



**AFYA
MOTO**



COOK STOVES

WELCOME

WHO IS AFYAMOTO?

Afyamoto is an organization, that leads the movement against Indoor Air Pollution (IAP) in Tanzania. The main objective is building an affordable cook stove that protects the user from harmful fumes.

ENTREPRENEURIAL SPIRIT IN TANZANIA

- › SME's in Tanzania dominate both the formal and informal economy sectors.
- › A lot of young people have exceptional mechanical skills, but no primary education.



Street Vendors at a Bus Stop



Roadside Market Stall



Motorcycle Repair Shop in Moshi

PROBLEM

- › Poor access to proper kitchen equipment sometimes leads to fatal health problems in Tanzanian households and small businesses through the inhalation of smoke and other fumes.



Restaurant in Mwanga



Street Food in Moshi



Fish Friery in Bagamoyo

IAP AND ITS IMPACT ON HEALTH

50%

of the world's population, approximately 3 billion people, cook using polluting open fires or simple stoves fuelled by kerosene, biomass (wood, animal dung and crop waste) and coal

3.8 MILLION

people die prematurely from illness attributable to household air pollution from inefficient cooking practices using polluting stoves paired with solid fuels and kerosene.

50%

of deaths due to pneumonia among children under 5 years of age are caused by particulate matter (soot) inhaled from household air pollution.

MISSION STATEMENT

„Everybody should have the opportunity to cook without having to put their own health at risk!“

→ Afyamoto wants to make this statement *reality*

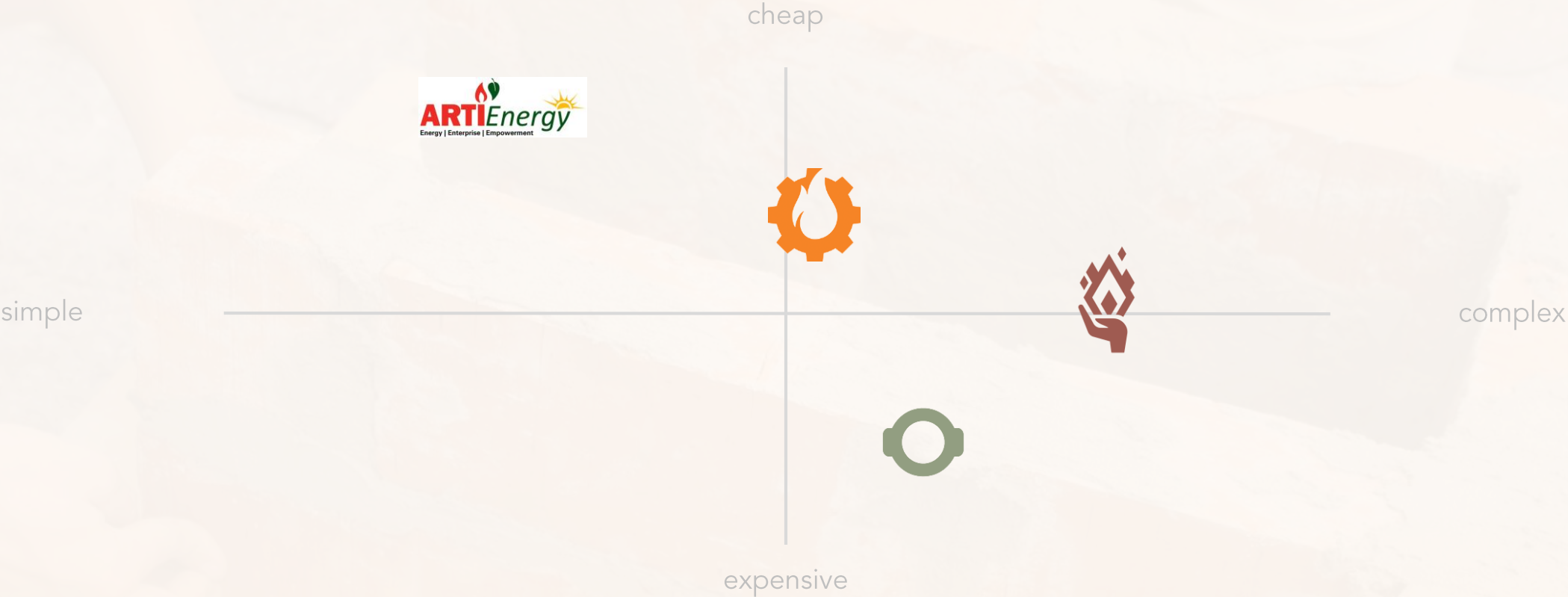
PRODUCT

Afyamoto Cook Stove

- › Health preserving: Air ventilation keeps the smoke out of the kitchen and protects the Tanzanian family.
- › Energy preserving: The heat can't get through the thick walls, and is used more efficiently for cooking.
- › Baking: An oven is integrated in the middle of the stove as a unique feature.



