



# Charting New Territories: Africa

◆ Africa Market Entry ◆ Unlocking Communities

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# We leverage **sustainable products** and **community engagement** to unlock **economic, social and environmental change**

Founded in 2018, **Unlocking Communities (UC)** is a social enterprise **empowering and uplifting communities** with access to **eco-friendly products** and **entrepreneurial opportunities**

**Equipping women entrepreneurs** with the **education, tools, and climate financing** to improve local clean water and clean cooking access



To date, UC has impacted over 450,000 lives globally

# Sustainable food security: food is insecure for close to half of the Nigeria's vast population



73% of Nigeria's population lacks access to clean cooking solutions

**~40.1%**

Of the population live in poverty

**45%**

Of the population is food insecure

**73%**

Of the population lack access to clean cooking solutions

**163<sup>rd</sup>**

Out of 189 on the Human Development Index (HDI)

**71%**

Mortality rate attributed to exposure to unsafe WASH services (per 100k population)

**~32%**

Of the population lack access to safe drinking water

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# Sustainable agriculture and food security: Wood-based cooking causes deforestation and land degradation



Côte d'Ivoire's population still lacks clean cooking access leading to deforestation

**~39.5%**

Of the population live in poverty

**11%**

Of the population is food insecure

**81%**

Of the population lack access to clean cooking solutions

**70%**

Of energy consumptions comes from biomass

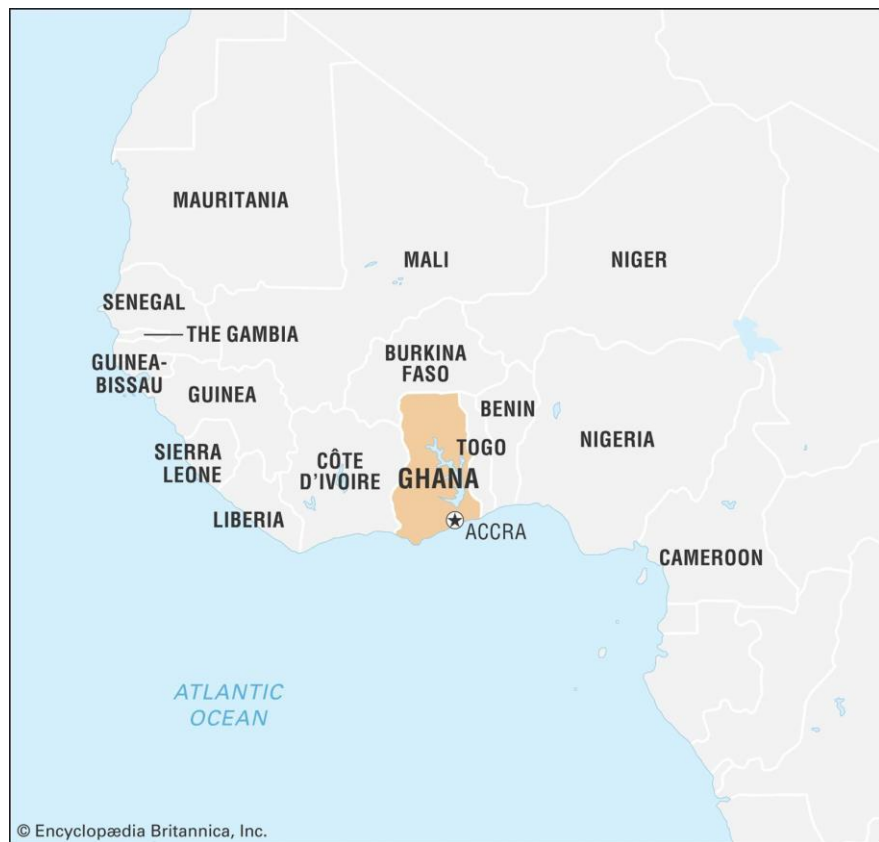
**12%**

Of all deaths associated with influenza and pneumonia

**~36%**

Of the population lack access to safe drinking water

# Sustainable water access: Water access in Ghana is still limited for much of the population



Over 70% of Ghana's population is at high risk of drinking water that is contaminated by fecal matter and other pollutants

**~27%**

Of the population live in poverty

**20%**

Of the population is food insecure

**140<sup>th</sup>**

Out of 189 on the Human Development Index (HDI)

**1 in 5**

Children face water vulnerability

**25%**

Of infant deaths can be attributed to diarrheal diseases from unsafe water

**~36%**

Of the population lack access to safe drinking water

# Healthier communities: The mortality rate as a result of exposure to unsafe WASH services stands at a staggering 60.9%



Burkina Faso has a 60.9% mortality rate attributed to exposure to unsafe WASH services (per 100k population)

