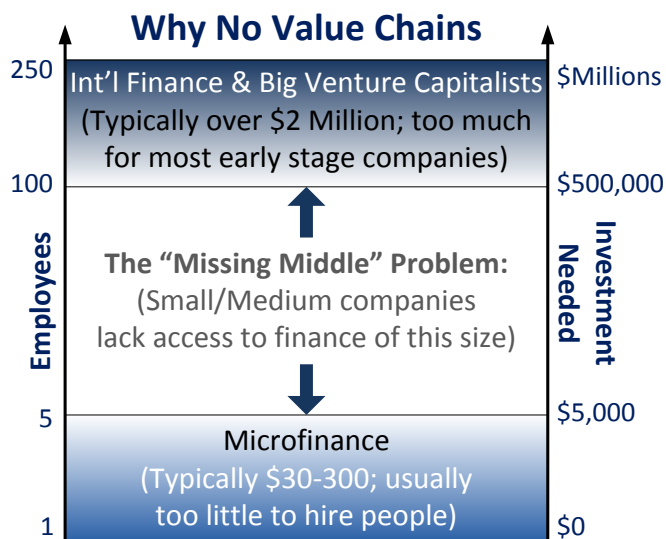
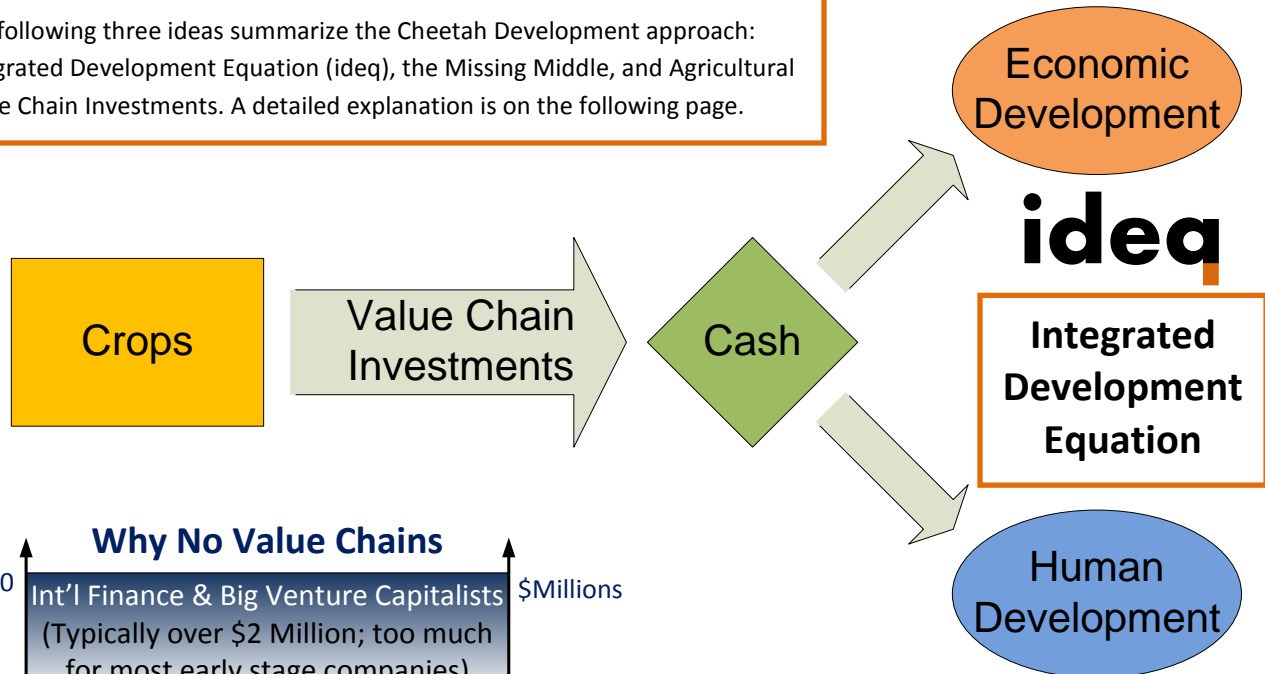


