

Global Distributors Collective



Pitch recommendations and templates for last mile distributors

November 2022

Practical
ACTION



The GDC is hosted by Practical Action, alongside strategic and implementing partner Bopinc



Acknowledgements

This tool was developed with thanks to the support of GET.invest.

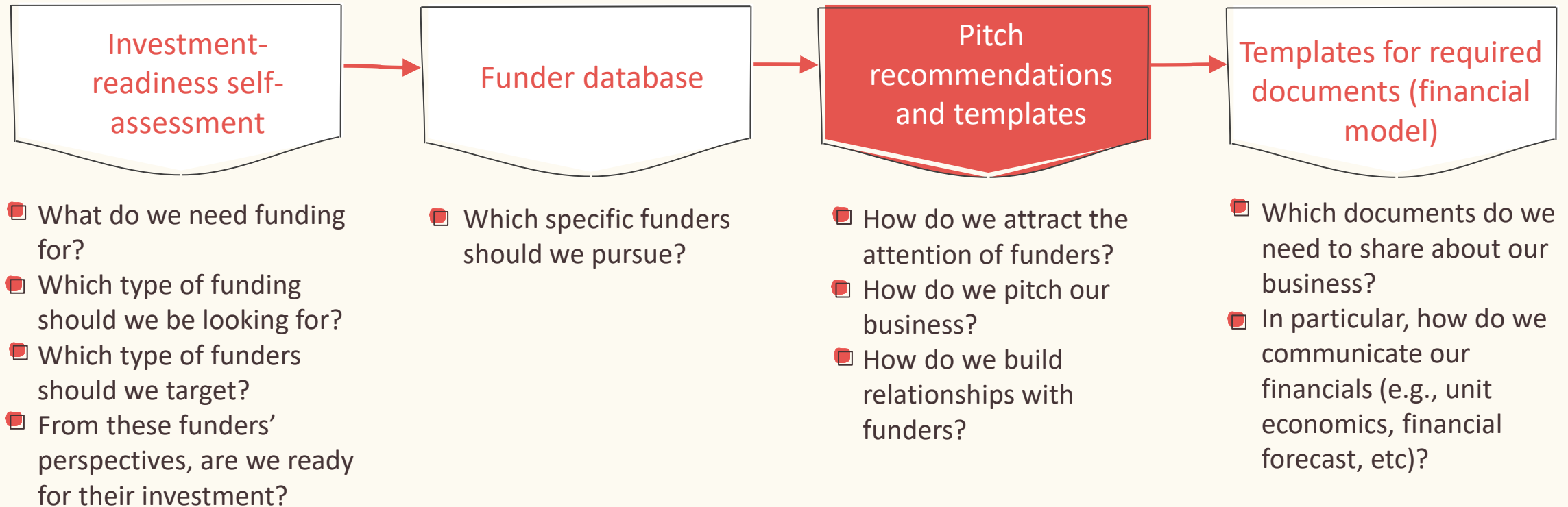
GET.invest is a European programme which aims to mobilise investment in decentralised renewable energy, supported by the European Union, Germany, Sweden, the Netherlands and Austria.

www.get-invest.eu/

We would like to thank all the GDC members who gave their permission for elements of their pitches to be included in this tool as examples of best practices, for other last mile distributors (LMDs) to learn from.

Overview of investment-readiness tools for LMDs

A set of simple tools for last mile distributors (LMDs) looking to begin their fundraising journey



How do we approach funders?

1

Do your research! Quality over quantity of targets

2

Build an investor tracker to manage your relationship with investors

3

Get introduced to investors

4

Prepare a great pitch

5

Keep investors engaged and updated

6

Repeat!

1 Approaching funders: Do your research!

Know who you're pitching to and which KPIs they've promised to their own investors.

- Grants/impact first: impact KPIs
- Debt: Non-performing loans (loans that don't get paid back); debt investors are typically risk averse; their focus is on cash flow and the balance sheet
- Equity: IRR (financial returns); impact sometimes



Research your targets' websites. Investigate their eligibility criteria and check who they have invested in before.

What we do		We provide loans that enable borrowers to acquire equipment to increase their productivity.	
What we offer			
USD 50,000-500,000 <small>Loan size</small>	1.5 – 7 years <small>Loan term</small>	6% - 12% fixed, USD denominated <small>Interest rate</small>	1% + out-of-pocket expenses <small>Loan fee</small>
What we look for			
Business structure	For-profit or not-for-profit social enterprise		
Industry ¹	Sustainable food and agriculture, renewable energy, waste management, livelihoods for the poor		
Geography ²	Latin America and South East Asia		
Business stage	Growth-stage (3+ years in business) Demonstrates commercial viability and opportunity for scale		
Collateral	New or used revenue-producing or cost-saving equipment		
Impact	Alleviates poverty with measurable positive social or environmental impact		

Excerpt from Beneficial Returns Borrower Brochure. [Click here](#) to read in full.

2 Approaching funders: Build an investor tracker

Start with a list of 5-10 very relevant investors and start reaching out

Remember to use the GDC's funder database to identify funders!

In your investor pipeline spreadsheet, include:

- Fund name, sectors, ticket size, name of contact point and contact details, reasons why you think this investor will be interested, who can help you get a meeting, status of intro, response, other notes.



Based on funders' responses, reflect, adjust, and expand your list as needed.

Name	Firm	Title	Tranche	Typical Check Size	Why they will be interested	Potential intro from...	Can make intro?	Intro made?	Other
Angel Angelino		Angel	1	\$100-\$250K	Invested in a few similar companies, other marketplaces. Angel founded a SaaS marketplace.	Sally Alum	Yes	Sent	
Awesome Partner	Super Seed Fund	Partner	2	\$500K-\$1MM	Investment in Company Y and Company Z	Cody Simms	Yes	Pending	Cody having lunch with her next week and plans to mention us.
Friendly Angel		Angel	1	\$25K	Techstars mentor who went to University of Kansas	Sam Alum, Francis Founder	Yes	Sent by Francis	

Except from techstars build your investor pipeline worksheet. [Click here](#) to read in full.

3 Approaching funders: get introduced



Many investors believe the best companies get introduced to them; they don't come through their website or LinkedIn.

Figure out who within your networks could make an introduction, e.g.,

- Your suppliers (who will directly benefit in your scaling of sales)
- Existing funders or investors in your company (especially those that are very satisfied with your performance)
- Local or international member or industry associations you are part of
- Others in your personal and professional networks

4 Approaching funders: Prepare a great pitch!

Your pitch deck will mirror the dimensions of the investment-readiness framework adapted from VIRAL



Adapted from VIRAL. [Click here](#) to read in full.

