

Lessons learned in reaching 1 million kitchens:



- Envirofit designs, locally manufactures, and sells, low-cost high quality cookstoves.
- In 2007 Envirofit began marketing clean cookstoves in India, today we have subsidiaries in East Africa, West Africa, Asia, & Latin America
- Served 1 million customers impacting 5 million people across the globe.





Design the stove for the customer *not* the beneficiary

The image shows two women in a shop setting. The woman on the left, wearing a dark jacket, is holding a large orange and black stove. The woman on the right, wearing a yellow and black patterned top, is looking at the stove with a smile. In the background, there are shelves stocked with various products, including boxes and containers. A green text box with white text is overlaid on the image, reading 'Design the stove for the customer *not* the beneficiary'.



Invest in lab and field research to create stoves consumers are *willing* to purchase.



Quality, durability, and performance of a stove are important components that consumers are seeking to purchase a stove

After the launch of the G-3300 sales increased 330%

DESIGN EVOLUTION

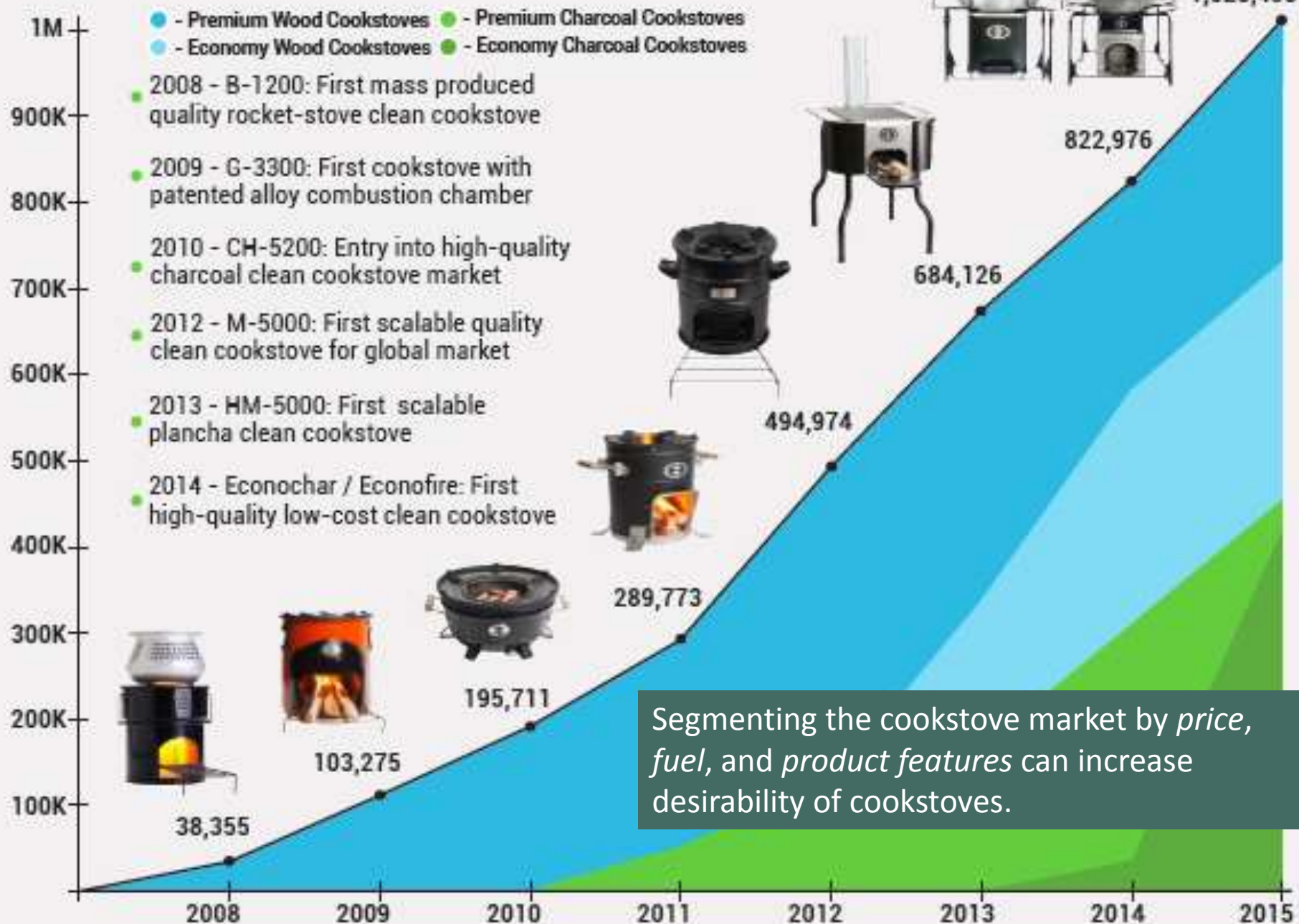


Adapting the models with accessories and multi-use features can accommodate larger audiences for a lower cost.



1 MILLION STOVE EVOLUTION

Cumulative Volume



Segmenting the cookstove market by *price*, *fuel*, and *product features* can increase desirability of cookstoves.

To be able to scale a product with consistent and reliable quality, stoves need to be centrally manufactured with stringent quality-controlled standards.



Localization of manufacturing reduces costs for the distribution channel and ultimately for the customer



Lesson 2: Marketing needs to be synced with growth in demand



Shifting to a Business-to-Business model
reduced operating costs 75%

- Segmenting the market with a multi-product line enables a wider reach to a larger target audience
- Centralized manufacturing reduces costs across the supply and distribution chain reducing costs for customers
- Syncing marketing with growth in demand reduces operating costs.

