

Spring 4-25-2012

Green Riba

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Recommended Citation

Fleming, Jacob, "Green Riba" (2012). *Big iDeas 2012 Spring Updates*. 4.
http://scholar.smu.edu/big_ideas_2012_spring/4

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GREEN RIBA



A BIG IDEAS PROJECT

ETYMOLOGY



- In Arabic, “riba” means interest (in the financial sense)
- “Green” refers to sustainability
- Our goal is to use “interest” but change its definition and use it to mean “interest of the people” especially in regards to environmentalism

PROBLEMS WITH TRADITIONAL MICROFINANCE



- High interest rates (15 – 40%) cripple small-scale entrepreneurship
- Why high interest?
 - So microfinance businesses can stay afloat

OUR SOLUTION



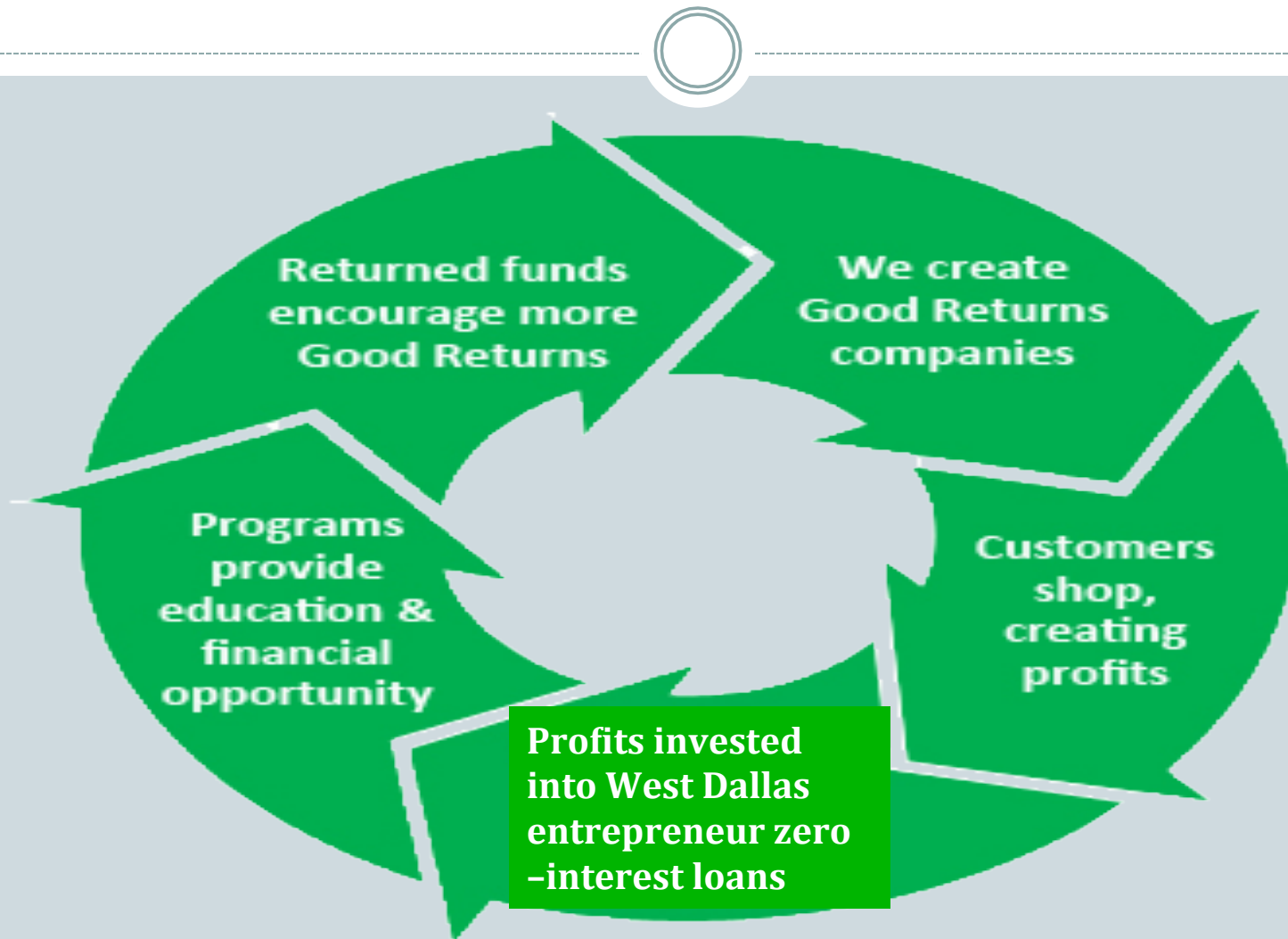
- **Zero interest loans**
 - Facilitate business
 - \$100 for a typical microbusiness
- **How will be sustainable?**
 - A storefront

THE STOREFRONT



- Sell environmentally friendly goods
 - Tumblers, canteens, etc.
 - Work directly with SMU sororities on bulk orders
- Take profits and give out zero-interest microfinance loans to West Dallas entrepreneurs

THE GOOD RETURNS MODEL



WHY WEST DALLAS?



- Historically underrepresented area of Dallas
- New development will spur economic growth — current populations should be included in the growth
- Part of an urban initiative to maintain diversity in housing and demographic

OUR LONG TERM GOALS



- Sustainable business model that funds zero-interest loans
- Maintain West Dallas contacts with non-profits and entrepreneurs
- Be a go-to business for Greek organizations
- Expand storefront into Park cities and suburbs