



SCALING OUR REACH – THE UNIVERSAL APP FOR LAST MILE DISTRIBUTION

VIDEO TRANSCRIPT

A typical Indian family living in an urban slum burns 459 liters of kerosene a year to cook, clean, and light their home. 28 million families do this. That's 13 billion liters of kerosene, 1.7 million pollution related deaths, and 33 million tons of CO2.

After just five years of Pollinate using this app, an additional 5 million households could have access to clean energy and CO2 production could be reduced by 3 million tonnes. It's time to scale our reach.

Why use kerosene when cheaper and healthier options exist? 200 last-mile distributors sell renewable household products to slums globally, but they cannot reach these families. LMDs often bottleneck on the manual effort and management overhead required to track sales and coordinate distribution. We can help scale LMDs by building a universal and accessible point of sale mobile app to automate tracking directly into Salesforce.

We have partnered with Pollinate Group, an Indian LMD of solar lights and other renewables to design a useful, secure and scalable app to enable the typical sales agent, semi-literate with low tech skills.

We hope to provide multilingual voice support for users, allow online payments for secure transactions, and develop Salesforce compatible automation logic to scale globally.

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