

Describe your idea with one concise sentence.

MY IDEA IS: Energy Free Cool Storage

Energy Free Cool Storage is a technology designed for farmers, aggregators, and marketplaces to keep their harvested crops fresher longer, using no power.

Draw and describe the ideal user

Name: Moses Phiri

Title

THE USER

Age: 42

Profession: Self-employed farmer and aggregator

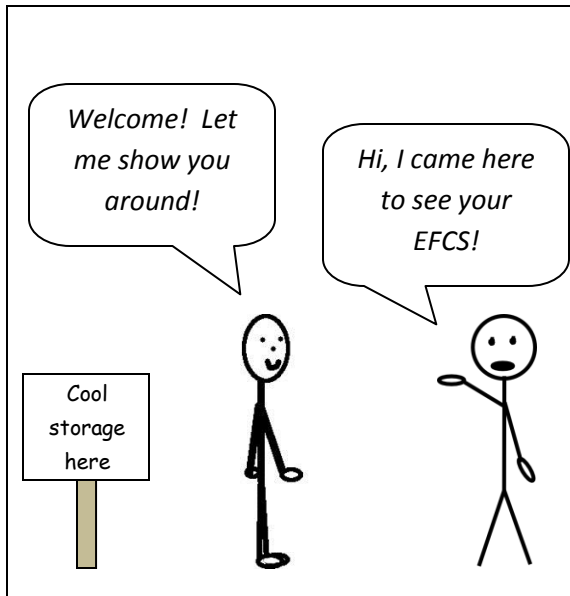
Any Other Key characteristics: He is a father of 6 children and cares for many family members

Concisely describe what is happening

Moses grows 100 crates of tomatoes each quarter and bulks other farmer's crops to take to market and sell. He stores the vegetables in wooden crates in his farm. If he can't arrange transport soon enough, he loses up to 25% of his vegetables due to storage conditions.



Title **AWARENESS**



Concisely describe what is happening

Moses hears about Energy Free Cool Storage from his local extension worker. He goes to visit an aggregator in a nearby village who has a demo version of the Energy Free Cool Storage so he can learn more about it.

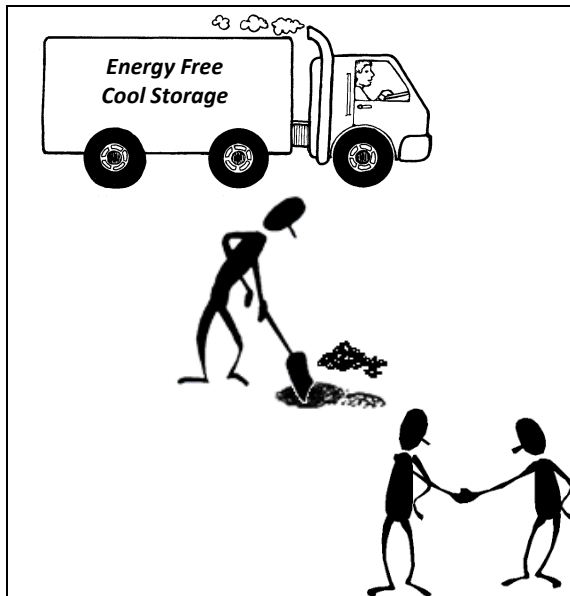
Title **PLACE ORDER**



Concisely describe what is happening

Moses dials *739# for free on his basic phone to have an Energy Free Cool Storage agent call him back. They will discuss his interest and options, and place the order.

