



Projects in Development

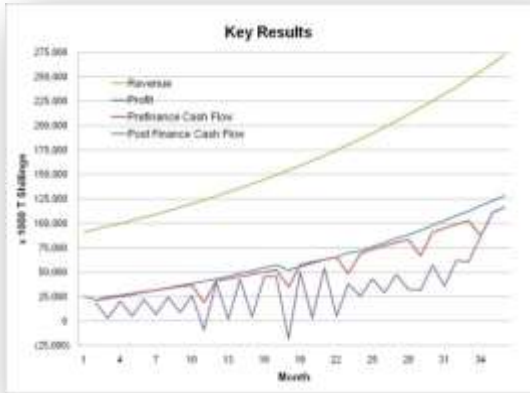
April, 2011



Bicycle Factory: Project Kabisa

*Bikes: life changing
pickup trucks.*

Impact: Roads are limited. Most agriculture is done at the end of single track trails not suitable for vehicles or even donkey carts. Cheetah's team of world class designers has created a unique bicycle that can carry 1000 pounds (500 kg). Farmers can transport crops from the field (pushing on wheels – not carrying on their head) and then ride back for more. 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 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. Cheetah is establishing a manufacturing facility in East Africa to be owned and run by local people.

Objectives: To manufacture light cargo transport products starting with an ultra-heavy duty bicycle.



Factory Leadership Team

Investment: Launching the factory will require about \$650,000, including about \$150,000 in Cheetah support expenses. We have already raised more than half of the investment in Tanzania. 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. Forecast margins are very high for the factory.

Learn More: Contact us at info@cheetahdevelopment.org You can change the life of an entire family for less than the cost of a quality bike in the USA.

Farmer's Cooperatives lead to Healthcare!

Community empowerment can increase farmer's income 5x.

Impact: Underlying world poverty are farmers – even urban slums are filled with farmers fleeing rural poverty only to find a life that is often far worse. It is natural to assume that there is a need to invest in food processing and distribution factories to create markets for farmers. However, successfully investing in the agriculture-to-food value chain is made difficult because inputs for factories – agricultural commodities – are difficult to source. The farmers are too small and not organized enough to keep a factory running.

Therefore, farmers need to organize into cooperatives so that the commodities can be sourced as a group. It's not glamorous but it has worked throughout history. Cooperatives do far more: farmers can sell direct, eliminating the middlemen, they can purchase their seeds and fertilizers as a group, they can create group micro-finance, and they can invest in post-harvest processing and storage to preserve their crops.

Cheetah helps by assisting with grass-roots organizing, providing the needed investments, and finding markets. This work rapidly increases farmer income fivefold, feeds inputs into the value stream, and preserves food against rotting. Cheetah has identified culturally sensitive models to overcome local issues that have caused most farmer cooperatives in Africa to fail.

When we ask farmers how they want to first spend their new profits, they always answer the same: they want health care. Why? They are dying. So Cheetah goes a step farther by linking the cooperatives to village oriented group health insurance, creating perhaps the first such sustainable model.

This project addresses the root causes of poverty including the worst related human suffering: hunger and health care. And it solves a variety of key value chain problems.



Brings Hope for a Real Future

Objectives: Establish and work with farmer cooperatives, supplying inputs, finding markets, arranging finance and making investments in warehousing and post-harvest processing.

Investments: Varies by village.

Learn More: Also see the Cheetah [Webpage](#) and read [Agriculture Community Development Framework](#).



Project Reservoir: Home Canning

Simple technology reduces hunger and increases incomes!

Impact: Food comes in a flood and most of it rots.

Cheetah is establishing a franchise of shops that teach food preservation technology, sell the required supplies, and coordinate micro-finance for the purchase. The project is starting with home canning and will expand to pickling, smoking, drying, cheese making and many other technologies. The franchise model will allow it to rapidly scale across a wide geography. It is focused on women as the lead entrepreneurs at every level in a three tier distribution model. It develops the next generation of food processing entrepreneurs that will require larger investments. The franchise model will allow it to scale rapidly. Pressure cookers will be used for food safety and universal application even at altitude. Meat, vegetables, jams, and whole meals can be canned.

The solution will address the feast/famine cycle prevailing in areas with wet/dry annual seasons. And it solves a remarkable number of value chain issues.

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 \$225,000 overall, half in inventory.



Agricultural Product <i>(post growth losses add to these numbers and are substantially larger)</i>	Estimated Post Harvest Loss
Overall	40%
Grains	25%
Dairy	16-25%
Fish	
Fruits and Vegetables	18-46%
Maize	20-25%
Bananas	50+%
Rice, Sorghum, Millet, and Wheat	10-15%

Other: There are 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 providing training on a wide variety of technologies and setting a pattern for distribution businesses.
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 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.

Learn More: info@cheetahdevelopment.org



Projects in Development

April, 2011



Keeping the Water Pumping

Many organizations are drilling wells but they fail quickly, putting lives at risk.

Impact: Water: Access to fresh water is the most important contributor to human health, so it is great that many groups are drilling wells in the developing world. Unfortunately, the wells only function about 1 year before they fail, needing maintenance. The cost of the maintenance is low but 95% of wells are never visited after they are drilled. It has also been demonstrated that villagers are unable to successfully maintain their own wells for a variety of reasons. As a result, about half of all wells are not functioning and as a village women commented, "They only serve to remind us that we can never escape poverty."

There's more: A recent study also shows that the most important factor contributing to a farmer's success in accessing markets is their access to fresh water. This is understandable since the average African woman is walking 3.5 miles for their water so the opportunity cost is significant.

Tanzania has 80,000 wells but half of them aren't working



Women Walk Miles for Water

because they need maintenance. 7.5 million people don't have access to water as a result.

Cheetah has demonstrated a way to continuously maintain wells at a very low cost, creating the first self-sustaining water solution on earth. It involves a service business that charges a low monthly fee that even small poor villages are able to afford. Women benefit first and most from this project because they carry most of the water. Children are the most needy since 30% die before age 5, with dirty water being the primary cause.

This project addresses the most important factor in farmer success and human health, bringing sustainability to water projects for the first time.

Objectives: Open a service company with branches in every region of the country.

Investment: About \$20,000,000 in cash flow requirements over a 5 year period. Then the business is self-sustaining.

Learn More: info@cheetahdevelopment.org

