



Project proposal summary:

ECHALE INTERNATIONAL, Sub-Saharan Africa

ECHALE International is a housing development franchise that seeks to address a gap in the market for high-quality single-family homes that are affordable to the growing middle class in Africa. They have a 25-year track record of operations in Mexico and are currently raising funds to scale to Africa. They are seeking an investment of \$350 000 to unlock their potential for exponential growth in the African market, starting with Uganda.

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Seeking US\$350 000 to scale ECHALE to Uganda

According to the African Development Bank, Africa's middle-class tripled in size over the last 30 years, to 313 million people, and is estimated to reach 1.1 billion by 2060. Faced with limited affordable housing options, a significant number of middle-class Africans are forced to live outside the formal housing sector in places that, while affordable, are often unsafe, unhealthy, uncomfortable, and/or undignified. Commercial housing developers struggle to meet the needs of middle and lower-middle income customers without negatively impacting their businesses. Without sufficient financial incentives, demand will continue to outgrow supply. ECHALE seeks to combat this by providing:

- 1) **Product for customers** -- ECHALE delivers single family homes that meet middle-income Africans' requirements for affordability, durability, desirability, and sustainability.
- 2) **Business model for developers** – ECHALE provides developers with a methodology, tools, and support for delivering these homes at scale and profitably.



Projected investor ROI (Year 10)

- \$350 000 converts to 4% equity in year 2, worth \$1.28 million
- 48 new local affordable housing developers supported
- 495 000 new jobs in the formal housing sector
- 20 000 new single-family homes in three African countries, valued at a total of \$400 million
- A continuously growing network of affordable housing developers in Africa through which to innovate, test, and distribute new technologies.



ECHALE's track record in Mexico:

- 50 000 new single-family homes
- 200 000 home improvements
- 1 million people housed
- 450 000 jobs created

Our franchise package for local developers includes:

Ecoblock machine that enables local production of low-carbon, energy efficient Compressed Earth Blocks with high compression strength (1250 psi)

Standards and procedures for efficient Ecoblock production, house construction, community development, and business management

Training and continuous support for franchisees and their employees

Technology platform that drives efficiency and quality

Portfolio of customizable house designs and construction blueprints

Human-centered design methodology to facilitate customization

Research and development that supports growth

Affiliation with an internationally recognized brand that opens doors to more financing options