COMPETITION



TEAM

- › Afyamoto is composed of ten very inspired & motivated business students from *Bayreuth University*.
- › The work is divided between R&D, PR, Social Media and Management



R&D at Work



Afyamoto With the New Shirts



Team Building

KEY ACTIVITIES

Tanzania

- Today: Supporting activities in terms of market research, product development, merchandising and content creation.
- Later: Running the cook stove production company *Afyamoto Manufacturing*



Germany

- Today: R&D, business development, branding, networking, social Media and content marketing
- Later: exploring different branches of the Afyamoto brand / *made in Tanzania*, maintaining business relationships

BUSINESS MODEL *AFYAMOTO MANUFACTURING*

Key Partners

MR-Metallbau,
Ofen-Opel,
OHDE Berlin,
E.G.O. / Blanc&Fischer
Genexe Engineering
Mann+Hummel?

Key Activities

Production, Distribution

Key Resources

Business Plan,
Prototype, Network

USP

Baking Oven,
Air Ventilation System,
Chimney Socket

Customer Relationship

Instagram, Facebook,
Email, Website, LinkedIn,
SMS, „Sokoni“

Channels

Make-to-Order, Retail

Customer Segments

Restaurant owners with
average income near
cities
Tanzanian Families

Cost Structure

Material, Personnel, Transport, Rent, Advertising, Insurance, Taxes

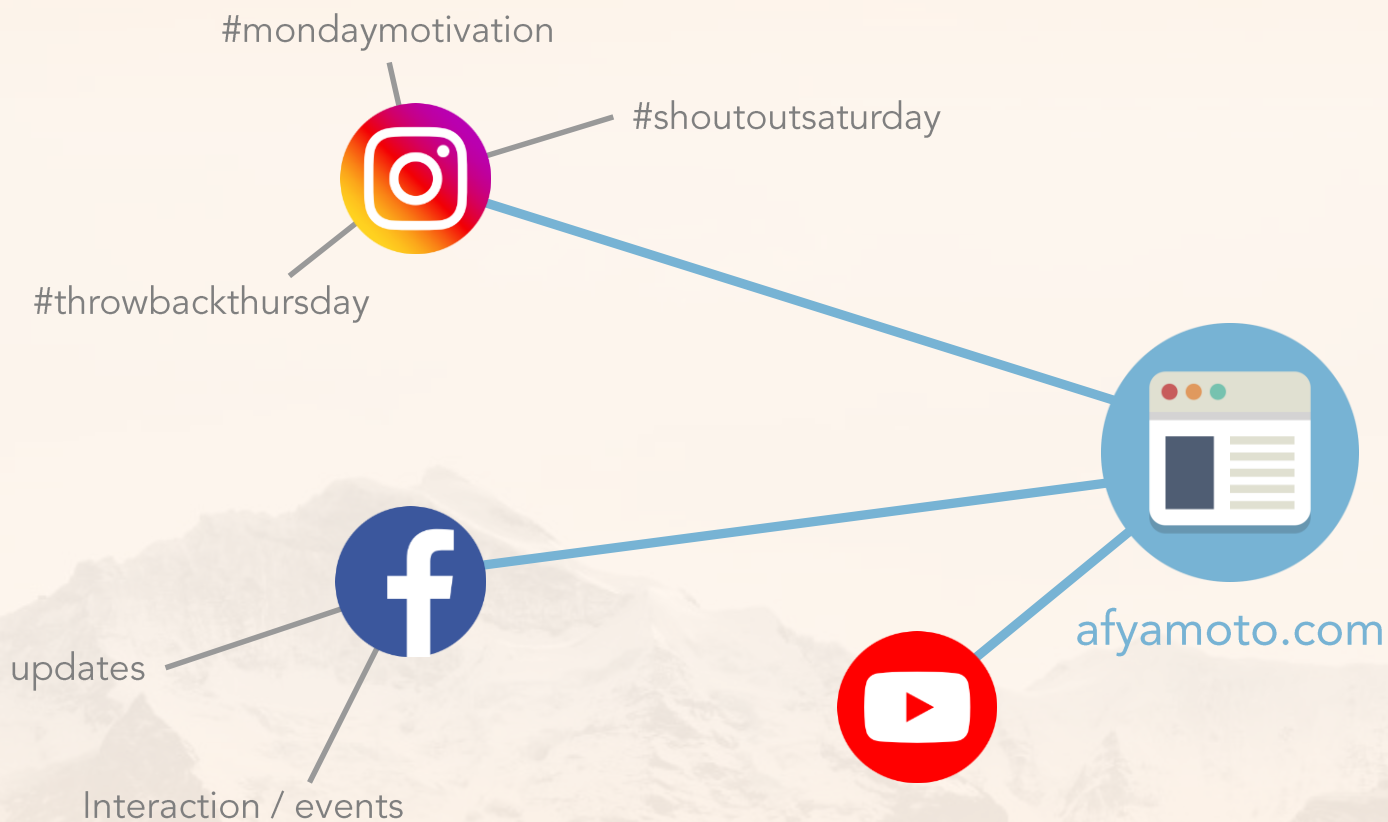
Revenue Structure

Product Sales

SPONSORS



SOCIAL MEDIA



In Use

In Context

WEBSITE



THANK YOU

www.afyamoto.com