Rent-to-Own Schemes in Sub-Saharan Africa

Global Housing Conference – Shark Tank Pitch

Easy Housing – June 2023
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.**
Prefabication.  
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
- **Happy inhabitants**: 5 people
- **Jobs created**: 20 jobs
- **Forest protected**: Over 0.5 hectare
- **Value creation**: $85,000
Completed projects in.

Uganda.

Mozambique.

Tanzania.

Ghana.

Established localised and scalable value chains.
Global Team

Founders.

- Wolf Bierens
- Niels van den Berge
- Zani Gichuki
- Oonyu Jeremiah
- Corry Kobutiiti
- Caio Katz

Engineering.

- Alberto Cumelrato
- Marlene Salia
- Brian Onenchan
- Patricia Rukud’de

Architecture.

- Kim Laane
- Max Heidelberg
- Takudzwa Madzingira
- Corry Kobutiiti
- Brian Kulubya
- Mikkel Jensen
- Caio Katz
- Vere Shaba

Business development.

- Wolf Bierens
- Niels van den Berge
- Zani Gichuki
- Oonyu Jeremiah
- Corry Kobutiiti

Forestry.

- Alberto Cumelrato
- Marlene Salia
- Brian Onenchan
- Patricia Rukud’de

Carbon.

- Kim Laane
- Max Heidelberg
- Takudzwa Madzingira
- Corry Kobutiiti
- Brian Kulubya
- Mikkel Jensen
- Caio Katz
- Vere Shaba
We collaborate with:

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
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.
Instruments

**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.
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.