**~41.4%**

Of the population live in poverty

**11%**

Of the population is food insecure

**88%**

Of the population lack access to clean cooking solutions

**184<sup>th</sup>**

Out of 191 on the Human Development Index (HDI)

**60.9%**

Mortality rate attributed to exposure to unsafe WASH services (per 100k population)

**~20%**

Of the population lack access to safe drinking water

# The chance to improve standard of living and empower households and entrepreneurs financially...



With rapidly growing population, increasing demand for cleaner cooking solutions and safe water, the African market is promising.

**~302.8M**

Total population targeted

**~ 51%**

Average of rural population

**~35M**

Lives to be empowered financially

**20%**

Improvement in standard of living

# Social entrepreneurship challenge: Low education access leaves women ill-equipped to succeed economically



*Women are underrepresented and underserved in business and political leadership positions.*

*Pictured here a woman entrepreneur we trained in Haiti*

- ▶ Only 61% of working age women in Africa partake in the workforce, driven by lack of secondary education.
- ▶ Africa's gender inequality indicators reflect lack of public policy support in empowering women despite having the same legal rights as men
- ▶ According to Reuters Women entrepreneurs only represent 27% of the total population of business owners, despite women being breadwinners in 39% of families
  - Most women breadwinners work in the informal economy, with lack of structure, support, funding and training
  - As a result, women are less equipped to cultivate and grow business opportunities over time



# We empower women to sell filters and stoves and gain access to social enterprise business loans



*Unlocking Communities focuses on empowering women entrepreneurs to lead the charge in clean water and sanitation in their communities*

*Pictured here two women entrepreneurs we trained in Haiti*

**Unlocking Communities**  
Provides continual business training & sources products

**Community Members**  
save money and improve health with access to clean water products and training

**Businesses** use sales proceeds to restock and provide health + financial education

**Entrepreneurs** hone their business skills by selling products & earning commissions



# Our core training model covers multiple business disciplines and climate-smart business practices

## Pillar 1: Climate

- ▶ WASH education focused on sanitation benefits and best practices
- ▶ Climate benefits of using a water filter and energy efficient stove



## Pillar 2: Sales and Ops

- ▶ Mapping out a universal end-to-end sales process from prospecting to cultivating to closing
- ▶ Develop objection management tactics to help customers address concerns and make the final ask
- ▶ Basic education on saving, investing, record keeping, debt management, budgeting, etc.
- ▶ An underlying focus on businesses that have a social impact

## Pillar 3: Loans

- ▶ Collaborate with peers to write business plans to start or expand a small business
- ▶ Receive hands-on support from UC staff
- ▶ Access to capital at low interest rates



# UC has built a sustainable model primed for expansion

## In partnership with...



LifeStraw®

**Deloitte.**



Partners  
In Health



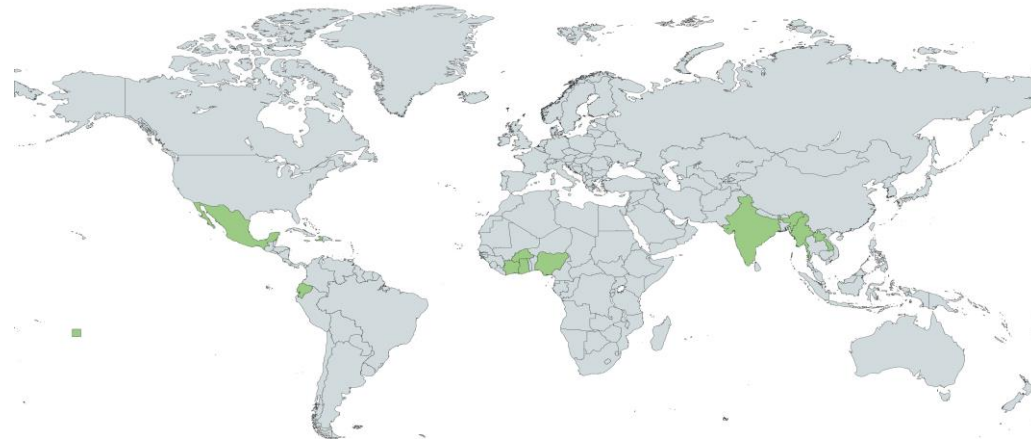
CHICAGO BOOTH  
Executive Education



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## Roadmap



### West Africa

- Nigeria
- Ghana
- Côte d'Ivoire
- Burkina Faso

### LATAM

- Caribbean Islands
- Ecuador
- Mexico

### Asia

- India
- Laos
- Myanmar

Initial market research conducted in collaboration with Deloitte Consulting and UNICEF