- Your pitch should be different for every single person you pitch to
- Your ask should be clear
- Your pitch deck can be both a comprehensive pitch deck, like the one provided here, or a 1 or 2 pager, like on the following slide.

Examples from GDC members

ATEC*

ATEC Decarbonised clean cooking IoT Technology

1. PROBLEM + SOLUTION

- Cooking with wood costs up to \$15/mth - health + time
- Demand for voluntary carbon credits increasing 15x by 2030
- ATEC's IoT stove opens up untapped markets with people from bringing income as low as \$5/mth
- IoT data can be monetized to generate 100% variable, digital Gold Standard Carbon Credits at annual recurring revenue
- Product-carbon delivers 6x higher revenue - creating ATEC's flywheel model

2. MARKETS

- STOVE: 600m households TAM globally are needing to transition from wood
- CARBON: \$18bn Annual Recurring Revenue unlocked carbon credit market
- Current Markets: TAM 31m Households Cambodia | Bangladesh
- Series A Expansion: 50% of Global TAM Nepal | Zambia | Kenya | Rwanda

3. PRODUCTS

- ✓ 100% IoT market coverage
- ✓ 100% IoT market coverage
- ✓ Incentive #1 energy efficient solution on market
- ✓ Largest carbon credit per system solution in cooking
- ✓ Follow multi-step electrification rollout
- ✓ IoT solution for off-grid farming households

4. FLYWHEEL MODEL

ATEC's patented product-carbon technology compounds Annual Recurring Revenue:

- Product produces \$1-30/mth up to 3 years in customer payments, financed by debt
- Simultaneously each product produces \$13-45 carbon credit ARR up to 15 years
- The main market ATPC captures, the most ARR compounds, driving profit+scale

5. TRACK RECORD

- 5x YoY growth giving \$1m in revenue, over 6,000 units sold and \$25.6m in carbon deals with 1x Fortune 500 energy company
- Multi-award winning, 60 staff
- \$3.8m seed equity to date, including:
 - ↳ [Globevent](#)
 - ↳ [Scotiabank](#)
 - ↳ [e16a](#)
 - ↳ [Next Future](#)

6. SERIES A: |

Will achieve by 2024:

- Product-carbon market expansion through distributor partners across Asia & Africa
- Phase 2 product line for automation & integration of product-carbon credit
- Target carbon credit markets expansion

Following above milestones execution:

- \$1.5-2.5m Series A by 2024
- positive EBITDA by 2025
- \$120m annual revenue by 2030

7. ATEC: TRIPLE BOTTOM LINE OPPORTUNITY THIS DECADE

- 30m Tons of avoided carbon credits
- \$120m Revenue by 2030
- 39k Jobs served through expanded income generation

Deevabits Green Energy

Deevabits Green Energy

ENERGY ACCESS FOR EVERYONE

Problem

In Kenya 35 million people lack access to basic goods and services, such as electricity, clean cooking, potable water and digital inclusion. Additionally there is a lack of jobs and income generating opportunities due to high unemployment.

Solution

We distribute and finance the much needed essential products primarily solar products in rural communities through a community of Village Social Entrepreneurs (VSEs) majority of whom are women.

Our Business Model

- Recruit & Train community based individuals, primarily women & youth, that become part of our village social entrepreneur (VSE) distribution network.
- Equip them with in-demand products primarily solar products and pay them on commission basis
- Offering consumer financing makes it easier for customers to afford our products.

Traction

- Solar products distributed: **30,600+** units
- Beneficiaries served: **153,000+**
- Household savings: **\$5.6 M** per year
- Counties active: **11/47**
- Jobs created: **450+** VSEs recruited

Our 5 Year Target

- Distribute and finance **300,000** essential products and services by year 5

Growth Plan

- Expansion to 25 counties
- Rolling out new products
- Upgrading existing customers with bigger home systems

Our Performance

- FY 2022 0.8m & Projected FY2023 USD 1.8m
- We are Net Income positive, as at FY2022

The Team

Over 20 years combined experience in last mile distribution. Deep on ground local experience. Local led and founded.

- David Wanjau: Founder & CEO
- Mercy Mwirigi: Operations Manager
- John Odongo: Finance Manager
- Ruth Kimani: HR & Admin
- Dick Opada: Head of Sales

5

Approaching funders: Keep investors engaged and updated



For investors that express an interest in your company (even if they are not ready to immediately invest), send e.g. quarterly updates via email, including your progress, success and challenges/asks.

Use the **VIRAL** framework criteria to help structure your updates, and include both positive news and challenges, e.g.:

- Have you expanded your management and/or your operational **team** in a way that will allow you to grow or operate more efficiently?
 - Perhaps you have received a small grant to test a new **product** and want to get investors interested and engaged for a future scale up?
 - Are you concerned that the price increases of your inputs may reduce your addressable **market**?
 - Have you refined your **business model**, meaning you have new data to share on your cost structure or unit economics?
- Keep updates brief and tailored (think back to your last conversation with them, remember what is important to this investor)
- If you have fulfilled some of their criteria and renewing your investment ask is therefore appropriate, go for it
- Otherwise ask for something small, like feedback, advice, and/or connections.

Pitch deck template for LMDs



Prepare a great pitch!

Your pitch deck will mirror the dimensions of the investment-readiness framework adapted from VIRAL.

Slide	Contents
1. Vision and value proposition	A one sentence overview of your company and the value you provide to customers. Keep it short and simple.
2. The problem	Describe the problem your company is solving and the people/businesses that are experiencing the problem.
3. Target market and opportunity	Expand on who your customers are, how many of them there are, the total market size and how you position your company in the market.
4. The solution	Describe your product or service. Describe how customers use your product and how it addresses the problem(s) that you outlined on slide 2.
5. Revenue model or business model	Explain how your product or service makes money, and how customers pay for it.
6. Traction and validation/roadmap	If you are already making sales, talk about that here. Investors want to see that you have proven some aspect of your business model.

Source: [Bplans](#)

Prepare a great pitch! (continued)

Your pitch deck will mirror the dimensions of the investment-readiness framework adapted from VIRAL.

Slide	Contents
7. Marketing and sales strategy	Outline your marketing and sales plan. Explain how you are planning on getting customers' attention and what your sales process will look like.
8. Team	Highlight key team members, their successes at other companies, and the relevant expertise that they bring.
9. Financials	Include your sales forecast, income statement (also called profit and loss statement), and cash flow forecast for at least three years.
10. Competition	Describe your competition.
11. Investment and use of funds	Explain how much funding and of which type (grant, debt, equity) you are looking for, and why.
Partnerships (optional to include)	Describe key strategic partnerships (eg with a manufacturer, with an NGO) that are critical to your success.