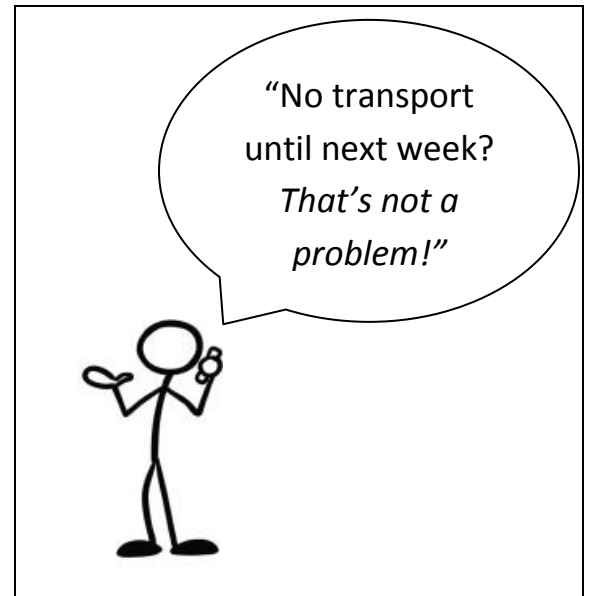
Title DELIVERY & INSTALLATION



Concisely describe what is happening

An Energy Free Cool Storage agent delivers and installs the technology. Moses receives training on how to maintain his technology and ask questions regarding future issues.

Title SMARTER BUSINESS

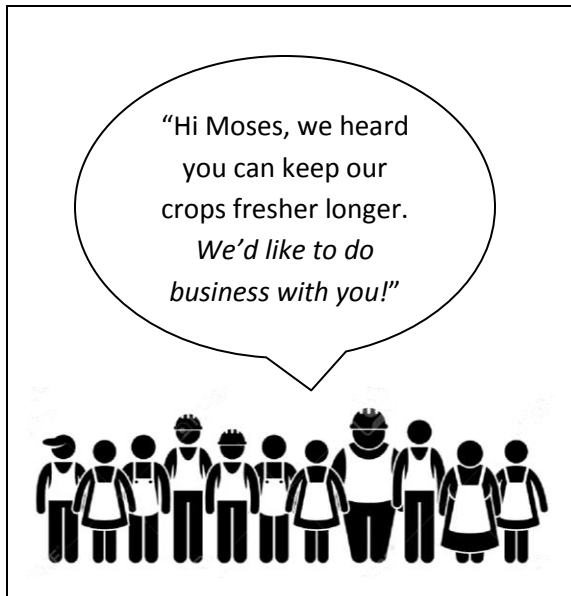


Concisely describe what is happening

Moses uses the Cool Storage to store his own crops and aggregated crops from other farmers. Now he can rest assured that the crops won't spoil while he arranges transport and negotiates with buyers.

Title

NEW BUSINESS



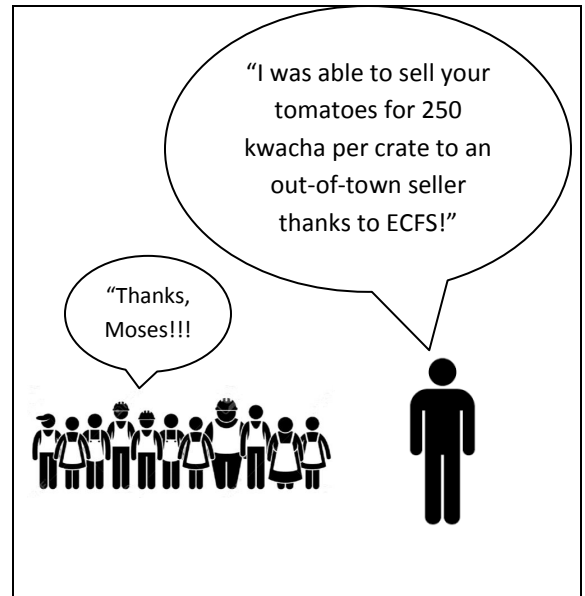
"Hi Moses, we heard
you can keep our
crops fresher longer.
*We'd like to do
business with you!*"

Concisely describe what is happening

More farmers choose to
aggregate their crops with
Moses because they hear about
his Cool Storage. They can trust
that their crops won't rot before
they get a chance to sell.
Moses also rents out space in
the Storage to other farmers.

Title

HIGHER INCOME



"I was able to sell your
tomatoes for 250
kwacha per crate to an
out-of-town seller
thanks to ECFS!"

"Thanks,
Moses!!!"

Concisely describe what is happening

With the Cool Storage, Moses
can wait longer before taking
crops to buyers in order to
negotiate a better price. He is
able to sell the entire crop with
no loss due to heat. This way,
both Moses and the farmers he
sells for earn more money.