Summary of Strategic Approach

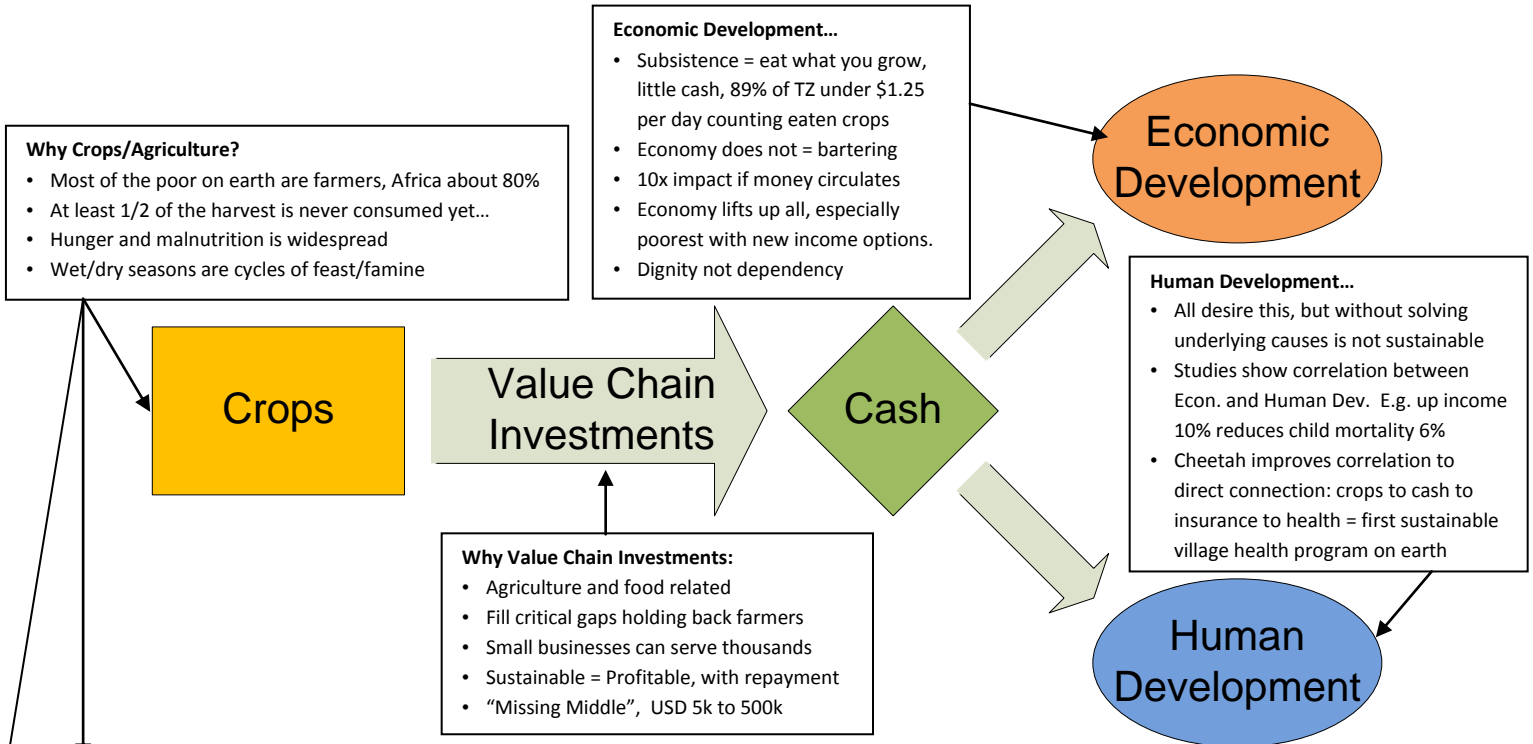
The following three ideas summarize the Cheetah Development approach: Integrated Development Equation (ideq), the Missing Middle, and Agricultural Value Chain Investments. A detailed explanation is on the following page.



The Missing Middle

Value Chain Problems and Investment Examples

Why feast/famine cycle? Because there is little...	Cheetah Solution
Food storage and farmer access to markets	Farmer's cooperatives
Processing and preservation	Franchise of home canning. Will expanding to drying, smoking, pickling, cheese making, etc.
Transportation	Cargo bicycles carrying 500 kg (1000 lb)
Distribution	? Still coming –value chains not developed enough
<i>And there is even more as economic development becomes human development...</i>	
Health care	Self-funding village health insurance program
Water	Well sustainable service company

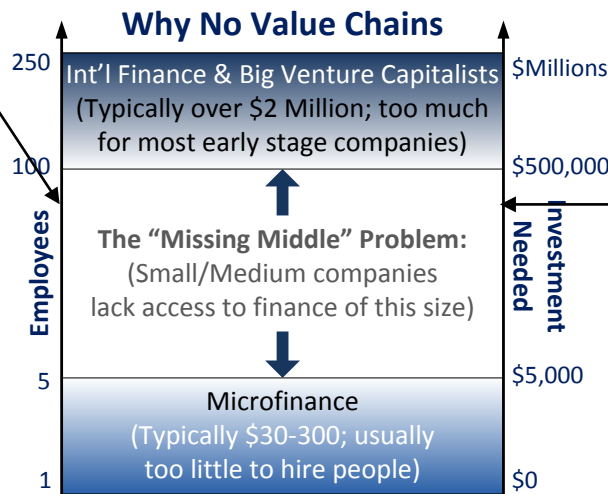


Why Feast/Famine Cycle?

- Because there is no investment in the businesses that fill the value chain that turn crops into food – the "Missing Middle"
- And no model to mentor and guide those businesses (until Cheetah)

Projects summary (below):

- All are world firsts except farmer coops
- Water and home canning are specifically women's projects (+coops +healthcare)
- Can achieve much because investment model not 'do it all yourself' model
- Qualified Africans will run and earn ownership
- Sustainable because profitable



Why Missing Middle?

- World Bank says at \$2m up there is more money on earth than developing nation businesses to invest in
- Technoserve (TZ matchmaker) says is true at \$500k and up
- Microfinance fills bottom pretty well up to around \$1k
- Because investing \$30k or \$300k means close and direct involvement; its expensive and time consuming (and risky)

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