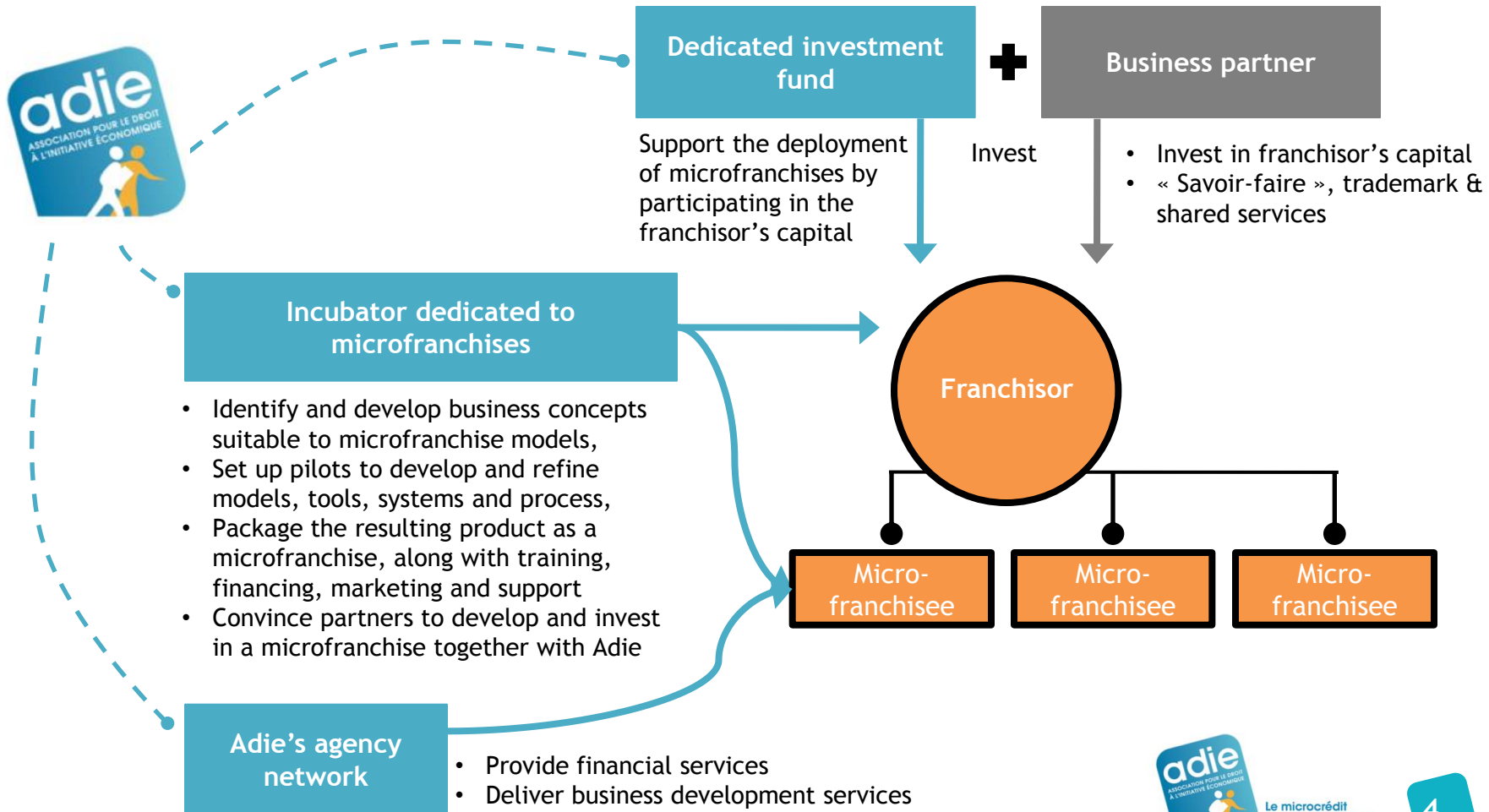
- Independants micro entrepreneurs being part of a franchise network :
 - Simple business activity accessible to unskilled people
 - Small initial investment which can be financed through microcredit (<10 K€)
 - Limited contribution from microfranchisees (royalties and entry fee)

Microfranchising is a development tool that seeks to **apply the proven marketing and operational concepts** of traditional franchising to very small businesses.

Microfranchisees are members of a **franchise network** and can therefore access to **shared services**, with the **trademark** and « **savoir-faire** » of the franchisor.



Adie mobilizes resources at three levels in order to enable the development of social microfranchises





Adie develops two different types of social microfranchise and has three networks rolling out in France

1

MICROFRANCHISE IN PARTNERSHIP WITH LARGE COMPANIES

Large job creation potential
(minimum 200 microfranchisees per network)

La MicroFranchise O₂ Adie

- Gardeners
- Launched in 2011
- 52 gardeners to date
- Objective 2015 : + 50 microfranchisees



Other projects under study (ex : sewing/ironing, ambulant catering service...)

2

MICROFRANCHISE IN PARTNERSHIP WITH ENTREPRENEURS

Medium job creation potentiel
(around 50 microfranchisees per network)

Chauffeur&Go

- Chauffeurs without vehicle
- Launched in 2010; 90 chauffeurs in the network



CycloPolitain

- Cyclotaxis, home delivery, advertising
- Launched in 2015
- Objective 2015: 15 microfranchisees, 30 in 2016



Other projects under study (: arts & crafts workshops-boutiques, mobile catering, basic services to people...)



Le microcrédit pour créer sa boîte



We have identified key success factors to develop microfranchises, but still face challenges

- **Microfranchise key success factors**

- Size, accessibility and sustainability of the market
- Solidity of the business model at both franchisor and franchisee levels
- Expertise and mindset of our business partner
- Transparency and balance in our partnership with large firms or entrepreneurs

- **Main challenges to be faced :**

- Development of sustainable business model at both franchisor's and franchisees' levels which can be challenging when we talk about small businesses
- Project development path which is often slowed down by operational issues
- Internal processes, training and communication have to be adapted and are key to secure the appropriation of the project by local teams
- French complex legislation which can sometimes appear as a real constraint for social innovation and the development of simple concepts, scalable and easy to duplicate (e.g. education requirements to become a bicycle repairmen or a home delivery driver, on street sales authorization)



Devenez éco-entrepreneur !



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