



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Three Wheels United

**Mission statement:** Breaking the poverty cycle through asset ownership while creating a smart green last mile transport

**Webpage:** <http://www.threewheelsunited.com/>

**GSBI 2018 business plan presentation:**

<https://www.youtube.com/playlist?list=PLTFApFZek1zpGksvW6lYpiuBNPsXyj04j>

**Headquarters:** Bangalore, India

**Location(s) of research:** Bangalore, Hyderabad, and other cities

**The challenge:** TWU seeks to understand the impact it has on the lives of its clients. This would include a social impact assessment study, the design of an ongoing data collection system, and an evaluation of the impact of its innovative [Green Asset Financing](#) and Fintech mobile app. Specifically, what impact has this mobile app had on the economic opportunities and financial behavior of its clients? TWU also wishes to formalize its operations, in order to achieve efficiency and scale, through manuals to guide its expansion in new cities.

**Action research products needed:**

1. A social impact study of the improvements in the lives of driver clients, and recommendations for an ongoing social impact data collection system.
2. A study of the impact of the innovative mobile app on the lives of driver clients.
3. The formalization of operational procedures in the establishment of new branch offices in new cities.

**Student skills needed:** social science survey design, cross cultural interviews, ethnographic field work, quantitative data analysis, technical writing skills.

**Keywords:** Scaling, Lease-to-own, Franchising, Asset-based microfinance strategies, Fintech, Social impact assessment