

THE MICROCONSIGNMENT MODEL

Solutions for the “Last Mile”

The Fundamentals

Health

The Family Economy

The Environment

The Current Solutions

	Sales Inception
Wood Burning Stoves	Feb-03
Reading Glasses	Aug-04
Cases	Sep-04
Cords	Sep-04
Glasses - Sun and Protection	Jan-05
Eye Drops	Jan-06
Water Purifiers	Dec-07
Energy Efficient Light Bulbs	Jan-08
Vegetable Seeds	Jan-08
Solar Panels and Lights	Feb-10

The Current Solutions

Improved Cook Stoves

Summary Need:

In the rural areas of Central and South America, it is very common to cook on open fires, the floors, or "poyos" inside homes. In the majority of traditional households, there is no chimney and the only way that the smoke can escape is through the door and through a permanently open space between the roof and the walls. The interiors of many homes are covered with thick layers of black soot.

Economic Benefit: 50% more energy efficient than traditional cooking methods; saves money spent on firewood and/or time spent collecting it.

Health Benefit: Minimizes smoke inhalation and greatly reduces number of cases of respiratory, eye and skin illnesses; eradicates flame-related incidents traditionally associated with open-fire cooking.

Environmental Benefit: 50% more energy efficient than traditional cooking methods; reduces emissions.



Near Vision (Reading) and UV Protective Glasses

Summary Need:

A lack of access to high quality reading and protective glasses at an affordable price leads to many untreated cases of presbyopia (inability to focus on close objects) and pterygium (a growth on the surface of the eye due to long-term exposure to sunlight, especially to ultraviolet (UV) rays, as well as to environments where dry conditions, dust, and smoke are present). As a result, vision quality deteriorates over time. Individuals can no longer see up close, making it difficult to read, weave and complete other daily activities.

Economic Benefit: Improves productivity and quality of life as individuals can read, weave, cook, etc.

Health Benefit: Allows individuals to maintain healthy eyes into advanced age.

Environmental Benefit: N/A.



The Current Solutions

Eye Drops

Summary Need:

Developing country environments and lifestyles commonly lead to the development of pterygium (a growth on the surface of the eye due to long-term exposure to sunlight, especially to ultraviolet [UV] rays, as well as to environments where dry conditions, dust, and smoke are present). The condition is often left untreated and can cause irritation, redness, itching and a burning sensation in the eyes.

Economic Benefit: N/A.

Health Benefit: Decreases irritation, redness, itching and burning sensation associated with pterygium.

Environmental Benefit: N/A.



Water Purification Buckets

Summary Need:

Many people lack access to potable water, which is vital for the survival of every human being. Pure water is not only necessary for everyday consumption, but maintaining an ample amount of pure water in the body helps avoid and cure illnesses. The growth of harmful parasites and bacteria ingested in contaminated water lead to gastrointestinal illnesses for children and many long-term health afflictions for families.

Economic Benefit: Eliminates need to purchase expensive bottled water; decreases medical expenses.

Health Benefit: Improves overall health; decreases occurrence of gastrointestinal illnesses.

Environmental Benefit: Eliminates need for plastic bottles; eliminates use of gas and/or firewood for boiling water.



Solar Panels (chargers) and Lamps

Summary Need:

In rural areas communities are oftentimes not afforded the normalcy of having access to the electrical power grid. When available, electrical service can be costly and erratic. Brownouts and blackouts are common, causing decreased work and educational productivity and extra expenses in candles when available.

Economic Benefit: Increases work and educational productivity; energy is free post-purchase; eliminates cost of purchasing candles.

Health Benefit: N/A.

Environmental Benefit: Utilizes solar energy and produces no emissions.



The Current Solutions

Vegetable Seeds

Summary Need:

Families do not have access to different types of vegetable seeds in small quantities, as local agricultural stores often offer only a limited selection in bulk quantities. Those who are able to purchase their desired seeds often do not have the knowledge on how to plant their seeds and care for their vegetable garden. As a result, many families do not have home gardens and are less able to provide a healthy, well-balanced diet for their families.

Economic Benefit: Surpluses can generate additional family income; eliminates need to purchase vegetables.

Health Benefit: Provides a consistent and low-cost source of nutrition.

Environmental Benefit: N/A.



Energy Efficient Light Bulbs

Summary Need:

In Latin America, as in other parts of the world, incandescent light bulbs are most commonly used, especially in homes. Incandescent light bulbs are extremely inefficient because the majority of energy consumed by the bulb is wasted in the form of heat. With the constant rise in energy costs, using inefficient light bulbs can result in inordinate electricity bills.

Economic Benefit: Decreases monthly energy/electricity bill.

Health Benefit: N/A.

Environmental Benefit: Decreases energy consumption and greenhouse gas emissions.



Consideration Criteria

- Addresses a real, perceived and felt need
- Desire and ability to purchase
- Speaks for itself
- Driven by volume sales
- Works with the local culture
- Creates a positive economic impact (equity generation) for the product purchaser
- The buyer is ideally the the user
- Has the “Gracias a Dios” factor
- Is currently inaccessible for sellers
- Is currently inaccessible for buyers
- Is perceived as being complicated but in reality requires relatively little training and delivery service requirements
- Driven by a service approach
- Shouldn't require a fundamental change in habits
- Portable or easily locally constructed
- Is not a transitional product



