



Testing Seven Cookstove  
Marketing Hypotheses

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# Hypothesis 1: BioLite's partners will own most of the downstream value chain.

## Last Mile Distribution Partner

Logistics	Transport from China		Importer of Record	Transport to Partner Warehouse	Transport to Stock Point	Transport to End-Consumer		
Marketing, Sales & After-Sales	Recruitment of Sales & Service Team	Pre & Post-Sales Training	Sales Management / Growth	Demos & Sales Activities	Marketing	Call Center / Hotline	After Sales Service / Warranty Maintenance	Monitoring & Evaluation / Carbon
Finance	Import Duties & Tariffs	Payment of Sales & Service Team		Payment of Incentives	Customer Invoicing & Money Management		VAT Payment	Consumer Financing

## Microfinance "Distribution" Partner

Logistics	Transport from China		Importer of Record	Transport to Partner Warehouse	Transport to Stock Point	Transport to End-Consumer		
Marketing, Sales & After-Sales	Recruitment of Sales & Service Team	Pre & Post-Sales Training	Sales Management / Growth	Demos & Sales Activities	Marketing	Call Center / Hotline	After Sales Service / Warranty Maintenance	Monitoring & Evaluation / Carbon
Finance	Import Duties & Tariffs	Payment of Sales & Service Team		Payment of Incentives	Customer Invoicing & Money Management		VAT Payment	Consumer Financing

  

BioLite's Responsibility	Partner's Responsibility	Joint Responsibility	Not Applicable
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Hypothesis 2: BioLite can entirely rely on our partners' agents for HomeStove sales & marketing.



### Hypothesis 3: Mobile charging engages husbands in cookstove purchasing decisions alongside their wives.



## Hypothesis 4: Bundling lighting alongside charging completes the HomeStove's value proposition.



Hypothesis 5: BioLite will not be able to convince charcoal H/H's in E. Africa to switch fuels.



Hypothesis 6: We can easily standardize and scale the product demonstration process.



## Hypothesis 7: Retail is theatre.







 BiLite



 BioLite



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