



Paradigm East Africa, L3C  
IMPACT • CONSERVATION • FINANCIAL RETURN  
\$15M Carbon Offset Impact Opportunity



There are 6 billion of us in the world.

>2.5 billion of us still cook every meal over open fires fueled by coal, wood and charcoal.









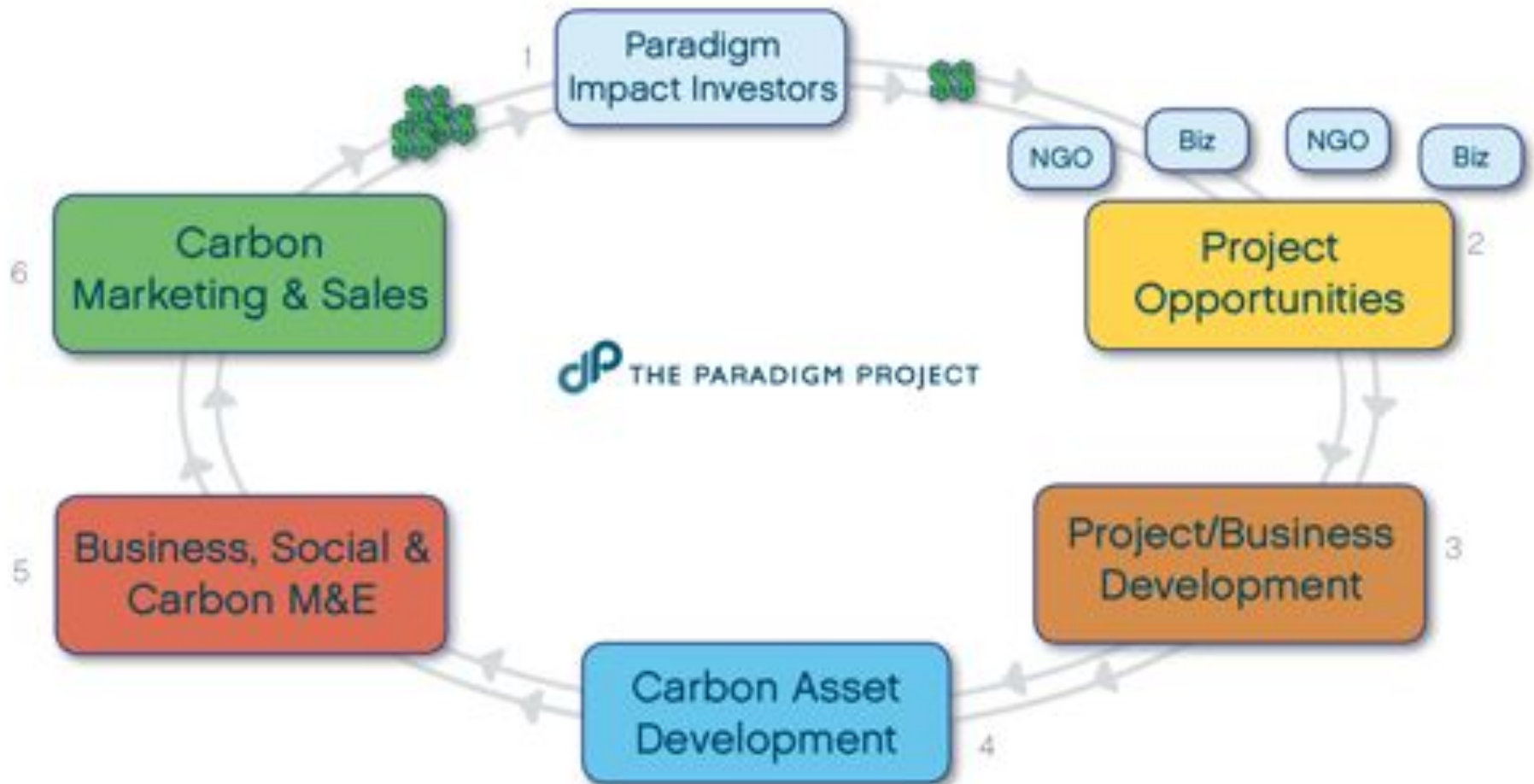
# Kenya Social Output Projections

# Non-profit Implementing Partners



- Established non-profits with more than 100 years of combined experience
- Deep expertise in community mobilization and empowerment
- Large operations on multiple continents
- Highly respected names through which branded projects and carbon offsets can be developed for the carbon markets

# Impact Investing Carbon Monetization Model



# A Strategy for Scale & Impact

Reassembling the puzzle rather than reinventing the wheel:

- Deploying efficient cook stoves in the developing world to reduce deforestation, increase economic prosperity and improve health is not new or innovative.
- Mobilizing donors, non-profit organizations and local stakeholders to create social impact in the 3rd world is not new or innovative.
- Generating competitive investor returns through the creation, verification and sale of carbon offsets is not new or innovative.
- Combining these three proven models to generate triple bottom line returns for investors and developing world communities is both new and innovative

# Paradigm Kenya Performance

## PROJECTED:

- Start Date: June 2010
- Donor Investment: \$750,000
- Equity Investment: \$2.25 mm
- Projected IRR: 22%
- Time to 1st Distribution: 4 years
- Commitment Period: 10 years

## MILESTONES TO DATE:

- >20,000 stoves sold at subsidized rates
- 20+ local manufacturing and sales jobs created
- First 4 years of offsets pre-sold at 15% premium over projections
- Demand = 4x projected 2011 sales volume

# Paradigm Impact Investing Advantage

- Combination of competitive social and financial returns draws investment capital that would otherwise be directed elsewhere.
- Donor and grant funding is invested alongside private equity capital, with the return going to create further social impact.
- Donors are purchasing project equity on behalf of participating communities, multiplying their gift many times over.
- Projects deliver immediate triple bottom line benefits while generating revenue to scale and sustain impact.



For more information or to talk to someone about customizing your involvement, contact:

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