









essential marketplace





ESSMART





Demonstrate

Distribute

Guarantee





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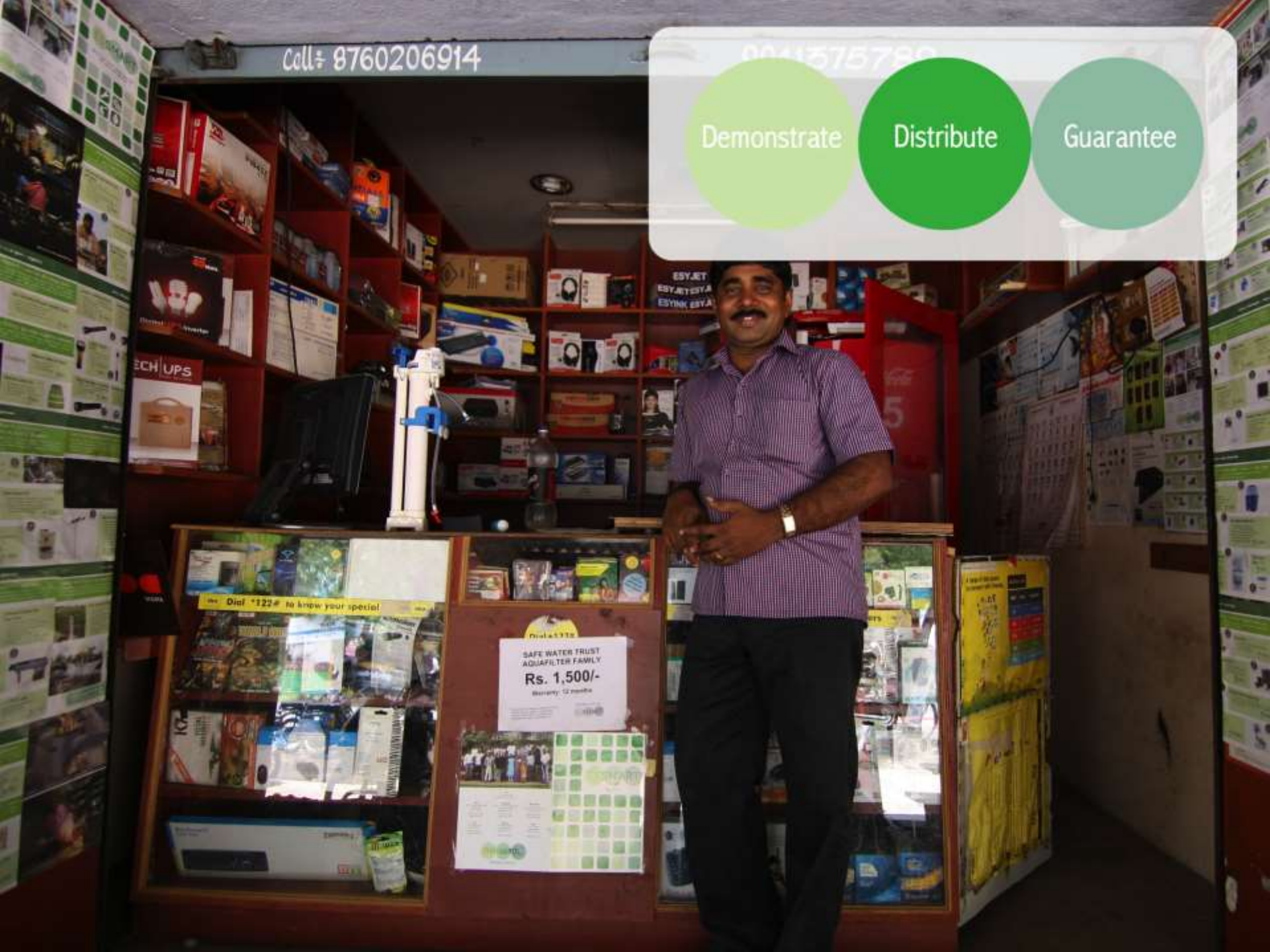
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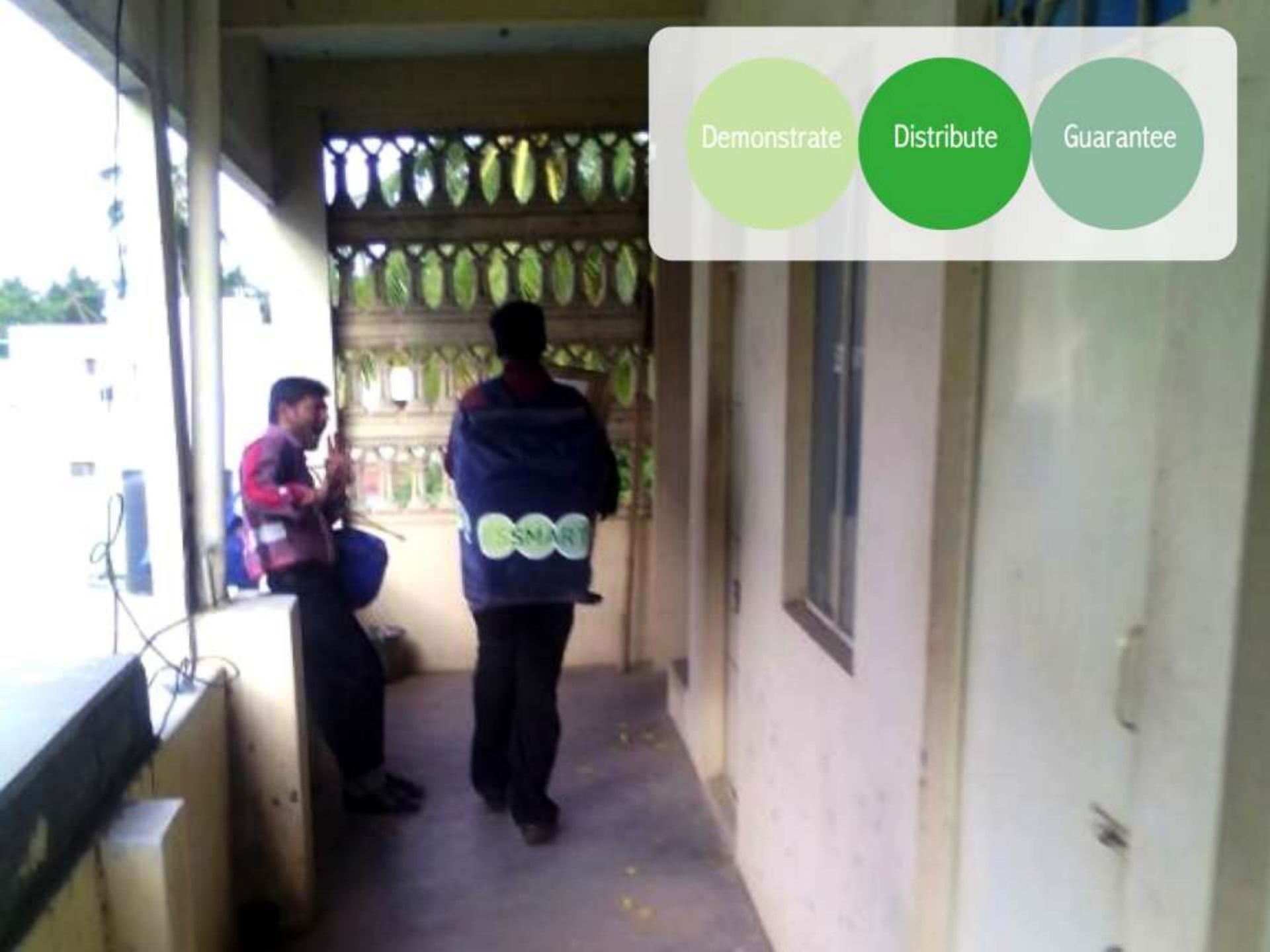
Guarantee



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Emphasize the cooking
experience and quality
over health benefits and
cost savings

Work with suppliers who
are also interested in
greasing the wheels of
the supply chain

Find local partners who
can improve the
affordability of available
cookstoves

Ensure after-sales service
to reduce the customer's
risk of investment



ESSMART

The World's Essential Technologies
in Every Local Shop