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| <p>Ethanol Gel Cooking Fuel</p> | <p>Value Proposition</p> <p>We deliver to the customer a cheaper, Safer and cleaner alternative to kerosene, Wood and coal. Our Solution empower women, create jobs and livelihood for the poor.</p> | <p>Marketing Strategy</p> <p>Because we care, We Educate, Create, and Share our Story through the Power of Network Marketing. Our empowered Women Entrepreneurs help build huge grass Root Movement of Clean Energy Customers</p> |
| <p>Team of Researchers/Inventors/Creators Femi Oye, CEO</p> | <p>Competitive Advantages</p> <p>We sell it below the cost of Firewood, Charcoal and Kerosene, along with Kike Cookstove with effective and seamless distribution Channels</p> | <p>Customer Segment</p> <p>We serve Customers at the Bottom of the Pyramid in Rural and Peri - Urban areas.</p> |
| <p>Status (Patent, Mark, Design) Kike Green Cook is the exclusive mold and design of GEB with official acceptance from the Nigeria. Patent registry and is tested and certified by the Intertek Standards and the Standard organization of Nigeria (SON & MANCAP). SON/PR 190813/000887/1; SON/MPR/000887 Our ethanol biofuel gel is also patent registered: Patent Cert No: 000664 - Nigeria.</p> | <p>Necessary Investment</p> <p>Large CAPEX in required to constantly expand R&D and Production Equipments.</p> | <p>Revenue Stream</p> <p>Kike Cook Stove (1&2 Burners) are sold to Customers (With 5 Yrs Warranty) Ethanol Gel in 5L, 3L and 1L bottles are consumables for returning customers. Customers Pays Via Mobile Money and Green Bank System</p> |