



AFFORDABLE ENERGY FOR ALL

*Introductory Slide Deck
For Potential Investors*

Jaan Pak Enterprises Pvt Ltd is supported by




A photograph showing a woman in a white shirt and a colorful headscarf cooking over a large, dark, circular open fire. She is holding a red woven basket and appears to be transferring something into a large, dark, circular pan on the fire. A young child in a red headscarf is sitting on the ground to the left, watching her. The scene is set outdoors against a white wall with a window. The ground is dirt and there is some straw or hay scattered around. The overall atmosphere is one of traditional, open-air cooking.

3 billion

people cook over
open fires

4.3 million

perish to fatal respiratory illnesses each year

A person is seen from the side, carrying a large, heavy bundle of dry sticks and branches on their back. The bundle is secured with a light-colored cloth strap. The person is wearing a patterned shawl. The background is a blurred, natural outdoor setting with trees and a cloudy sky.

off-grid communities spend up to **25%**
of their monthly income on cooking fuel

or upto **12 hrs/week**
gathering such fuel

A large pile of cut logs is the central focus of the image, stacked high and filling most of the frame. The logs are of various sizes and are cut into sections, showing their natural wood grain and bark. In the background, there are brick buildings, possibly industrial or residential, under a clear sky. A person is visible on the far left edge of the frame. The text is overlaid on the image in a white, sans-serif font.

Pakistan is losing **47,000**
hectares of forest cover every year



Our Solution

www.jaanpak.com



SUPREME STOVE

V 3.0

Fuel efficient & smoke
free, biomass combustion
technology

Competing Biomass Stoves

(imported products are too expensive and not designed to meet local culinary needs; local products are inexpensive but inefficient)



BioLite

USD 80*



M-5000

USD 65*



Econofire

USD 40*

*ALL RATES ARE INCLUSIVE OF CUSTOM DUTIES, SEA FREIGHT AND OTHER RELEVANT TAXES; THESE NUMBERS ARE SUBJECT TO CHANGE CONSIDERING ALTERATIONS IN EX-FACTORY PRICES

