



# Rent-to-Own Schemes in Sub-Saharan Africa

Global Housing Conference - Shark Tank Pitch

Easy Housing - June 2023



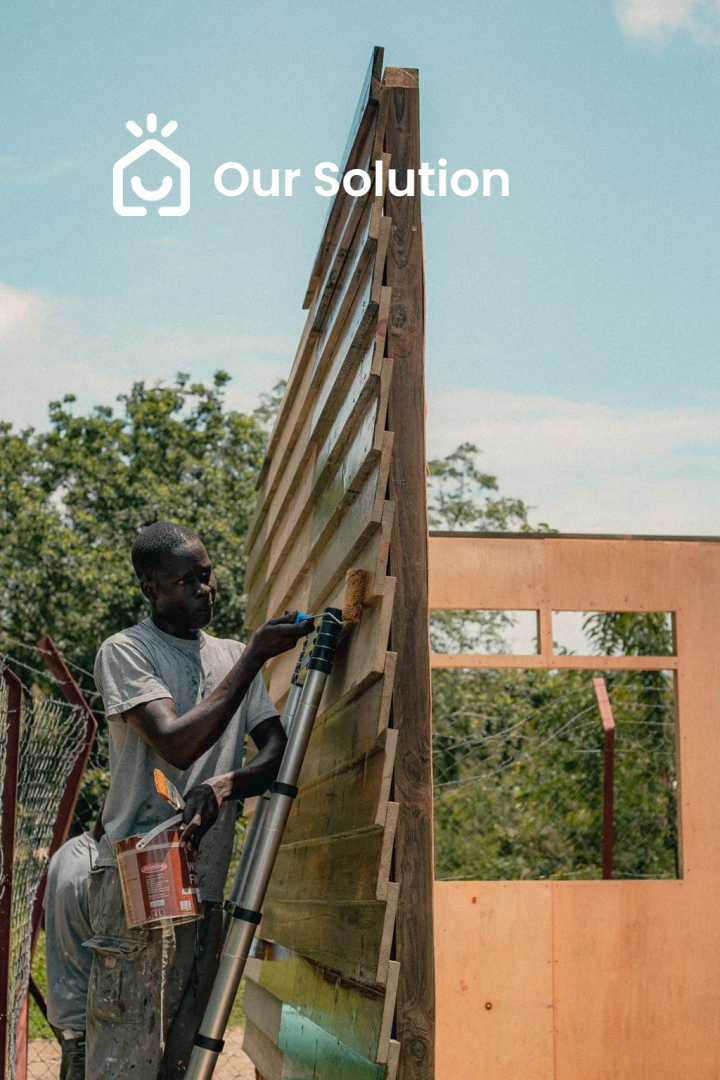
## The Challenge



**Housing gap in Africa projected at 300M homes**  
**Built environment emits 40% of global CO2 emissions**  
**Construction causes 50% of all resource extraction**



## Our Solution



## Sustainable.

Circular.  
Zero carbon.  
Climate resilient.  
Biobased.  
Local sourcing.



## Social.

Healthy homes.  
Happy families.  
Local jobs.  
Cultural integration.  
Affordable.



## Scalable.

Prefabrication.  
Fast construction.  
Building partnerships.  
Engineered quality.  
Digitalisation.



Easy Housing measures its impact using the following indicators. For each home we create the following impact.

**CO2  
reduction**

**25 ton CO2**

**Jobs  
created**

**20 jobs**

**Forest  
protected**

**Over 0.5 hectare**

**Happy  
inhabitants**

**5 people**

**Value  
creation**

**\$85,000**





Completed projects in.