# Providing Nigerians with clean water and air is both **socially responsible AND financially sustainable...**

## YEAR 10 KPIs

**~\$305M**

Cumulative Revenue Generated

**~\$32.8M**

Cumulative Net Operating Income

**~3K**

Entrepreneurs Trained

**~\$12.48M**

Entrepreneur Commissions Paid

**~2.1M**

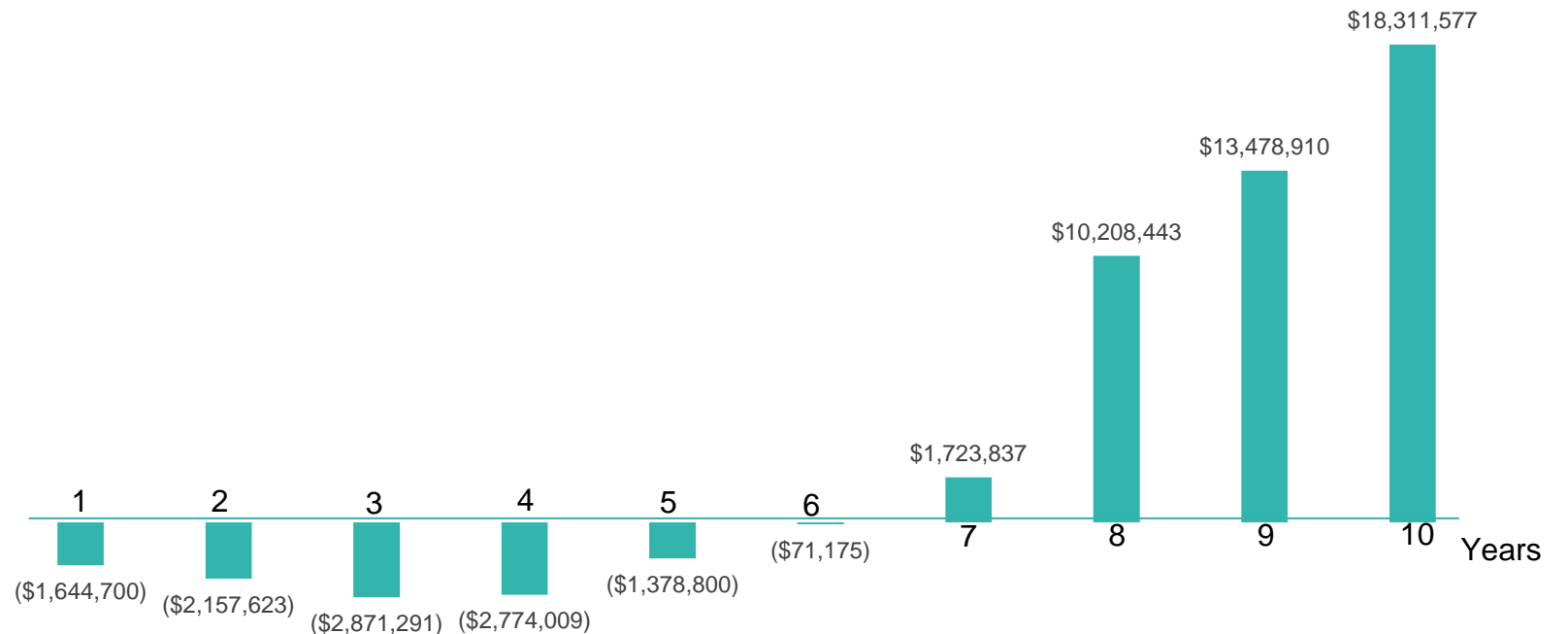
Households impacted

**~6.3M**

Children Impacted

## Net Operating Income Evolution (in USD '000s)

*Base Case*



# Delivering nearly 4.3 million products to improve the lives of 26 million people

Our impact is substantial: **26 Million Lives Changed**

Base Case

YEAR 10 KPIs

Filters and Stoves Sold (# of units)

