enactus
King’s College London
Team Members: 120
Projects: 12
Countries: 9
Needs Assessment
Findings from our cooperatives of 34 women

- National Minimum Wage per month

- Average wage of the 34 women per month

- 30 out of 34 women fear for their health because of the smoke from cooking

- 33 out of 34 women wish to work more

Entrepreneurial Action
Last year we produced 100 clean stoves - 61 of which have been sold across 5 villages by our women

- Obstacles
  - Partner NGO dissolved
  - Previous manufacturer ran off with revenue
  - High default risk
  - Stoves not customer-friendly
  - Old stoves not selling well

- Solutions
  - Hired Ejidy as local manager
  - Contract with local manufacturers
  - Introduced loan scheme
  - New design introduced
  - Women got full autonomy over stove prices and we provided training in sales and marketing

Business Model
Financial Breakdown per stove
Manufactured locally and sold by the women
Price 19,900 TZS = 6.92 GBP

- Total Revenue: 19,900 TZS
- Total Cost: 13,800 TZS
- Profit: 6,100 TZS

- 7% profit margin
- 17% cost recovery

Impact
- Our stoves are 12 times more durable - monthly saving of 67%
- Ejidy, previously unemployed, now earns a monthly salary of 167,000 TZS
- Our stoves emit 30% less fumes
- They are made of natural and recycled materials
- Our cooperatives allow the women to have a say in each villages’ community projects and to gain necessary additional income

Entrepreneurial Action
Our indoor agricultural system
- Is easily employed with little agricultural training
- Estimated to produce a yield every 2 weeks
- Grows up to 4 herbs, vegetables and/or fruits at the same time
- Utilises recycled HDPE plastic

Hydrogrow Educate - educational initiative
- To teach school children across London about climate change and sustainable solutions
- Partnered with our first school Francis Holland, aiming to work with 30 more next year

Our beneficiaries
- We have contacted NEET groups, standing for youths not in education, employment or training
- To provide employment to youths in need through the manufacturing and selling of the systems
- And to run Hydrogrow Educate with our Partner Schools

Business Model
Financial Breakdown per system
Materials: £31.18 (85%)
Reinvested profit and income: £8.82 (15%)
Total price: £60.0

Impact
- Consumers gain through production times estimated to be 3-10 times more efficient
- Reduction of water usage up to 90%
- Removes the need for chemical pesticides
- Providing employment opportunities for youths in need and learning outcomes for students in the UK
Team Finances

Opening Balance (April 2019) £4,843.13
Grants +£2,300
Institutional Support +£12,182.64
Kit and Charity Revenue +£396
Hydrogrow -£71.84
LightMountain -£1,126.93
UNV -£271.78
Team Costs -£1,323.28
Membership Revenue +£581.25

Closing Balance (April 2020) £17,509.19*
*Savings for planned trips to Tanzania, India and Sri Lanka this summer

Special Thanks

Without our institutional support we would not have been able to run our many inspiring projects and create a better tomorrow

For their investment in us and for providing us with commercial training to sustain the society

For their continued support and hours of dedication to us and their contribution to social entrepreneurs worldwide

Portfolio

University Advisor
Hemali Patel
Co-Presidents
Serena Bardi
Anna-Bryndis Zingsheim R.
Institutional Support
Louise Gough