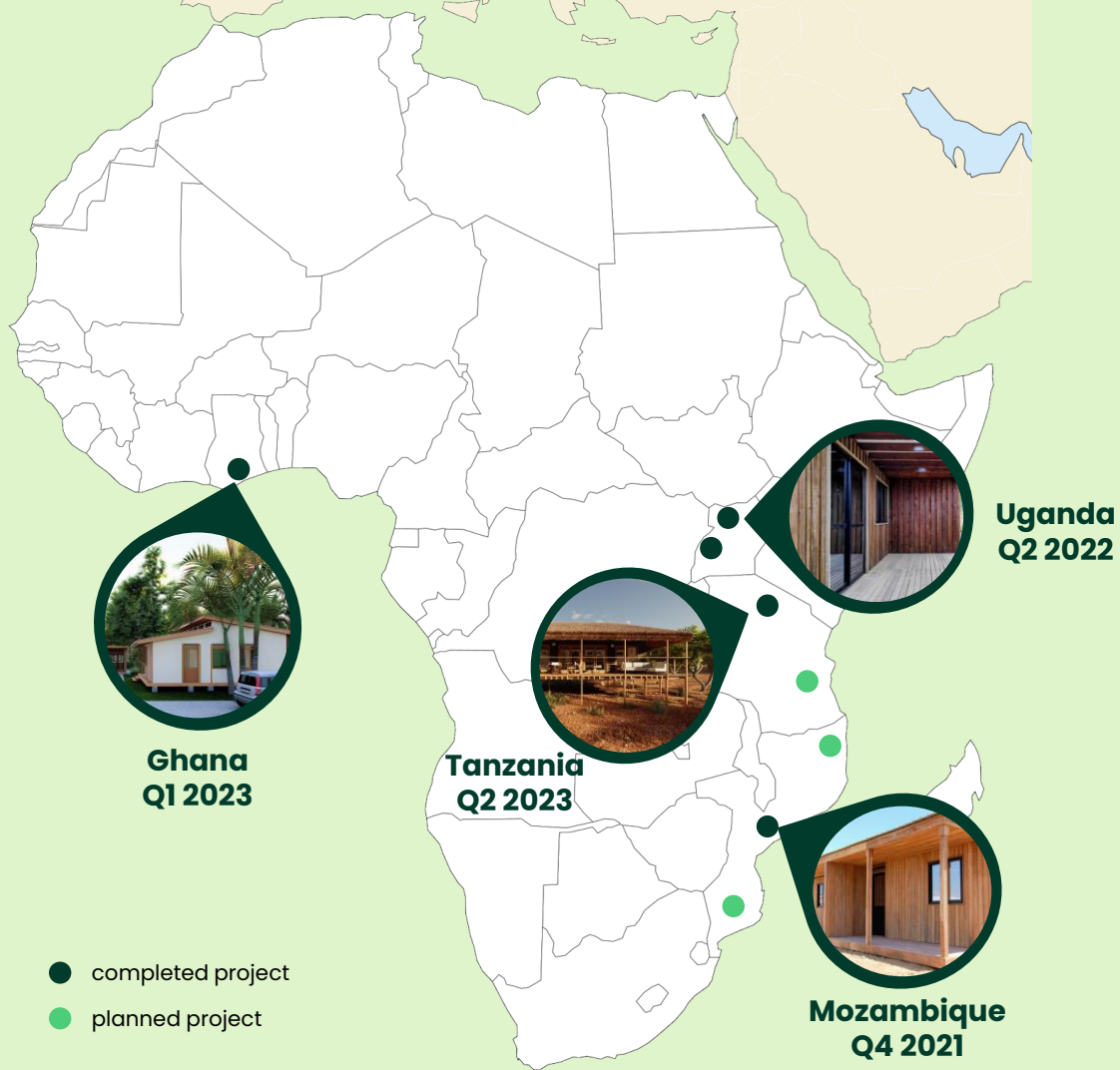
**Uganda.**

**Mozambique.**

**Tanzania.**

**Ghana.**

Established localised and scalable value chains.