**~4.3M**

**~\$1.2B**

Cumulative Products Sold

Savings Generated for Households

**~243M**

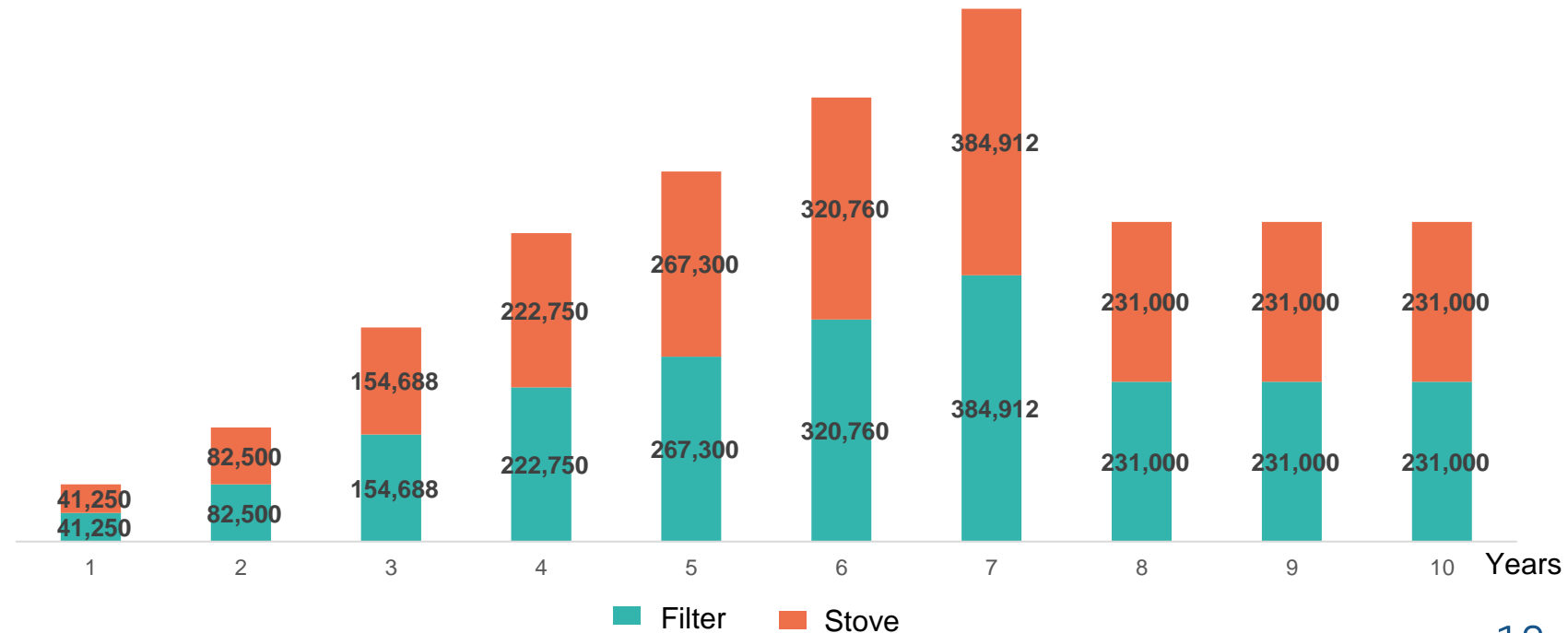
**~1.5B**

Tons of CO2 Removed

Bottles Diverted from Oceans

**~25.2M**

Lives Improved



# Operations funding approach A; set-up factory \$1M

## Key Goals

### 2024

- ▶ Commence establishment of factory
- ▶ Formalize partnerships with grassroots organizations
- ▶ Establish supply chains for locally preferred products
- ▶ Hire global operational staff
- ▶ Localize training curriculum

