

 Early Warning System

IADB-BR-T1507

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



Quick Facts

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|--------------------------------|--|
| 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]