● completed project

● planned project

**Uganda  
Q2 2022**

**Ghana  
Q1 2023**

**Tanzania  
Q2 2023**

**Mozambique  
Q4 2021**



Global Team

## Founders.

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Wolf  
Bierens



Niels  
van den Berge



Zani  
Gichuki



Onyu  
Jeremiah

## Architecture.

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Alberto  
Cumerlato



Marlene  
Salia



Brian  
Onenchan



Patricia  
Rukud'de

## Business development.

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Kim  
Laane



Max  
Heidelberg



Takudzwa  
Madzingira



Corry  
Kobutiiti

## Forestry.

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Brian  
Kulubya



Mikkel  
Jensen



Caio  
Katz



Vere  
Shaba



GLOBAL  
CENTER ON  
ADAPTATION



We collaborate with:

- Global Centre On Adaptation.**
- Climate KIC (EU).**
- Netherlands Enterprise Agency.**
- Climate Smart Forest Economy Program.**
- Good Energies Foundation.**
- Built By Nature.**
- Engineers Without Borders.**
- Green Resources.**
- Green Home Transformations.**
- Levasflor.**
- Fairventures Worldwide.**
- Project developers.**
- UN agencies.**
- NGOs.**
- Ugandan government.**
- Mozambican government.**





Financials



**Revenue 2022:**

**USD 170K**

50% grants / 50% commercial

**Revenue 2023:**

**USD 500K**

40% grants / 60% commercial

**20+ partnerships**

**10+ interested developers**

**100+ homes in leads**





## The Challenge



Low middle income families remain underserved.  
Large untapped potential of land owners.  
Housing finance products not linked to product.  
Scalability is impeded by land rights and authorities.



Our Solution



## **B2C rent-to-own presubscription.**

Include rent-to-own schemes

Presubscription list

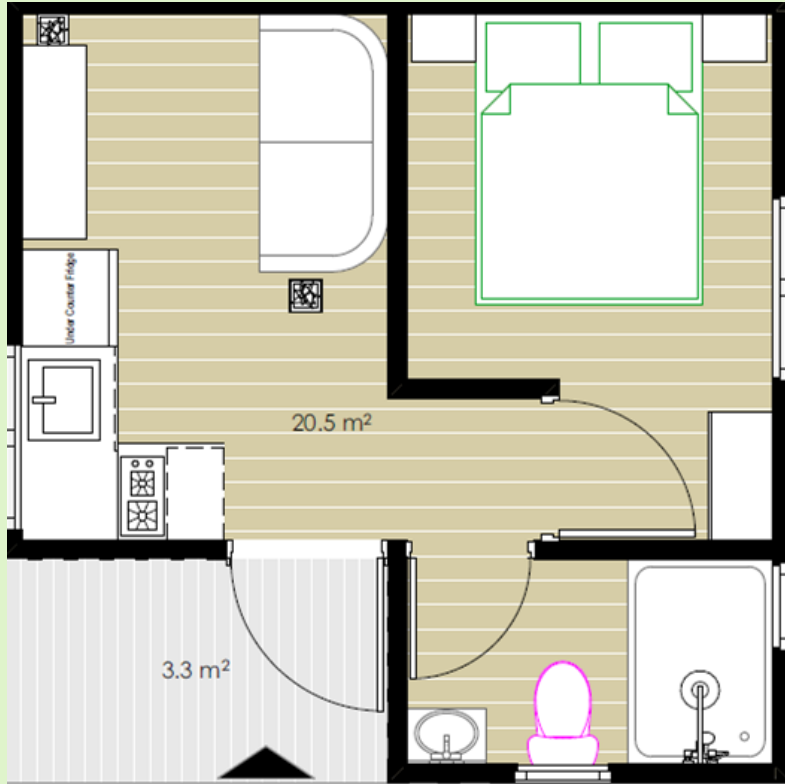
Target: 1000 subscribers in Kampala

Validate market uptake

Targeted advertising

Raise 2-5M USD for a revolving fund

Roll out to new markets



## **Starter home example.**

One bedroom unit 28 sqm.  
Price USD 6000 (base build)  
Cost competitive with bricks.  
Down payment USD 800  
5 year rent-to-own  
12-15% interest rate  
USD 100 per month  
Fits low middle income  
Untaps B2C land owners



Supply chain and building system can scale to 10,000s of homes.

Enormous carbon removal.

Decarbonising building sector.

1000s of local green jobs.

Dignified and resilient homes.

Sustainable forest economy.



Our Needs



## **Funding and feedback.**

Help us finetune this proposition.

Risk mitigation.

Structuring the R2O scheme.

Find financial partners.

Funding USD 2M - 5M for first batch.

Establish revolving fund once subscriber threshold is reached.



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