### 2025

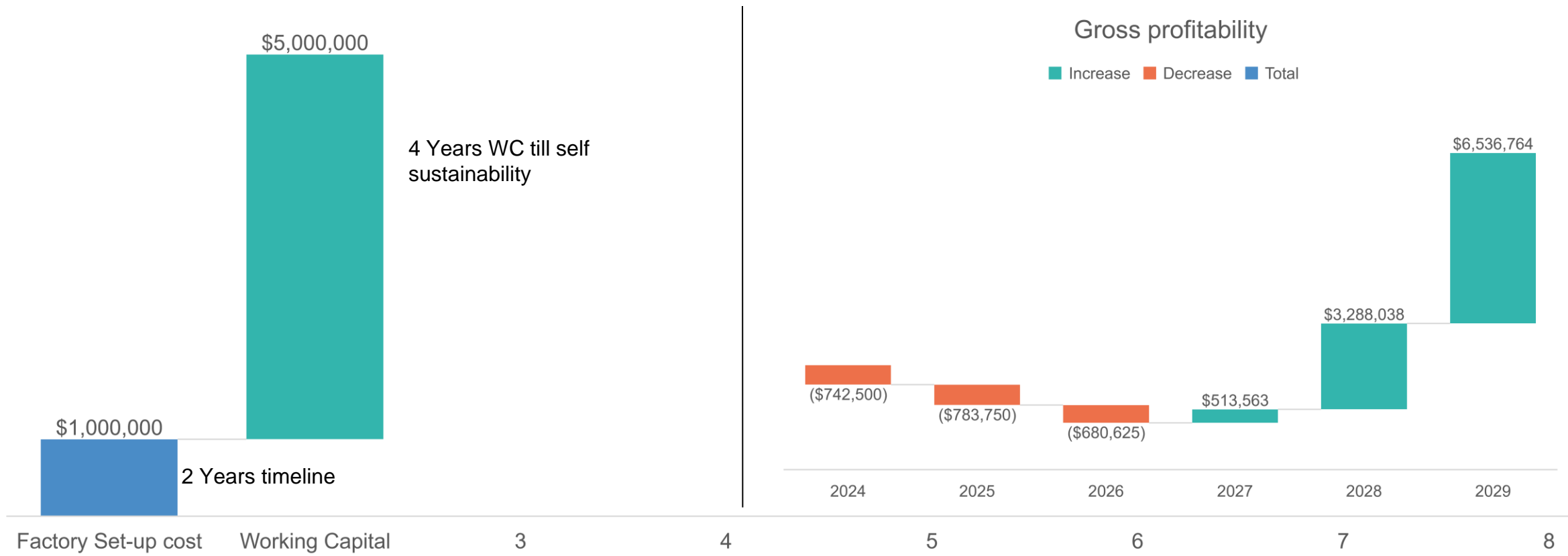
- ▶ Ramp up factory set-up
- ▶ Begin implementation/operations in 3-5 new Local government areas
- ▶ Refine training curriculum based on feedback from participants
- ▶ Begin sharing initial lessons learned
- ▶ Expand into 8 - 11 more Local government areas allowing self-sustainability

### 2026

- ▶ Develop partnerships with government agencies, and other entities to accelerate growth
- ▶ Begin replication into next country with continued support
- ▶ Continuous monitoring, evaluation and innovation

# Operations funding approach A; set-up factory \$1M

## Key capital injection milestones per market



Funding requirement of \$6m to setup factory and run operations till self sufficiency



# Operations funding approach B; \$200k Pilot

## Key Goals

### Q3 2024

- ▶ Hire global operational staff to run pilot
- ▶ Localize training curriculum
- ▶ Formalize partnerships with grassroots organizations
- ▶ Establish supply chains for locally preferred products

### Q4 2024

- ▶ Begin implementation in 1 new Local government areas
- ▶ Refine training curriculum based on feedback from participants
- ▶ Begin sharing initial lessons learned

### 2025-2026

- ▶ Secure funding to build factory
- ▶ Expand into 8 - 11 more Local government areas allowing self-sustainability
- ▶ Develop partnerships with government agencies, and other entities to accelerate growth
- ▶ Begin replication into next country with continued support
- ▶ Continuous monitoring, evaluation and innovation



# ...Supported and engaged in knowledge sharing with a team possessing deep expertise in Social Entrepreneurship

## GLOBAL

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**Josh Goralski**  
Founder & CEO

- ▶ Three consecutive years of 300% growth
- ▶ Co-founded growth consulting firm
- ▶ Extensive social enterprise experience (ranging from \$100k – \$7B in budget)



**Julia Holmertz**  
Director of Ops.

- ▶ Develops ops & processes for UC
- ▶ Built & scaled ten CRMs for social sector organizations (\$10k – \$100M budget)
- ▶ Wide range of tech & infrastructure expertise

## INTERNATIONAL

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**Ernso Sylvain**  
Director, Haiti

- ▶ Managed 100% YoY sales growth
- ▶ Founded & scaled five businesses



**Cyrus Watuku**  
Contractor, Africa

- ▶ Former Director of Regional Projects, Habitat for Humanity - Africa



**Fenson Cherenfant**  
Training Manager

- ▶ Leads Business Basics training
- ▶ Equips entrepreneurs for success

## PARTNERS

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### Global Franchising Partners

Local organization with deep existing relationships to manage operations

### Community Partners

Work in conjunction with UC staff & Country Director to support ongoing operations & identify opportunities

### Entrepreneurs

Responsible for executing UC's model and operating franchises:

- ▶ Community product education
- ▶ Drive sales & leverage training
- ▶ Reinvest profits in community (most often in agriculture)