Source: [Bplans](#)

[1. Vision and value proposition]

Tip: Slide titles can be replaced by key messages that are tailored to your business

A one sentence overview of your company and the value you provide to your customers. Keep it short and simple.



Tips:

- A great way to think about this slide is to imagine it as a tweet—describe your business in 280 characters or less, in a way your parents would understand.
- For inspiration, go through vision and mission statements of companies with a similar business as yours, that are operating in a different country.

AGRICULTURAL EQUIPMENT PROVIDER TO EAST AFRICA'S RURAL ECONOMY

We are focused on creating solar-powered products that have a direct and significant impact on productivity.

We identified how to deliver clean energy powered equipment to off-grid communities, and also how to deliver these products so that they are affordable to smallholder agribusinesses.

OUR MISSION IS TO ENABLE RURAL PROSPERITY THROUGH FINANCED PRODUCTIVE EQUIPMENT ACCESS.



Source: [Tulima Solar](#)

[2. The problem]

Tip: You don't strictly have to follow this order of slides. As long as all the contents are there, choose the order that best fits your story.

Describe the problem your company is solving and the people/businesses that are experiencing the problem.



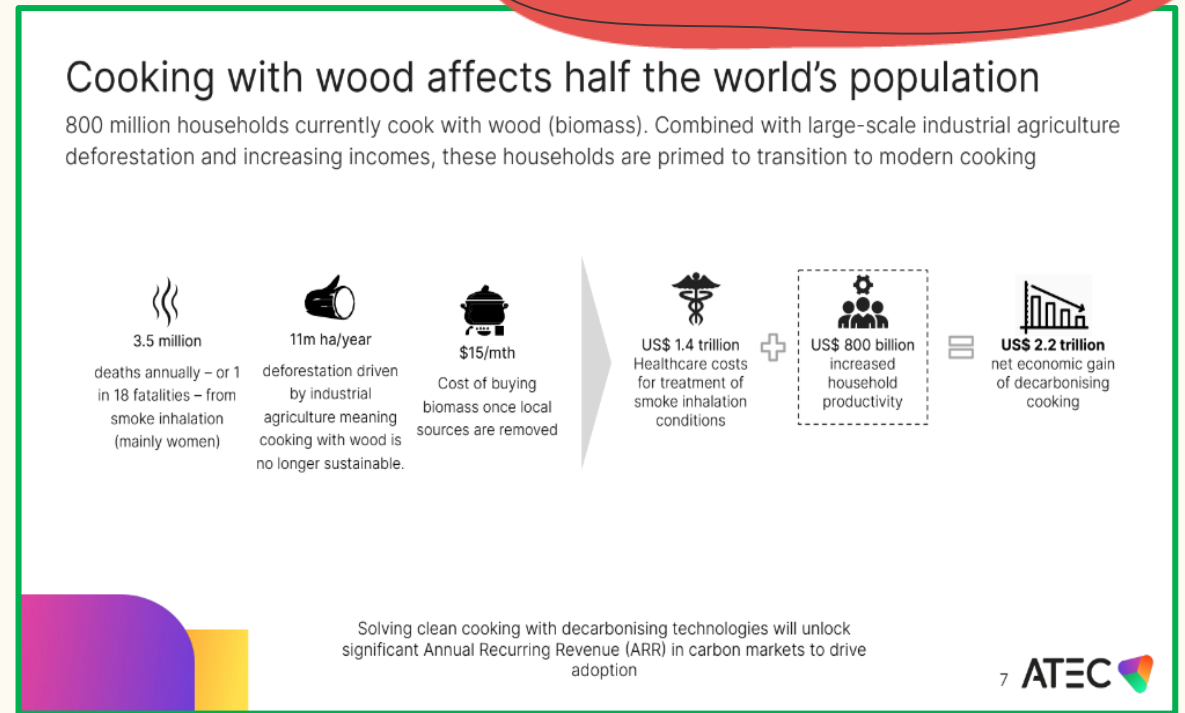
Tips:

- Think of public targets, nationally or internationally (e.g., the Sustainable Development Goals). Is your company trying to solve a problem inscribed in these?
- Ideally, try and tell a relatable story when you are defining the problem. The more you can make the problem as real as possible, the more your investors will understand your business and your goals.



Tools and references:

- [SDG resources](#) provide qualitative and quantitative information on these issues, including by country



Source: [ATEC*](#)

[3. Target market and opportunity]

Expand on who your customers are and how many of them there are. What is the total market size and how do you position your company in the market?



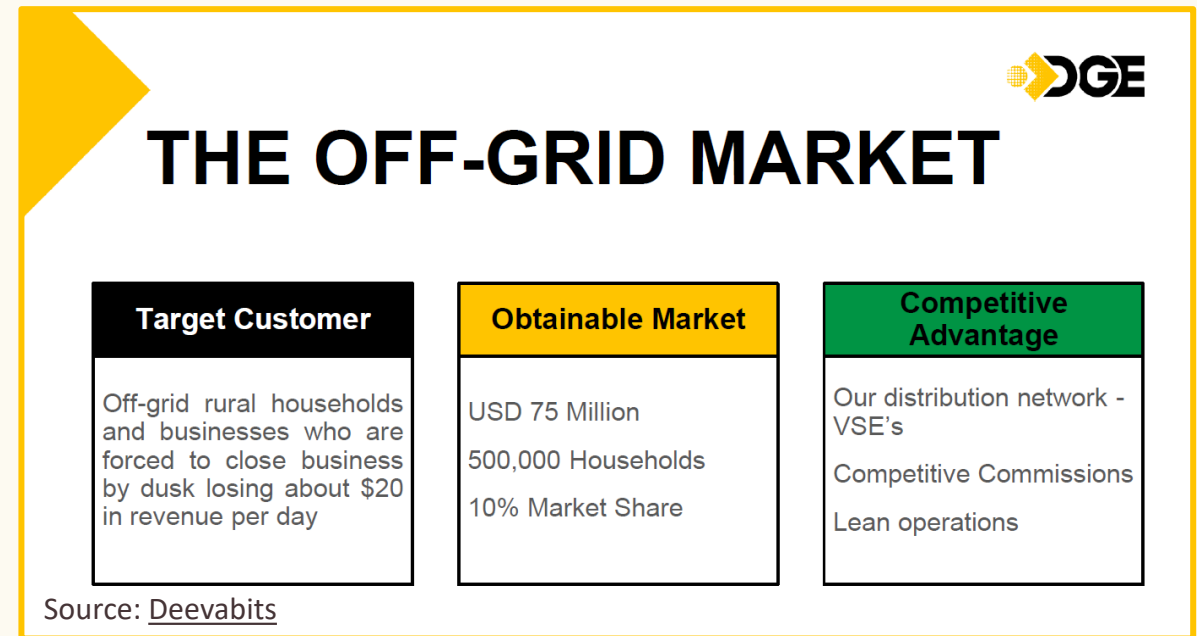
Tips:

