



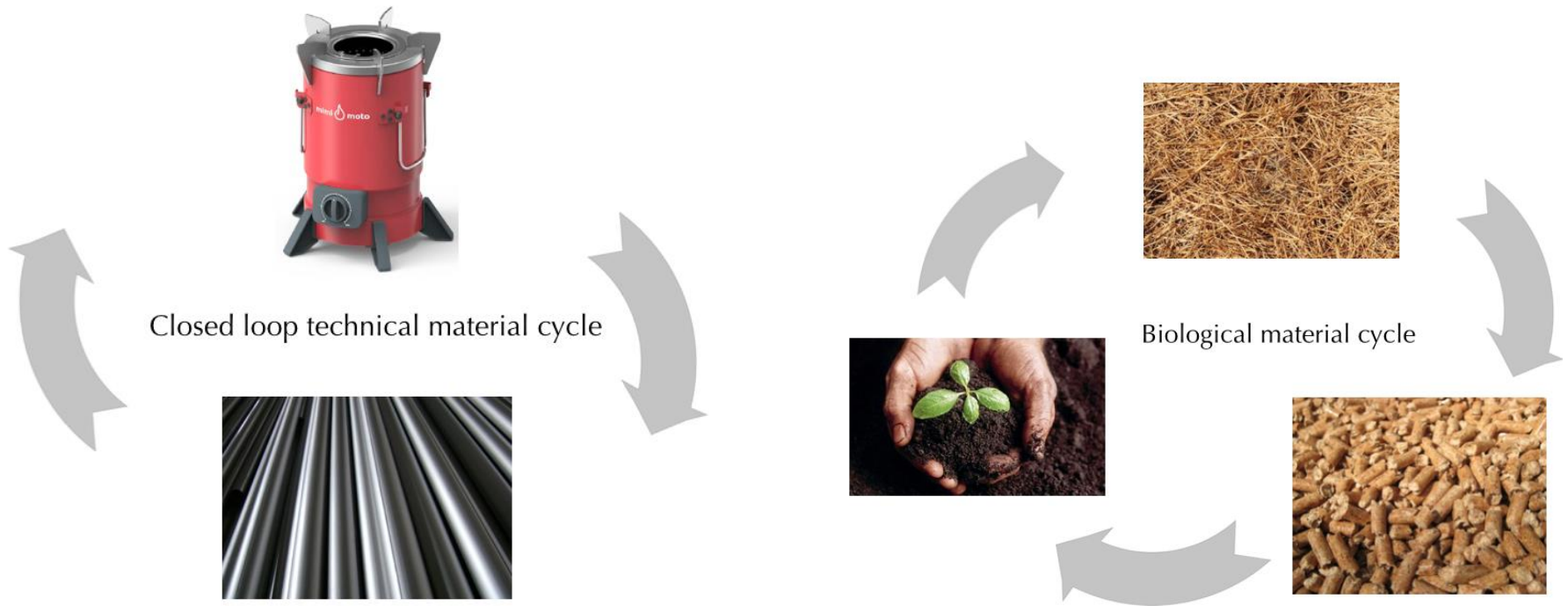
Emerging
COOKING
SOLUTIONS

Sustainable Scale-up of Fuel Production

Mattias Ohlson, CEO, Emerging Cooking Solutions

Accra, 13 November 2015

Aspirational goal: Healthy Material Flows



The Nespresso Model



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- Pellets is a high-margin product, even when sold substantially cheaper than charcoal and even before economy of scale
- Many urban/peri-urban people's existing purchasing power for fuel is \$200-300 per year
- Consumer financing is key: will lower the initial threshold of entry

Supply side





Finally: imagine a car running on dirty fuel...

