



Designs and distributes stoves which reduce emissions and fuel use – saving our customers’ income. There’s a reason why we’ve sold stoves to feed 250,000 people per day in 4 countries. We’re NOT just another cookstove company.

Sectors: Efficient cookstoves, health, livelihoods/job creation, environment, women’s empowerment

Legal Status:

India: For-profit Prakti Design, Incorporated 2008

USA: Not-for-profit DEW Labs, Incorporated 2012

Haiti: For-profit Prakti-Haiti, Expected 2012

Headquarters: Oakland, CA

Operating In: Haiti, India, Nepal, Sudan



What we do: We are the first efficient cookstove enterprise with full integration of design, manufacturing and distribution. This vertically integrated model provides a distinct advantage and necessary step to break into this market. Besides our technology/manufacturing advantage, Prakti works locally within the communities we serve, gaining continual feedback and know-how about what cooks need in a stove. According to an official study published by Lawrence-Berkeley Labs, the low emission and fuel consumption rates of our stoves, along with their speed, make them the “best on the market.” Our most exciting innovation is the first effective/scalable distribution strategy adapted to stoves.

Target market: Our stoves are designed for urban and semi-urban women in developing countries who are currently paying for fuels such as charcoal and wood. Beginning in 2015, we will target rural users who gather wood for fuel. While the clean cookstove industry is competitive, only 1% of the market has been reached so far. Our low emissions and fuel consumption rates, our ability to adapt our designs to at least 4 different countries, and the facts that we have already supplied stoves to prepare meals for 250,000 people per day and that we are the only provider of stoves to the UN, are testaments to Prakti’s competitiveness.

How we create impact: Our stoves provide many improvements over traditional cooking methods:

1. **Increased livelihoods:** Less money spent on fuel or time spent collecting it! Our stoves require 60% to 80% less fuel than traditional stoves and save up to 15% of income.
2. **Better health:** Reduced death and disease from smoke, especially affecting women and girls. We reduce harmful gas emissions by 60% to 100%!
3. **Greener local environment:** Reduced fuel consumption = reduced deforestation.
4. **Cleaner global environment:** Reduced CO2 and black carbon emissions.

How we make money: 1) margin on stove sales and 2) carbon credit sales



TRACTION

Delivered: 7,000 households, 1,000 schools/institutions = 250,000 meals per day in Haiti, Sudan, India, and Nepal
Annual Savings for Customers: \$500,000 for households and \$2.7 million for schools
Environmental Impact: Prevented 20,000 trees from being cut down and eliminated 80,000 tons of CO2 emissions
Financial: \$600,000 in total sales
Major Clients: Sole cook stove provider for UN World Food Program, Selco India
Awards/Recognition: “Best stove on the market” (rated by Lawrence-Berkeley Labs, USAID, CWS Nepal, Selco India), Clinton Global Initiative Award, 2nd Place in the 2011 Global Social Venture Challenge out of 800 businesses
Just Awesome: Cummins, the world’s largest diesel engine maker, has agreed to a multi-year contract to support our research and development.

Team

Key Members:

Mouhsine Serrar, CEO and Co-Owner: Mouhsine is an engineer with 8 years of experience designing, producing and selling cookstoves in developing countries. He began Prakti in 2008 after working on stoves for Aprovecho, Shell Foundation, and the German development agency GIZ in 12 different countries. Before stoves, Mouhsine gained consumer products experience as cell phone design engineer at Motorola. A passionate design engineer, Mouhsine has done everything from speeding up the modeling of Intel micro-chips by 10x to engineering heart stents for Guidant. Having grown up in Morocco and lived in India and Haiti, he's deeply familiar with what it takes to work in developing countries.

Anandan Sundaramurthy, Director of Manufacturing and Co-Owner: Anandan is a manufacturer with 20 years of experience in both conventional mass production technologies and modern, flexible production technologies that are critical to making stoves. His skill in both has allowed Prakti to be the first stove company to master "mass customization," which is the reason we've been able to sell stoves in 4 different countries on 3 continents.

5 core staff
14 factory workers
2 part time



Financials and Funding

Funding to Date: \$600,000

100% self-funded by our co-owners
(\$600,000 cash plus 4 years of work without pay)

New Funding Sought and Purposes:

Phase 1 (July 2012) (completed and funds raised):
\$200,000 Innovation prize award (IDEAS2012)
for marketing and distribution setup in Haiti

Phase 2 (seeking by 2013):
\$600,000 (loan)
for stoves, marketing, stove financing, and sales
scale up in Haiti

Phase 4 (seeking by 2014):
\$800,000 (loan)
for Nepal and Rwanda distribution scale up

Exit:

Loans will be paid up at end of fourth year. All profits will be reinvested to launch operations in other countries.

Projected Impact After 5 Years in Haiti:

- Number of households served: 350,000
- Households fuel cost saving: \$75,000,000 per year
- Number of trees saved: 200,000 trees per year
- Amount of CO2 saved: 400,000 tonnes per year
- Number of stove saleswomen entrepreneurs: 400

Next Steps

What's Next for Us: To build our next generation of stoves, Cummins, the world's largest diesel engine maker, has agreed to a multi-year contract to support our research and development. To distribute our stoves globally, we will create Prakti stores. These stores will feature live demos of our stoves, provide maintenance and repairs, serve as a training ground for local saleswomen, and serve as our warehouse and point of delivery to our customers.

Non-Financial Needs, Risks, and Unknowns: Because clean cookstoves have never been sold before in the markets where we work and because we sell to women, we can't make use of established distribution channels that cater to men. This means we need to establish our own marketing and distribution and to target women, often overlooked in the countries we work. This is why we believe we must implement the Prakti Store, where we can train women to sell to other women in their communities as well as educate potential customers on the value of our stoves.

Contact Us:

Mouhsine Serrar
+1 510 610 7975

mouhsine@praktidesign.com
www.praktidesign.com