- Investors will want to know how much people currently spend on similar products or services, to get a sense of the total market size.
- You'll want to divide your market into segments that you will address with different marketing and types of products.
- Be careful with this slide. It's tempting to try to define your market to be as large as possible, but investors want to see that you have a very specific and reachable market. The more specific you are, the more realistic your pitch will be.



Tools and references:

- Global and local industry associations (e.g., GOGLA, CCA) and development agencies (e.g., USAID, World Bank) regularly produce market intelligence reports you can use to get estimates of market size and competitive landscape.



[4. The solution]

Describe your product or service. Describe how customers use your product and how it addresses the problem(s) you outlined on slide 2.



Tips:

- If possible, use pictures and stories when you describe your solution. Showing is nearly always better than telling.
- Do not hesitate to add client testimonials or research available on the products you are distributing, to demonstrate your value proposition.



Tools and references:

- The manufacturers of the products you distribute should be able to provide materials.

SAVE 50/= A DAY...

But don't just take it from us... See what others have to say

WORLD-CLASS TECHNOLOGY

Cooking the OLD WAY

Before, I used a 50 shilling tin of charcoal for just 1 meal. Now, I use 1 tin to make 3 good meals for my family.

Teresa Wanjogo, Kawangware

Jikokoa inatumia makaa kidogo, haina moshi, inawaka haraka na ni safi. Hata naweza kuweka sebuleni!

Pongezi BURN Manufacturing!

Rodah Mueni Matu, Embakasi

Uses 1 to 2 tins of charcoal depending on family size

"It's doing very well! Fast to use, economical, portable and has a strong body. It's the best!"

Douglas S Mulati, Ruiru

High-temp, lightweight **ceramic insulation** is designed to withstand 1300°C and keep your jikokoa cool to the touch.

The high durability **chrome grate** balances fuel and air mixture.

The **ergonomic handles** are designed for ease of use and won't overheat.

The **easy-to-use ashtray** allows you to control the temperature while you cook and keeps your jikokoa clean.

Source: [Burn](#)

[5. Revenue model or business model]

Explain how your product or service makes money. What do you charge for the product, who pays for it and how?



Tips:

- You can also reference competitors here and discuss how your pricing fits into the market; e.g., are you a premium, higher-quality product, or a budget offering that is more affordable than existing solutions on the market?
- Use diagrams to help your audience understand the transactions more easily.



Tools and references:

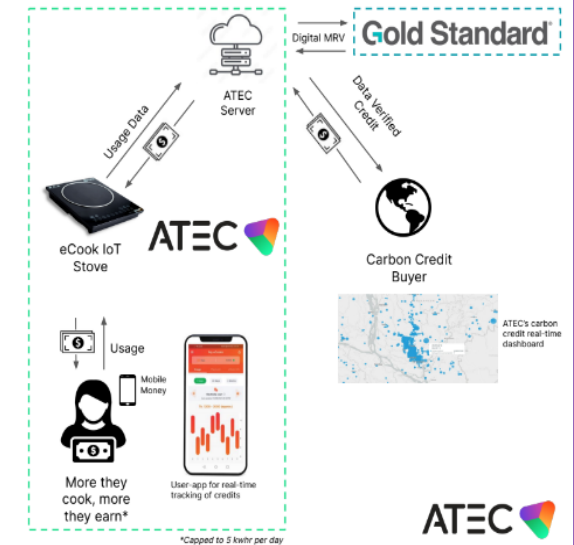
- Several online resources can help you prepare a business plan and pitch (check out slide 30).

ATEC can pay households carbon credits directly linked to their usage data - a global first

- ATEC's view is the ultimate flywheel potential of cookstove carbon credit markets will be enterprises with a **technology stack that pays households carbon credits** directly into their mobile money wallets linked to verified IoT usage
- This **aligns incentives of all key stakeholders** in generating maximum carbon credit revenue per asset at scale. Households are paid to maximise usage on ATEC devices, Carbon Credit Buyers are able to buy highest premium credits directly off households, ATEC is driven to maximise usage, and regulators will look most favourable on credits that transfer the benefit into household hands
- This carbon payment will **disrupt traditional markets** by turning cooking from a **cost-only exercise into an income-generating pursuit**. Households can cook anywhere from a discount on their electric cost up to a cash surplus.

The below table demonstrates % coverage of grid kWhr cost by carbon credit payments in 2 validated pricing scenarios:

% of kWh price covered by carbon revenues	Cambodia	Bangladesh	Nepal	Zambia	Rwanda	Kenya
Carbex Index : \$11.97/t (as of 1/11/22)	22%	59%	75%	94%	13%	16%
At \$25/t current premium credit	47%	122%	156%	196%	28%	33%



Source: [ATEC*](#)

[6. Traction and validation/roadmap]

If you are already making sales, talk about that here. Investors want to see that you have proven some aspect of your business model.



