

Figures

1.1	Global income groups: identifying the Base of the Pyramid	2
3.1	Partners in the Shell Foundation Breathing Space programme in India	34
3.2	Value chain of the Breathing Space programme in India	36
3.3	Partners in the Akashganga business model	38
3.4	The Akashganga system: from problems to benefits	39
3.5	The Akashganga network model	41
3.6	AIG Uganda's micro-insurance network model	45
3.7	Partners in the M-Pesa model	50
5.1	The impact of environmental dynamism	95
5.2	Path diagram and standardized path coefficients for Model B	96
6.1	Stylized scaling-up process	116
7.1	Overcoming strategic challenges through relational capabilities	136