



Projects in Development

December 22, 2009

Bicycle Factory: Project Punda

Bikes: life changing pickup trucks.

Impact: While the average American family owns 2.3 cars, access to any transportation in the developing world is difficult. Owning a bicycle dramatically changes the productivity of a person or a family. (Studies show: get there in ¼ the time, go 5 times as far, carry 5 times as much.) It often doubles or quadruples the income of a family – more than recreation, more than transportation, bikes are often the local truck, having value in a city or on farms. Microfinance organizations have found that cargo bikes pay for themselves in 3-9 months. By the 4th year we expect to be able to help more than 10,000 families per year by providing a cargo bicycle. In



addition, there will be at least 30 direct employees and many dozens more in shops.

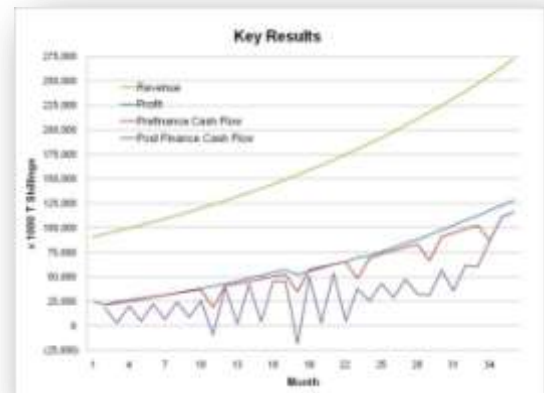
Objectives: To manufacture light cargo transport products. These include 2 and 3 wheeled heavy duty cargo bikes, trolleys (hand carts) and light trailers.

Investment: Launching the “Punda” factory will require about \$650,000, including about \$150,000 in Cheetah support expenses. Investment recovery is expected in only 30 months.

Other: Cargo bikes currently available are in very high demand but of very poor quality with limited availability. Breakdown and maintenance are substantial issues. The cost of shipping products into country from India, China, and Japan is about 50% of the cost of the products so we have some built in price protection. Forecast margins are very high for the factory. Partnerships are being established with organization that has a model for bike shops in East Africa, microfinance organizations, and the American bike industry.

Assistance Sought: Sponsor bikes for families by getting production launched: the first year’s production expenses of 2500 bikes at \$260 each. Each month we’ll tell you about a family changed by one of your bikes.

Learn More: Contact us at info@cheetahdevelopment.org





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Growing Gifts: Ilambilole and Bomalang'ombe Villages, Iringa Province

Repair broken food value chain and double an entire community's income forever!



Impact: Works on solving broken food chains while expecting to nearly double the income of over 1000 poor farm families with a population exceeding 6000. Provides a model for addressing the broken food value chain and reduce the problem of hunger.

Objectives: Part of the "Growing Gifts" program that seeks to create permanent change in a third world village through economic development. The effort is built around a five year plan conceived by villagers themselves that includes establishing a cooperative, contract farming and aggregating farm production (maize,

millet, sunflower oil and eventually pork.) The plan addresses a key broken link in the food value chain to connect farm production from villages into the food value chain.

Investment: To provide an investment in a grain and potato warehouses and related equipment (solar power, fans, engine driven grain loaders, maize sheller, scale) for both maize and millet, provide a filter for sunflower oil, and operational capital to get purchase about 20% of the harvest. Investment required about \$325,000 each, including about \$75,000 in Cheetah support expenses. We expect about a 2 year investment recovery.

DIRECTLY CHANGES THE LIVES OF MORE THAN 20,000 PEOPLE.

Assistance Sought: Sponsor a family's share in the cooperative for \$325 (1000 shares needed).

Other: Part of an effort that also establishes other investment and opportunities in the village, including microfinance, biogas, opportunities for women, sustainable healthcare and needed small businesses.



Learn More: Also see: <http://www.cheetahdevelopment.org/Projects.html>



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Mkonge Tea Block Cooperative: Provision of Trucks

Reduce infant mortality with a truck!

Impact: Immediate increase in revenue of around 100% for the cooperative! Expect to more than quadruple family incomes over a 3 year period. Impacts 523 families, a population in excess of 2500. Note: A 10% increase in income causes a 6% increase in child mortality – almost one-to-one. We are projecting a 400% increase.