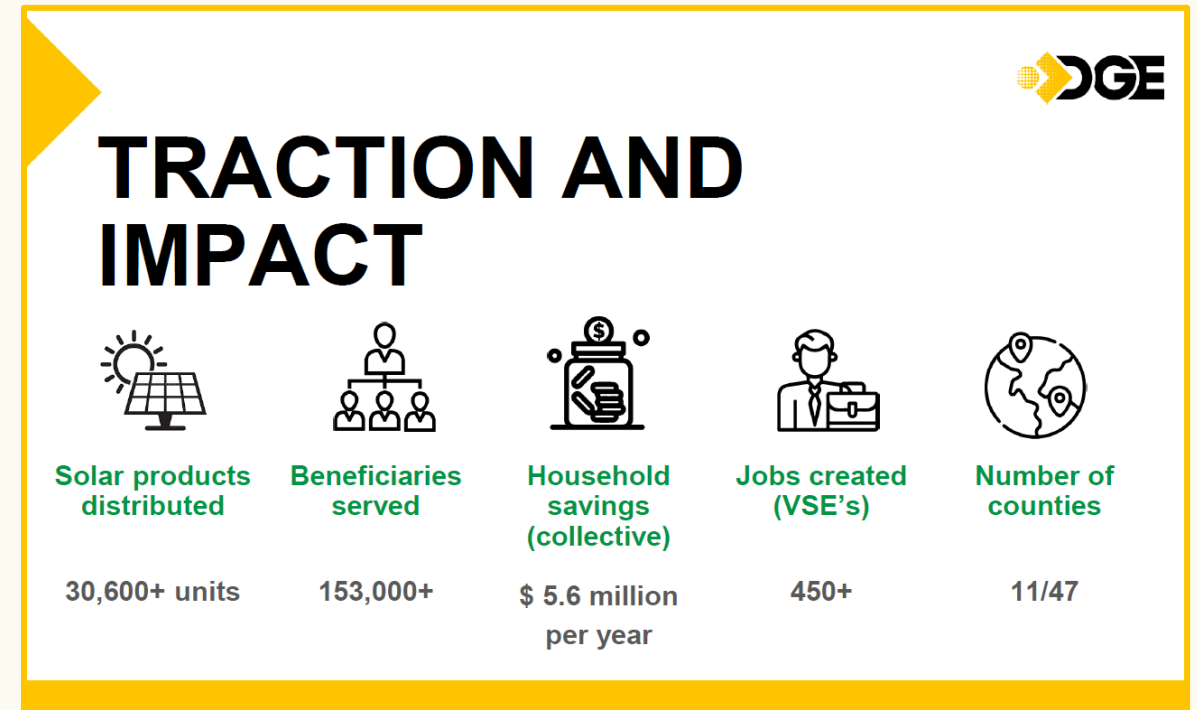
Tips:

- Use this slide to talk about your milestones. What goals have you achieved so far and what are the major next steps you plan on taking?



Tools and references:

- Several online resources can help you prepare a business plan and pitch (check out slide 30).



Source: [Deevabits](#)

[7. Marketing and sales strategy]

How are you planning on getting customers' attention and what will your sales process look like?



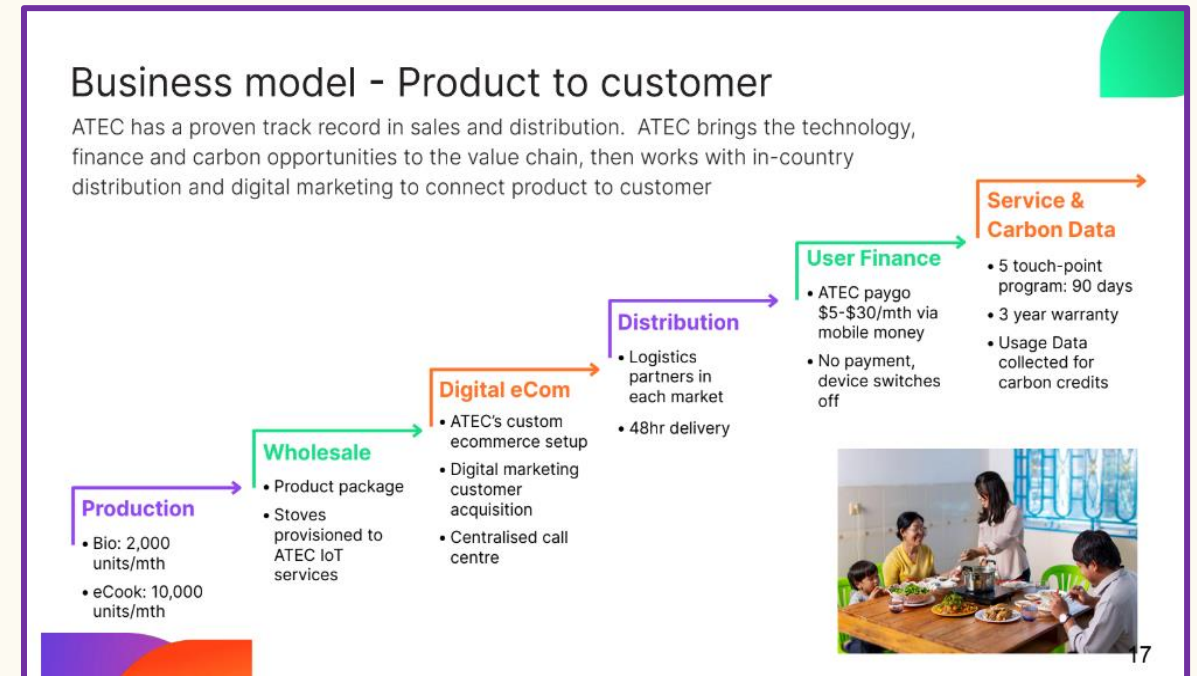
Tips:

- Use this slide to outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to get your product in front of prospective customers.
- It is important to show that you have a solid grasp of how you will reach your target market and which sales channels you plan on using (e.g., own shops, agents, e-commerce, hybrid models, etc).
- If your marketing and sales process is different than your competitors, it's important to highlight that here.



Tools and references:

- Go through GDC's [knowledge hub](#) for resources and ideas on marketing and sales strategies of LMDs that are relevant to your business.



Source: [ATEC*](#)

[8. Team]

Highlight key team members, their successes at other companies, and the key expertise that they bring.



Tips:

- Even if you don't have a complete team yet, identify the key positions that you still need to fill.
- Keep profiles brief.
- Consider including pictures and links to individual LinkedIn profiles (provided these are all complete and up to date!).
- Consider including an organisational chart.

