



2016 Annual Report

A year of growth and change

This year has brought big changes to our small organization. Building on the work we did in 2015 to explore potential new markets, this year we established operations in Uganda and transitioned to a field-based organization. We've built a team of 10 people based in Kampala, hired a Managing Director to oversee our organization in-country, and established a customer base of over 300 women and families.

Uganda is a natural market for us: 95% of the population lacks access to improved cookstoves, and the capital, Kampala, has a potential market of 5.5 million people. Home to a stove design and testing center, Kampala is somewhat of a stove capital too! We love the matoke (steamed bananas) and the warm friendly Ugandan smiles.



This year we've focused on iterating quickly to find the best business model to enable rapid adoption of improved cookstoves and sustainable fuels such as briquettes and pellets. We've been trialing market-based distribution and financing strategies and our early results are promising, with a customer base that has expanded by 14% month-over-month, and retention rates at 98%! Our approach of combining stoves and fuels allows us to serve a wider range of customers including those that use wood and those that have historically cooked with charcoal.

We are proud of the work we've accomplished in Sudan and beyond. With the help of our partners and supporters we've distributed and sold over 45,000 stoves. As we've made these major changes and expanded, we've embraced a spirit of entrepreneurship and innovation, doing everything we can to consistently respond to the evolving needs of our customers.