Supreme Stove

Unit Economics

Cost per Unit - USD 15

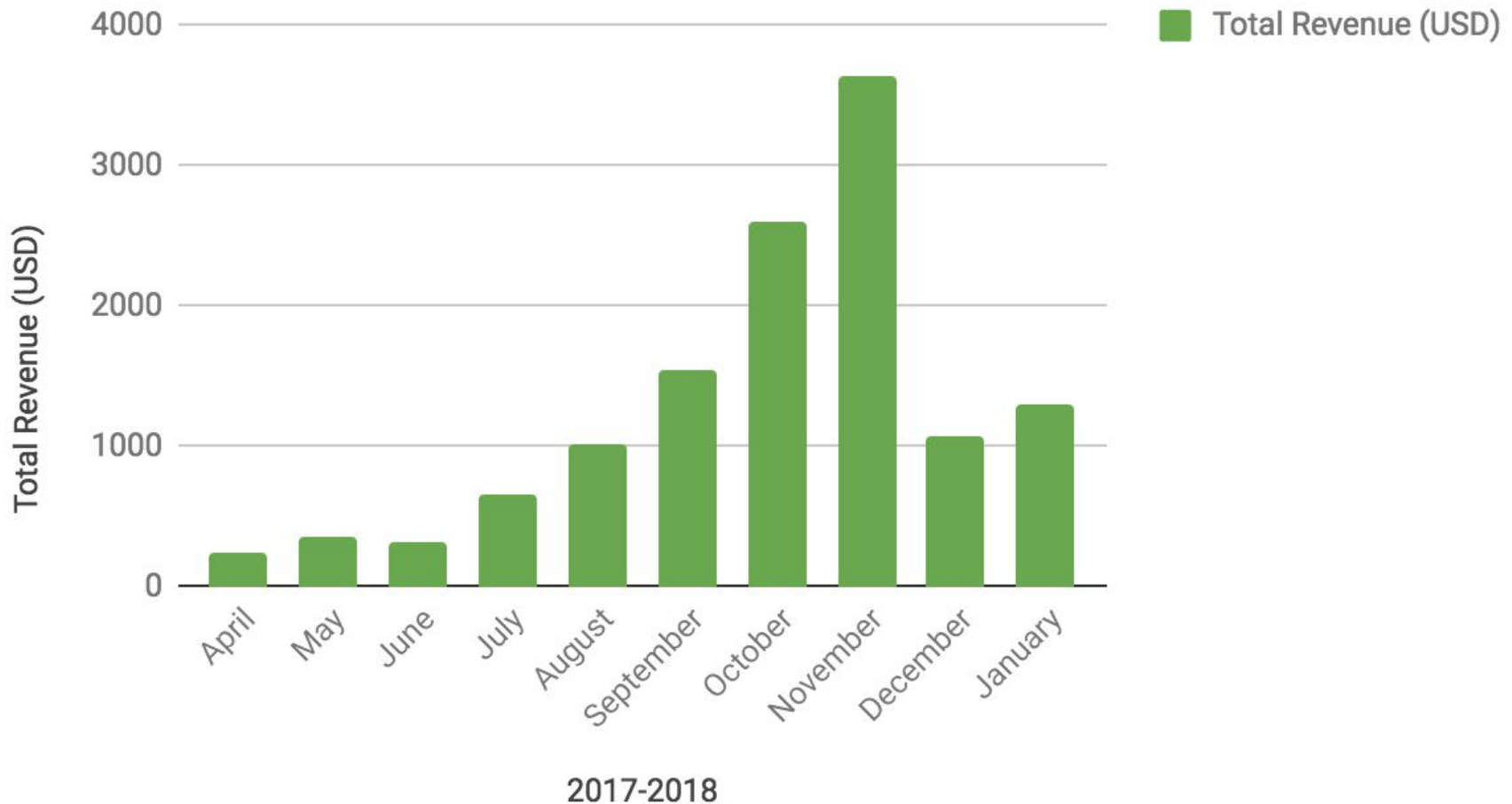
Average Selling Price - USD 24

Retailer Margin - USD 3

Traction

Month-wise trend in sales

Sales Revenue (APR 2017 - JAN 2018)



Go to Market Strategy

Household trials

Live demo events

Training Women Entrepreneurs

Commission Based Sales