ATEC Senior Team

ATEC combines global expertise with local knowledge to distribute its product+carbon credit solution to households across the world

Ben Jeffreys CEO	Philip Barrow CFO	Rebecca Penglose People and Performance	Wim Rompf Lead Product Engineer	Shuvashish Bhowmick Bangladesh Country Director	Nikolai Schwarz Cambodia Country Director	Simon Smalichua Head of Marketing
Strategic leader with over 12 years experience in managing teams across social, enterprise and corporate sectors. Previous roles include National Development Manager at SSE, Product Development Manager at Oxfam and Regional Sales Executive at Westfield Ltd. Ben also has a Bachelor of Business with first class honors from Queensland University of	Finance leader with over 30 years of experience holding leadership positions across corporate finance functions. Previous roles include Audit at EY, CFO of Retail at Lend Lease, Finance Manager at Leighton Contractors, Financial Controller at The GPT Group, and Corporate Controller at BGS. Philip has a Master of Applied Finance from Macquarie	During her time in the corporate and social enterprise sectors Rebecca has developed an exceptional skill set for project and people management, consulting & HR. Previous roles include Strategic HR Advisor & Mentor as well as Program and Portfolio Manager at Accenture.	Wim is driving the innovation and constant improvement of our products and processes at ATEC. With a background in industrial engineering, Wim has over 10 years of international experience in technical process engineering across manufacturing and public service industries.	Shuvo brings over 13 years experience from the gas sector in Bangladesh, previously as Head of Business Development at Unigas Ltd. Shuvo has a bachelor degree in Science and Engineering, an MBA in Marketing and an Advanced Certified Business Administration from IIA.	Nikolai brings over 15 years of business development experience to ATEC's team. As Head of Social Business with Friends International, Nikolai specialized in building passionate, independent Cambodian teams. Nikolai holds a Masters Degree in Management from ESCP.	Simon brings 20 years of marketing experience to ATEC's team. Passionate about business for good, Simon is committed to building team digital-led marketing capability to change behaviours in developing markets.

Organisational structure for scale-up

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graph TD; CEO[CEO] --- COO[COO]; CEO --- CFO[CFO]; CEO --- HeadM[Head of Marketing]; CEO --- LeadPE[Lead Product Development Engineer]; COO --- Cambodia[Cambodia Country Director]; COO --- Bangladesh[Bangladesh Country Director]; COO --- HeadPP[Head of People & Performance]; Cambodia --- SalesM[Sales & Marketing Manager]; Cambodia --- FinanceM[Finance Manager]; Cambodia --- CustomerS[Customer Service Manager]; Cambodia --- OperationsM[Operations Manager]; Bangladesh --- FinanceM2[Finance Manager]; Bangladesh --- NationalSM[National Sales Manager]; Bangladesh --- MarketingM[Marketing Manager]; Bangladesh --- OperationsM2[Operations Manager];
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- Team of 60 people located in 4 countries
- New key hires invested in as part of Series A will include Carbon Markets Manager, Distributor Partnerships Manager, Supply Chain Manager, Data & Systems Engineers

Source: [ATEC*](#)

[9. Financials]

Include your sales forecast, income statement (also called profit and loss statement), and cash flow forecast for at least three years.



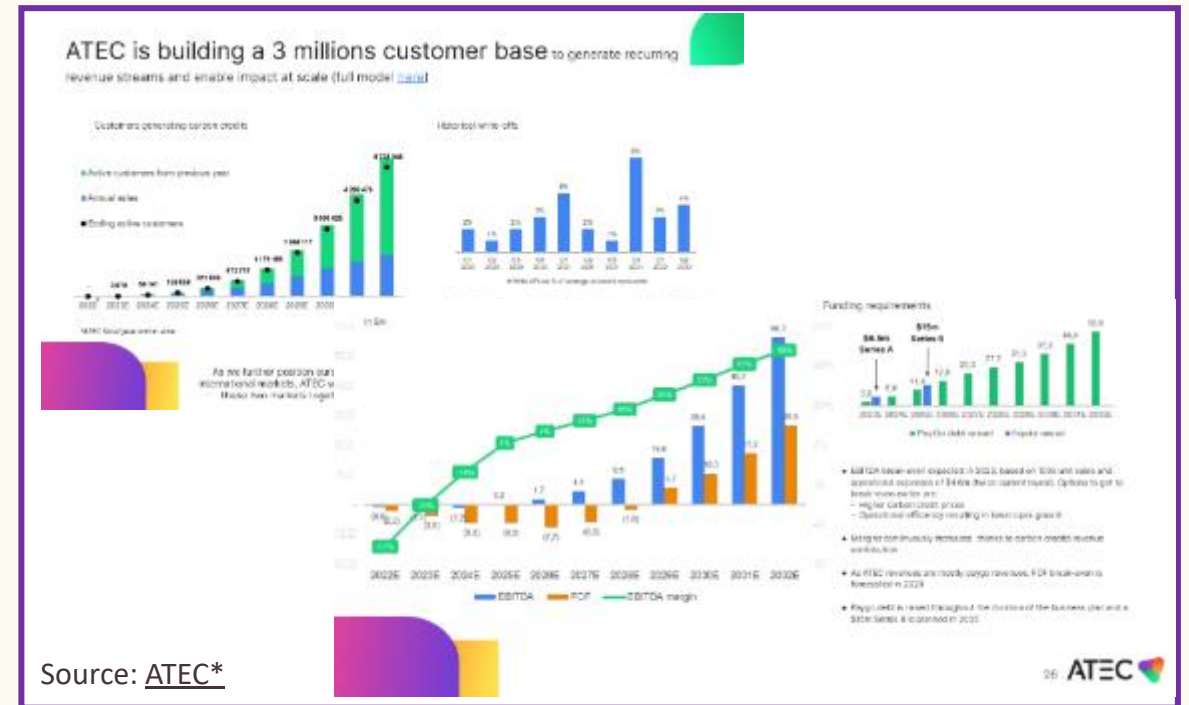
Tips:

- Present these through charts (sales, total customers, total expenses, and profits). Do not include in-depth spreadsheets that will be difficult to read/understand.
- Be prepared to discuss assumptions you've made to arrive at your sales goals, and what your key expense drivers are.
- Be realistic. Explain your growth based on traction you already have or compared to a similar company.
- State clearly whether your cash flows are accounted on cash vs accrual basis to avoid confusion.



Tools and references:

- Use the GDC financial model (found in our [Knowledge Hub](#)) to generate graphs for these slides.



[10. Competition]

Describe your competition. Even if you are there are no distributors selling the exact same product or service, your potential customers are using alternative solutions to solve their problems today.



