



SURevolution

SURevolution, founded in 2005, is a lifestyle brand that connects indigenous, rural and urban artisan groups in the developing world with high-end retail buyers in the United States, Europe and Asia. SURevolution works closely with the artisans on product development, quality, production, costing and international compliance so they can enter the international market, receive higher wages and preserve their culture and tradition.



SURevolution combines skilled business discipline with a strong social focus. At the company's core is a respect for culture, the environment, and the livelihoods of the artisans. SURevolution has offices in Bogota, Colombia and New York, and sources from artisans in Colombia, India, South Africa, Peru, Kyrgystan, Bolivia and Indonesia.

In addition, SURevolution has been featured in prominent magazines including Vogue, Elle, Harper's Bazaar, Gotham, The New York Times and Hand Eye. In 2008, SURevolution was recognized by the Secretary of State's Award for Corporate Excellence for its inclusion of 450 indigenous Wayüu and Wacoyo families and 1,000 ex-guerrilla and paramilitary in its artisan program.

Partnership with GBF

GBF began working with SURevolution in 2008 as a part of GBF's SME Export Facility (SEF). GBF provided SURevolution with a working capital loan to fund commercial purchase orders and directly engage with producers, ensuring that the company received the necessary capacity-building support to deliver on its orders. SEF's intervention helped SURevolution to strengthen its network of approximately 700 artisans currently integrated in its supply chain.

In May 2010, GBF made a follow on, long-term investment and provided technical assistance funds to SURevolution. This amount along with a third party investment which the company secured as counterpart for GBF funding, is expected to allow SURevolution to grow and strengthen the current wholesale operation, and to build an e-commerce platform to gain direct access to customers and improve margins. This platform is expected to launch by the end of September 2010 at <http://www.surevolution.com/>.

Social Return on Investment

For every \$1 invested in SURevolution, \$10 in social - economic impact is generated to its artisan suppliers. This amount does not include the ripple effects of higher incomes on artisans' communities, including the benefits from more disposable income to spend on education and health.

GBF technical assistance program will be partially financed with a grant that will be devoted to:

- Helping the company to consolidate its accounting systems and financial management under a U.S. entity. The company has undergone an accounting restructuring and has recently conducted an end of year review.
- Strengthening its senior management: A CEO was hired and has contributed to the improvement of financial controls and business processes.
- Raising brand awareness by participating in trade shows: SURevolution has participated in several trade shows in 2010 which are expected to generate over \$15,000 in sales



At the moment, GBF is also exploring the possibility of providing technical assistance in the e-marketing field directly and/or through expert consultants.

SURevolution’s Performance and Impact

Since SURevolution began operations in 2005, its sales have grown at an average rate of 19% per year and it has become a leading sustainable crafts company. GBF tracks SURevolution’s financial and social performance through quarterly reports.

Social Indicators	Q1-Q2 2010
Number of artisan workshops	19
Number of artisans with sales to SUR	576
Amount of purchases from artisans	\$268,141
Average purchase from artisan	\$407

For more information on SURevolution’s products, please visit:

www.twitter.com/surevolution – www.facebook.com/SURevolution – www.surevolution.com
<http://surevolutionsustainablesophistication.blogspot.com/>