Online - Cash on Delivery



Aspiring Entrepreneurs

Jaan Pakistan has signed contracts with 55 entrepreneurs/retailers across off-grid Khyber Pakhtunkhwa, Punjab, AJK and Gilgit Baltistan thus far



BHOLA BIBI



NAGINA BIBI

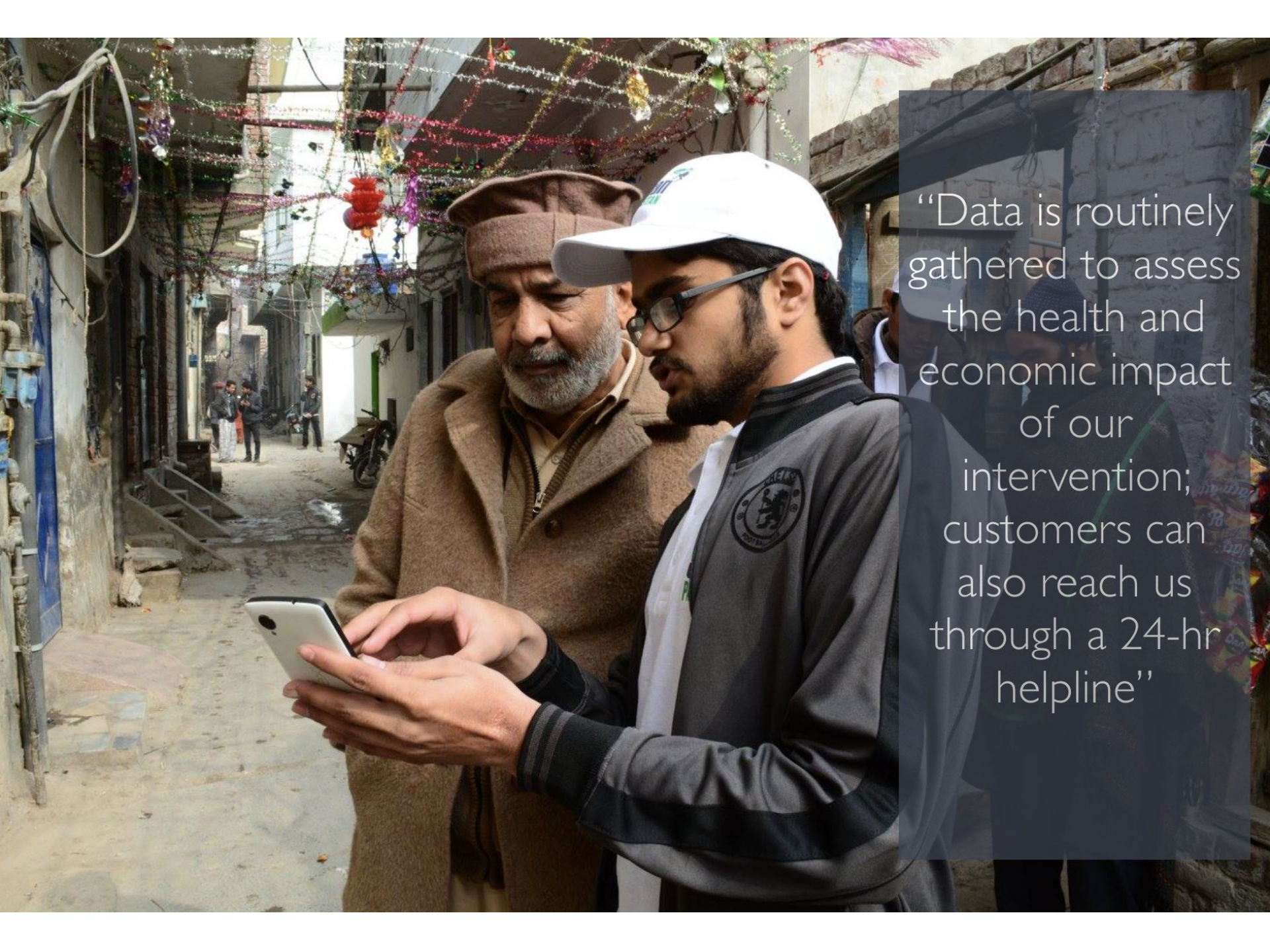
In the images above: Bhola and Nagina representing Jaan Pakistan in off-grid Kasur, Punjab