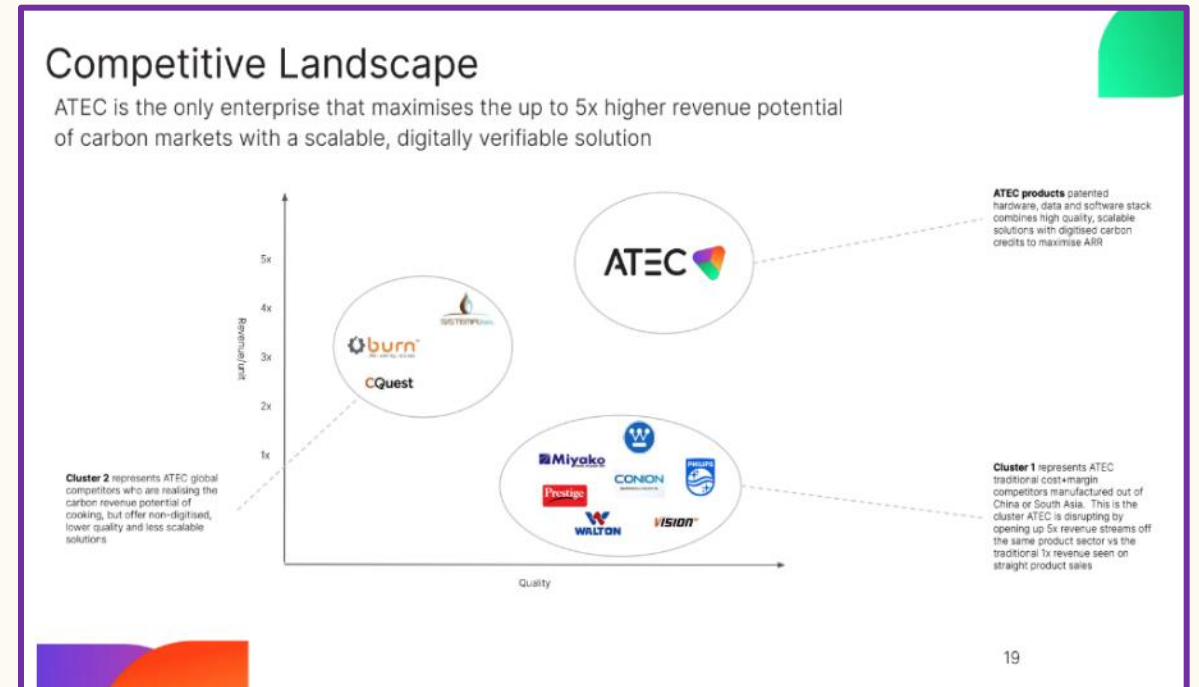
Tips:

- Describe how you fit into the competitive landscape and how you're different to the competitors and alternatives that are on the market today.
- What key advantages do you have over the competition? Explain why customers will choose you over your competitors.



Tools and references:

- Consider comparing your company with the industry on specific KPIs through benchmarking tools like PAYGo PERFORM or upcoming GDC work on this.



Source: A TEC*

[11. Investment and use of funds]

How much funding and of which type (grant, debt, equity) are you looking for?



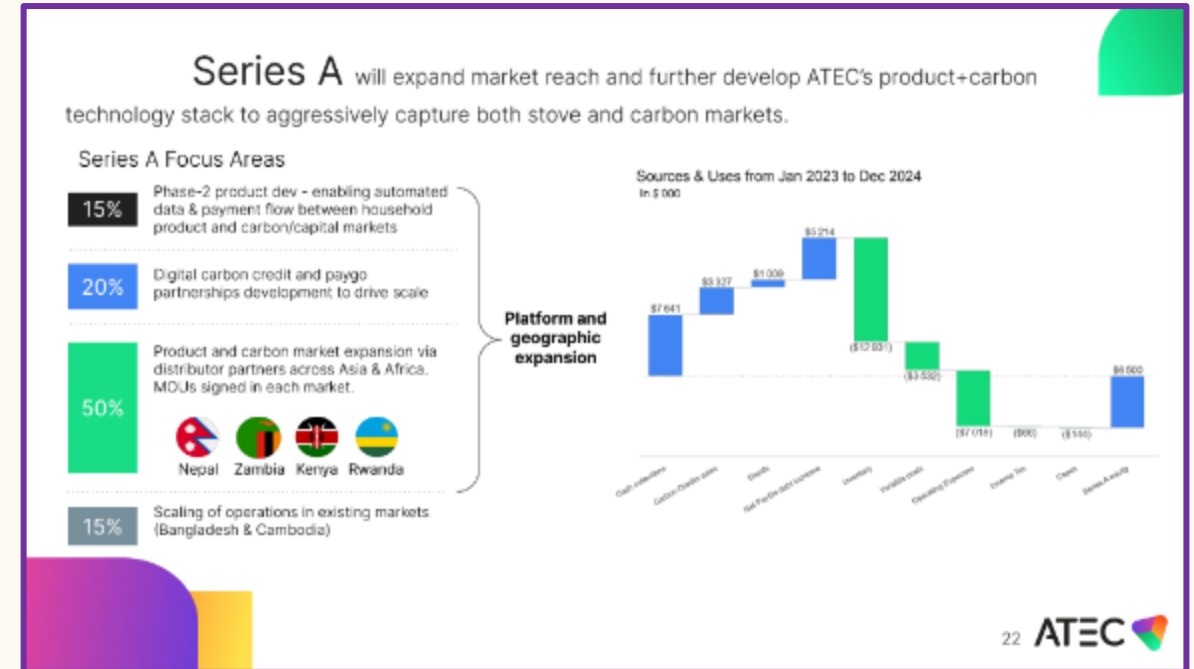
Tips:

- Explain why you need the amount of money you are asking for and how you plan on using the money.
- If you already have some investors on board, talk about those other investors and why they chose to invest.



Tools and references:

- Several online resources can help you prepare a business plan and pitch (check out slide 30).



Source: [ATEC*](#)

[12. Partnerships]

Describe key strategic partnerships (e.g., with a manufacturer or NGO) that are critical to your success.



Tips for this slide:

- Think of your product suppliers, previous funders (e.g., grants and awards you have received), development organisations, etc.



Tools and references for this slide:

- Several online resources can help you prepare a business plan and pitch (check out slide 30).

OUR ADVISORY BOARD & PARTNERS

Partners:

Advisors:

- Catherine Waweru
- Susan Maina
- Timothy Gathima

Partners: SIMA, angaza, yunus social business, kiva, aedf, POWER AFRICA, Global LEAP, giz, Miller Center, Shortlist, VALUE FOR WOMEN, ONGOZA, YASR, SHONA, Open Capital, Global Distributors Collective, ID-PRIZE, PERSISTENT, TEA, GOGLA.

Source: [Deevabits](#)


Remember: a one-pager is also a very powerful tool!

The Pitch Canvas[®]


A simple statement of what change you and your product are making in the world.
A memorable one-sentence explanation of what you do for customers.

