

 Early Warning System

IADB-BR-T1507

ReFormar: structuring an innovative market for low-income housing low-income housing renovation



Quick Facts

Countries	Brazil
Specific Location	national coverage
Financial Institutions	Inter-American Development Bank (IADB)
Status	Active
Bank Risk Rating	U
Voting Date	2022-09-01
Borrower	Vivenda
Sectors	Construction, Technical Cooperation
Investment Type(s)	Advisory Services
Investment Amount (USD)	\$ 0.15 million
Project Cost (USD)	\$ 0.15 million



Project Description

To generate a permanent and effective change in the low-income housing renovation market in Brazil (and the region), it is proposed to consolidate and scale the unique and innovative B2B2C solution developed by the Brazilian startup Vivenda. With a systemic and comprehensive approach, Vivenda's solution is unique in the low-income housing renovation sector in Brazil and in the region, as it provides a complete solution aimed at vulnerable families, consisting of: (i) offering a standardized technical service thanks to a system of micro franchises that simplify and cheapen interventions by qualified professionals; (ii) offering affordable micro financing thanks to innovative funding specifically for vulnerable populations; and (iii) offering lower cost and easily accessible building materials thanks to agreements with large national companies and neighborhood stores.



Investment Description

- Inter-American Development Bank (IADB)



Contact Information

IDB

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Bank Documents

- [IDEATE 2022-03-23 Public Summary 1010 BR-T1507](#) [Original Source]