



Babyloan.org is the first French online microlending website facilitating microcredit loans **from individuals to microentrepreneurs in developing countries.**

This revolutionary site brings a fresh approach to **international development** through a triple innovation : « **Peer-to-Peer lending** », « **Lend and not donate** » and « **Follow the impact of your loan** ».

Babyloan is also a communitarian site for all who believe in the virtue of microfinance and an educational site for everyone to learn about microfinance.



Conference of Mr. Arnaud Poissonnier, founder of Babyloan
March 5th, 2009, at 18.00 p.m. at ULB: auditorium UB4.136



Mr. Poissonnier will present the project, from its origins to its future perspectives including its key steps, constraints and facilitating elements.

Will also be detailed the mechanisms proposed by Babyloan to reach its objectives and the desired impact on the stakeholders, from the internet user to the microentrepreneur passing by the microfinance institution.

Finally, the limits of the model will be evoked and Mr. Poissonnier will present the tools used by Babyloan to face them.

Last but not least, way will be given to the debate!

*Conference organised at the occasion of the **European Microfinance Program***