A close-up portrait of a woman with dark hair pulled back, looking slightly to the left with a thoughtful expression. She is wearing a red garment. The background is a soft, out-of-focus grey. A semi-transparent dark grey box is overlaid on the left side of the image, containing white text.

“Our consumers
report 40% savings on
cooking fuel expense
and freedom from
harmful solid fuel
fumes”



“According to the Household Air Pollution Intervention Tool (HAPIT), in the next 10 years, the Supreme Stove could potentially save 11,695 lives”



“Data is routinely gathered to assess the health and economic impact of our intervention; customers can also reach us through a 24-hr helpline”

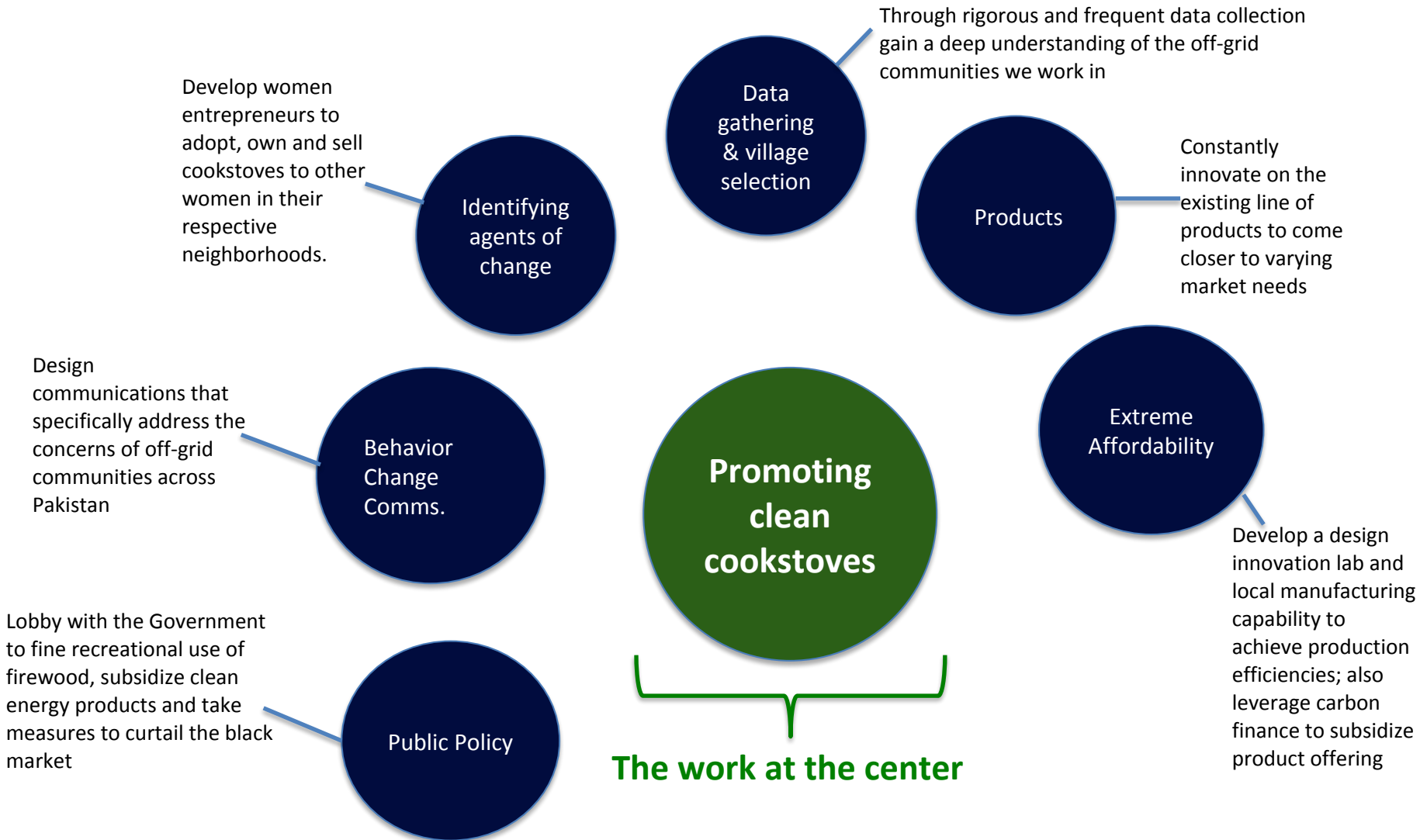
Market Potential - Pakistan

100 million beneficiaries

14.2 million households*

*extrapolation based on Global Alliance for Clean Cookstoves and World Health Organization data
- average number of individuals per household are 7

Our Holistic Approach



Key Collaborations



Social Business Competitions Won



invest2innovate™



UpEffect

MENTOR CAPITAL NETWORK

BAIN & COMPANY

Mentors & Accelerators



Project supported by:

Grand Challenges Canada®
Grands Défis Canada



Donors; Investors; Supporters

Team - Leadership



Khizr Tajammul (Founder / CEO)

- Behavior change specialist
- Winner Rwanda Social startup Competition
- Acumen Fellow 2016
- Former MD at tech startup Sparklist



Advisor, Finance

Danyal Hussain Tirmazi is a Chartered Accountant, Microfinance specialist and an Off-grid project pioneer. He has developed and implemented rural electrification and clean drinking water campaigns in marginalized communities. He is also a 2016 Rajiv Circle Fellow.



Advisor, Fundraising

Saad Hasan Latif recently help secured USD 1.8 million at Husk Power Systems, a renewable energy startup based in Tanzania. Saad is a Global Acumen Fellow and a Development Manager at Mobisol.



Advisor, Marketing

Kashaan Tajammul recently earned an MSc Digital Marketing degree from Warwick. He is now working at DU – one of two major mobile network operators in the U.A.E.



Advisor, Product Development

Muhammad Ali Chishti is an Electronics, Communications and Management Information Systems expert. Chishti has fifteen years of experience and has consulted companies like CitiBank and Accenture.

Team - Operations



Ayesha Sharif

Master Trainer: women entrepreneurial development program. Over seven years of experience in Microfinance Loan Recoveries and Social Mobilization



Iftkhar Mahmood

Team Lead Sales. Eight years of experience in rolling out off-grid energy products across 150+ villages within Punjab and KPK.



Shabib Ansari

Research Associate. Specializes in data gathering and its timely analysis to help inform key business decisions. Ansari is a recent graduate in Economics from LUMS.



Saleha Amin

Social Development Fellow. Amin's major area of interest is consumer behavior and behavior change in general. She continues to play a pivotal role in helping us better understand our target market.

