The only way out of this is to create a process of co-evolution in which both parties benefit and evolve together in the long-term. This is how in nature, species have survived and evolved together.

**Co-evolution**
There are 5 levels in this co-evolution. Each level deepens the sharing of resources and returns.

1. **Sharing Produce**
   - Creation of a simple, formal contract that outlines terms taking into account the needs of both parties. Most often, it is about ensuring timely and quality supply of produce by the producers and a guaranteed and fixed pricing structure from the company.

2. **Sharing Risk and Technology**
   - Sharing knowledge to that is critical to the evolution of a group of producers into an enterprise such as knowledge related to production, value-addition, logistics management, creation of organizational structure and governance systems.

3. **Sharing Resources**
   - This usually involves provision of inputs and production services at doorstep, better access to credit and network, resulting in a perfect coordination between the company and the producers.

4. **Sharing Knowledge**
   - Sharing knowledge to that is critical to the evolution of a group of producers into an enterprise such as knowledge related to production, value-addition, logistics management, creation of organizational structure and governance systems.

5. **Sharing Ownership**
   - Similar to an ESOP program for employees, creation of PSOPs for communities have to own the company and vice versa.

**Symbiosis**

No one will dispute the fact that BoP (Bottom of Pyramid) presents a great business and social opportunity. No one will also dispute the fact it is very rare to create a sustainable, surplus-generating model in BoP.

Most relationships between companies and producer groups do not sustain over long-term. Because, it is a relationship that is not mutually beneficial.

**Why?**

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**Symbiotic Relationship**

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**Outcome**

Evolution
- From a short-term relationship based on mistrust to a long-term, win-win relationship based on trust.

- Both parties invest more in the relationship and help each other grow – increasing the self-reliance of both.

**Reimagine**

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