Pain (+ Gain) <small>What problem is out there in the world? What are you solving for your customers? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer, ...?</small>	Product <small>As simple as possible, what does your product do for customers? How does it work? How have you tested it with customers? (Be sure not to let the product dominate the pitch.)</small>
Product Demo <small>Live demo? (always risky, but powerful if it works...) Or screenshots? Physical product? Can you show a real customer using it? And do you really need to do a demo?</small>	What's Unique <small>Technology/Relationships/Partnerships. How do you help your customers get results differently to your competition, or alternatives?</small>
Customer Traction <small>Success so far? Pilot customers? Major brands? Customer reference quotes/movies? PR coverage? Use data and facts to strengthen.</small>	Business Model <small>How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?</small>
Investment <small>Amount of investment? In how many rounds? How many investors? What type of investor are you looking for? What expectations do you have of your investors, network, expertise?</small>	Team <small>What relevant experience does your team have that supports your story? Brands worked for? Achievements? Sales success?</small>
End statement with call to action	
Intrigue/Surprise <small>Don't give the whole game away, leave them wanting to know more. Surprising facts or insights about the industry and its trends? New information about a known subject?</small>	Why You? <small>Why do you care about solving this problem for your customers? How has your life been affected by this industry and business? Why should your audience get involved with you?</small>
Interaction <small>Challenge the audience with questions and something to take action on. How can you re-ent their attention? What media can you use to give energy to your story?</small>	Portable Story <small>What story can the audience go away and tell on your behalf? What key things do you want them to remember about you and your company?</small>

Except from best 3 minutes pitch canvas. [Click here](#) to read in full.



Decarbonised clean cooking IoT Technology





1. PROBLEM + SOLUTION

- Cooking with wood costs up to \$15/mth + health + time
- Demand for voluntary carbon credits increasing 15x by 2030
- ATEC's IoT stoves open up untapped markets with paygo tech bringing access as low as \$5/mth
- IoT data simultaneously generates 100% verifiable, digitised Gold Standard Carbon Credits as annual recurring revenue

2. MARKETS

- STOVE: 800m households TAM globally are needing to transition from wood
- CARBON: \$16bn Annual Recurring Revenue cookstove carbon credit market
- Current Markets: TAM 36m Households Cambodia | Bangladesh
- Series A Expansion: 10% of Global TAM Nepal | Zambia | Kenya | Rwanda

3. PRODUCTS

 <ul style="list-style-type: none"> ✓ 95% future market coverage ✓ Induction #1 energy efficient solution on market ✓ Follows multi-Son electrification rollout 	 <ul style="list-style-type: none"> ✓ 5% future market coverage ✓ Largest carbon credit per system solution in cooking ✓ Ideal solution for off-grid farming households
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4. FLYWHEEL MODEL

ATEC's patented product+carbon technology compounds Annual Recurring Revenue

- Product produces \$5-30/mth up to 3 years in customer payments financed by debt
- Simultaneously each product produces \$13-45 carbon credit ARR up to 15 years
- The more market ATEC captures, the more ARR compounds, driving profit+scale

5. TRACK RECORD

- 5x YoY growth giving [redacted] revenue, over 6,000 units sold and [redacted] in carbon deals with 2x Fortune 500 energy companies
- Multi-award winning, 60 staff
- [redacted] seed equity to date, including:



6. SERIES A: \$[redacted]m




Will achieve by 2024:

- Product+carbon market expansion through distributor partners across Asia & Africa
- Phase-2 product dev for automated integration of product+carbon credits
- Digital carbon credit markets expansion

Following above milestone execution:

- [redacted]m Series B by 2024
- positive EBITDA by 2025
- [redacted] annual revenue by 2030

7. ATEC: TRIPLE BOTTOM LINE OPPORTUNITY THIS DECADE

		
30m	\$[redacted]m	39k
TONS of verified carbon credits	REVENUE by 2030	LIVES SAVED through reduced smoke inhalation

Source: ATEC*

What's next?

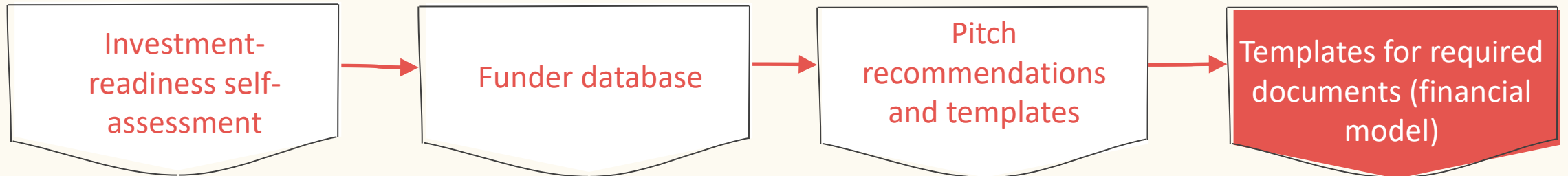


What's next?

Once you have engaged investors, what data do you share with them?

The next slide provides a list documents that are typically required to have in a data room you share with investors.

Next: go to the *financial model* (find a template for this in our [Knowledge Hub](#)).



Data room essentials and available templates

Tip: Make sure your business plan / pitch deck / one pager and financial model all use the same underlying assumptions, have the same figures and tell the same story!

Category	Documents (not all of these will be relevant for your company)	Templates
Company documents	Company registration documents. If you already have investors, include investor agreements and capitalisation table.	n.a.
Board of Director materials (<u>if relevant</u>)	All board meeting minutes, board consents and actions.	n.a.
Financials	Profit and loss statements, pro-forma statements for next year, and projections.	For forecasts, use financial models provided in this toolkit
Business plan and marketing materials	Business plan as a text document explaining the business and its operations, expansion plan, market overview, risks, the team, financial information etc. Condensed versions in one-pager and pitch deck.	Use pitch deck provided in this toolkit
Intellectual property (<u>if relevant</u>)	Granted and filed patents, trademarks, and IP strategy.	n.a.
Market research	Market studies, competitive analysis with features and pricing.	If you do not have your own, use highly relevant publicly available market research
Operations	Any documents and agreements for the sales process and pipeline, and supplier agreements.	n.a.
Staff	List of all current employees, titles and salaries; CVs for key staff; employee agreements; future critical roles and hires; list of contract workers and firms	n.a.
Any other documents	E.g., loan agreements signed, insurances, etc	n.a.

Adapted from [medium post](#).

Useful resources / helpful links

Several **online resources** can help you prepare a business plan and business pitch, e.g.:

- <https://articles.bplans.com/what-to-include-in-your-pitch-deck/>
- <https://www.bplans.com/>
- <https://abaca.app/>
- <https://gust.com/>
- <https://www.liveplan.com/how-it-works>