Strategic Partnerships

Jaan Pakistan has forged partnerships with rural support programs and microfinance institutions to enhance its access across off-grid Pakistan - RSPN alone has outreach across 43 million rural Pakistanis



RURAL SUPPORT PROGRAMMES NETWORK



وزارت صحت۔ حکومت پاکستان

*Social
Mobilization
& Capacity
Building*



FINCA®

Impact Finance



AKHUWAT
INTEREST FREE MICRO FINANCE

*Financing
Women
Entrepreneurs/
New Retailers*

Financial Projections

Category/ FY	FY 2017/2018	FY 2018/2019	FY 2019/2020	FY 2020/2021	FY 2021/2022
Market Retail Price	24	25	27	28	29
Cost of Goods	15	15	16	16	17
Retailer Margin	3.0	3.0	3.0	3.5	3.5
Jaan Pak Margin	6.0	7.0	8.0	8.5	8.5
Total Operating Expenses (Marketing, Cost of Sales, Distribution, Operations)	67,309	153,750	350,508	618,985	1,043,137
# of unit sales to break-even	11,218	21,964	43,813	72,822	122,722
<i>Projected Sales (units)</i>	<i>3,000</i>	<i>13,500</i>	<i>50,250</i>	<i>105,000</i>	<i>202,500</i>
PROJECTED REVENUES	72,000	337,500	1,356,750	2,940,000	5,872,500

*ALL NUMBERS ARE IN US DOLLARS

Fundraising History

Timeline	Organization	Type of Funds	Amount (USD)	Purpose
JUL 2015	Rwanga Social Startup Competition - fifth One Young World Summit, Dublin, Ireland	Business Competition	20,000	Import leading cookstove technologies from across the globe; test these technologies in Pakistan
DEC 2016	Palladium Pakistan - Health & Nutrition Innovation Fund (UKAID)	Grant	12,727	Development of Jaan Pakistan's indigenous, fuel efficient, biomass cookstove and its first commercial pilot
DEC 2016	UpEffect - Crowdfunding Platform	Crowdfunding	7,639	Testing a cross-subsidy business model, selling solar thermal cookstoves to affluent outdoor cooking enthusiasts to help subsidize our biomass model
FEB 2017	Shell Tameer, Bright Energy Ideas Award - Winner	Business Competition	3,200	Help Jaan Pakistan plug gaps in operational expenses; give visibility to our project
APR 2017	Stars in Global Health - Grand Challenges Canada	Grant	75,630	Launch four distinct commercial pilot projects across Pakistan to test the scalability potential of the Supreme Stove and to quantify its health, economic and environmental impact
Funds raised to date			119,196	

Ask

USD 359,550

as grant capital or equity investment

FY 2018-2019 Budget	USD
<i>Management salaries</i>	34,351
<i>Other staff salaries</i>	49,344
<i>Promotion/ Marketing</i>	16,400
<i>Sales Channel Management</i>	48,375
<i>Rent & utilities</i>	5,280
<i>Cost of Goods Sold (COGS)</i>	205,800

*ALL NUMBERS ARE IN US DOLLARS

The Rwanda Social Startup finalists.
 Left to right: Khizr Imran Tajammul, Regina
 Valiullina, Dean Benjamin, Professor
 Muhammad Yunus, Lucia Valencia-Dongo
 Quintanilla and Richard Mazzola,
 photographed at Grand Canal Square, Dublin.
 Make-up throughout: Maria Comparetto
 using Lancôme cosmetics.



THE RWANGA SOCIAL STARTUP FINALISTS

The One Young World summit is a platform that enables young people from over 190 nations to connect, share ideas, learn from each other, engage global leaders, and, ultimately, collaborate to change the world for the better as a single, indomitable force. And it was with these goals in mind that One Young World Ambassador Rebaz Zedbagi set up The Rwanda Social Startup Competition, to cultivate social business through mentoring, monetary reward and opportunity by allowing young entrepreneurs to showcase their social business plan to a global audience.

This year's finalists were an impressive group. Khizr Imran Tajammul, from Pakistan, spoke about his company, Jaan, and its mission to thwart the energy crisis through affordable, ingeniously designed energy products; while Russian Regina Valiullina showcased Green and Clean, a business model that gives underprivileged children the chance to wash their clothes cheaply and without harming the environment. Dean Benjamin spoke about his growing organization Imagine.Nation, in South Africa, which uses technology-based education as a tool for systematically fighting poverty; while Lucia Valencia-Dongo Quintanilla of Peru has pioneered the art of connecting conscious consumers with social entrepreneurs through her website duhem.co. She revealed her vision to expand operations across Latin America. And lastly, from the USA, Richard Mazzola offered businesses and non-profit organisations a mutually beneficial social model aiming to change the face of corporate responsibility.

Although the judges and the audience were tasked with choosing three ultimate winners, when, after a rigorous competitive process, this group stepped up as finalists under the aegis of entrepreneurial wizards Doug Richard and Professor Muhammad Yunus, they had in reality all already won. □

www.oneyoungworld.com