Objectives: Deliver tea from the cooperative farms to the tea processing plant in a timely fashion to increase its value and hence the income of the farmers. In addition, the delivery contract takes a substantial portion of the profit available for the growers.



Investment: Two used seven ton trucks at about \$37,500 each for a total of \$75,000 plus about \$20,000 in Cheetah support expenses. Payment for the trucks is secured through an arrangement with the processing plant. When payment is complete ownership for trucks shifts to cooperative. Expected 30 month repayment schedule.

Assistance Sought: Sponsor a family's share of ownership for \$190 each. Need to raise 500 shares.



Other: Cooperative will be engaged in a program that will teach them to save and invest in other efforts that can impact their profitability and revenue, including the need to eventually replace the trucks. Once successful the model can be extended to a number of additional cooperatives, potentially impacting the lives of tens of thousands across an entire region.

Learn More: Complete business plans and financials available on request. Also see: <http://cheetahdevelopment.blogspot.com/2009/06/food-part-3-whats-in-cup-of-tea.html>



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Hot Water Bath Canning

Simple technology reduces hunger and increases incomes!

Impact: Bring basic food preservation skills and technology to a country where 40% of food rots while hunger is widespread. Will cause the creation of numerous micro-businesses that can foods.

Objectives: Open retail outlets that provide training in hot water bath canning, partner with microfinance banks to finance sales, partner with local energy efficient stove makers, and provide retail sales of canning equipment.

Investment: About \$5,000 to open a retail outlet (want to start with 5).

Assistance Sought: \$5,000 per outlet plus recipes, and local training assistance; \$50,000 to fill a container with jars, lids and pressure cookers – expect two during the course of the year; and Cheetah support expenses of about \$25,000 (total to start about \$100,000.)

Other: Investment in the food value chain begins to break the grip that hunger has on Africa. The problem is not lack of production but lack of preservation and distribution. Every year they literally experience seasons of feast and famine.



We see that there are four possible spin offs of this project, all of which could have a large impact:

1. A retail chain of hundreds of stores across East Africa training on food canning and providing jars, lids, and equipment.
2. The creation of micro-businesses that do canning and sell their products locally. We see this as feeding a second round of investments in the most successful, helping them to grow into more substantial factories.
3. The opening of a glass jar factory.
4. The opening of a distribution company providing food packaging across East Africa. This is in very short supply and is one of the problems in the food value chain.

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Ihembi Textile Factory: Edgar Nkunda

Impact: Free a hard working entrepreneur from being a bond servant while providing direct employment of 15 (saved) growing quickly to 60. Better: supply hundreds of artisan shops that are struggling, helping them to survive and grow. Use local cotton increasing income for hundreds of farmers.



Objectives: To supply traditional batik and hand-made wax print businesses that are shunned by local syndicates, to use local cotton supporting local agriculture, and to create a lease to own factory model for employees. Including possible creation of artisan fabric distribution model.

Investment: To provide operational capital to entrepreneur to free him from money lender cycle, to provide bleaching machine so that retail market is opened up, to help break into retailing. Investment required about \$250,000. 2 year expected recovery.

Assistance Sought: Investors wanting to make a difference.

Other: Edgar Nkunda the kind of entrepreneur that investors like; he is clever, aggressive, an expert in his field and he will benefit significantly from business mentoring. He currently is completely trapped in a money lending cycle without working capital of his own. The opportunity helps sustain hundreds of businesses and break a monopoly that is choking off small business people across the country.

Learn More: Complete business plans and financials available on request. Also see:



<http://cheetahdevelopment.blogspot.com/2009/06/edgar-nkunda-chapter-one-lacking-bus.html> AROE Foods: Rose Staki



Impact: Quickly double employment from 5 to 10, and food production from 55 tons to 100 tons (feeds thousands). Helps to shift staple foods from poor nutrition to high and to drought resistant crops (millet). Prepares the way to grow a key food industry in the heart of the country.

Objectives: Increase production and distribution of a grain processing plant that produces highly nutritious porridge and ugali (staple foods) from maize, millet, and soy beans. Link input to “Growing Gifts” village programs.

Investment: Still being studied. Likely to include red finger millet cleaning machine and quick cook extruder. Investment amounts and payment profile still being defined.

Assistance Sought: Recipe formulation and technical assistance with milling, processing and packaging.

Other: Investment in the food value chain begins to break the grip that hunger has on Africa. The problem is not lack of production but lack of preservation and distribution.

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