



ÉCHALE

-INTERNATIONAL-

**BUILDING BUILDERS
OF MORE INCLUSIVE AND SUSTAINABLE HOUSING MARKETS**

PROBLEM: HOUSING NEED OUTSTRIPS SUPPLY

- Safe and secure housing is a prerequisite for social and economic development.
- **1.6 billion** people live in substandard housing
- **3 billion** people by 2030

SOLUTION: ÉCHALE INTERNATIONAL FRANCHISE

ÉCHALE is a proven solution to affordable, sustainable, and scalable housing that developers in Africa want to replicate.

- 25 years operating as a social enterprise
- 450K local jobs
- 7M reduced kg CO2/s.m

- 28 states in Mexico
- 50K new houses
- 200K home improvements
- +1M people housed



FRANCHISING SUPPORTS BOLD VISION FOR GROWTH



Scaled to 28 States in Mexico

1998

Est. In Mexico



2023

Est. In Uganda



\$350K

2024

Scale to additional EA countries



Scale In Uganda

\$2M

2033

Scale to multiple sub-saharan Africa countries



2043

HIGHLY COMMITTED AND CAPABLE TEAM



ÉCHALE
International,
Co-founder &
CEO

Julie McBride



ÉCHALE
International
Co-founder &
Director

Francesco Piazzesi



ÉCHALE
Uganda,
Franchise
Owner and
Operator

Walter Tukahiirwa



ÉCHALE
Uganda,
Technical Lead

Jjuuko Kwagala



ÉCHALE
International,
Board Chair
and Technical
Director

Ivan Ramirez



ÉCHALE
International,
Capacity
Building Lead

Gretel Uribe



ÉCHALE
International,
Director &
Operations
Lead

Eric Oetjen



ÉCHALE
International,
Director &
Finance Advisor

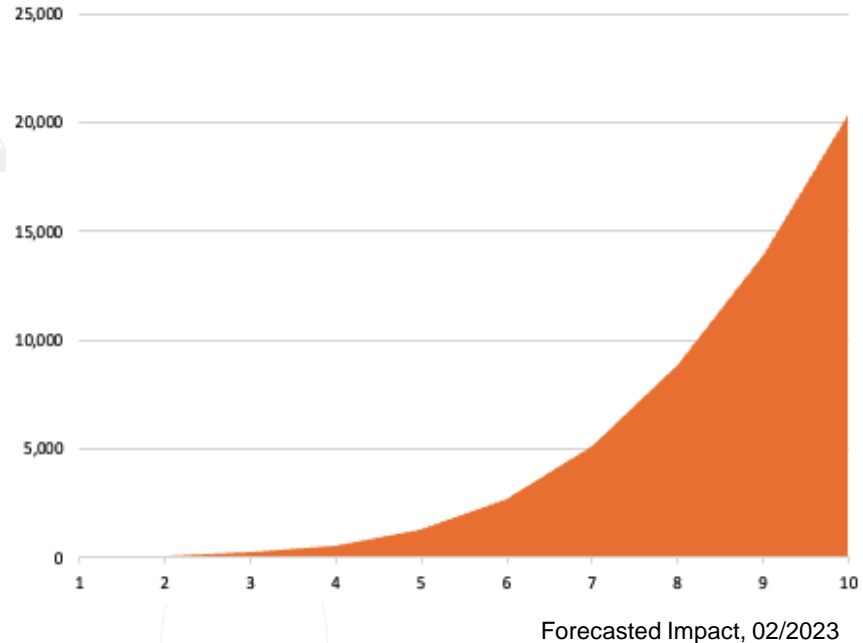
Patrick McAllister

PROJECTED IMPACT: +20K HOUSES IN 10 YEARS

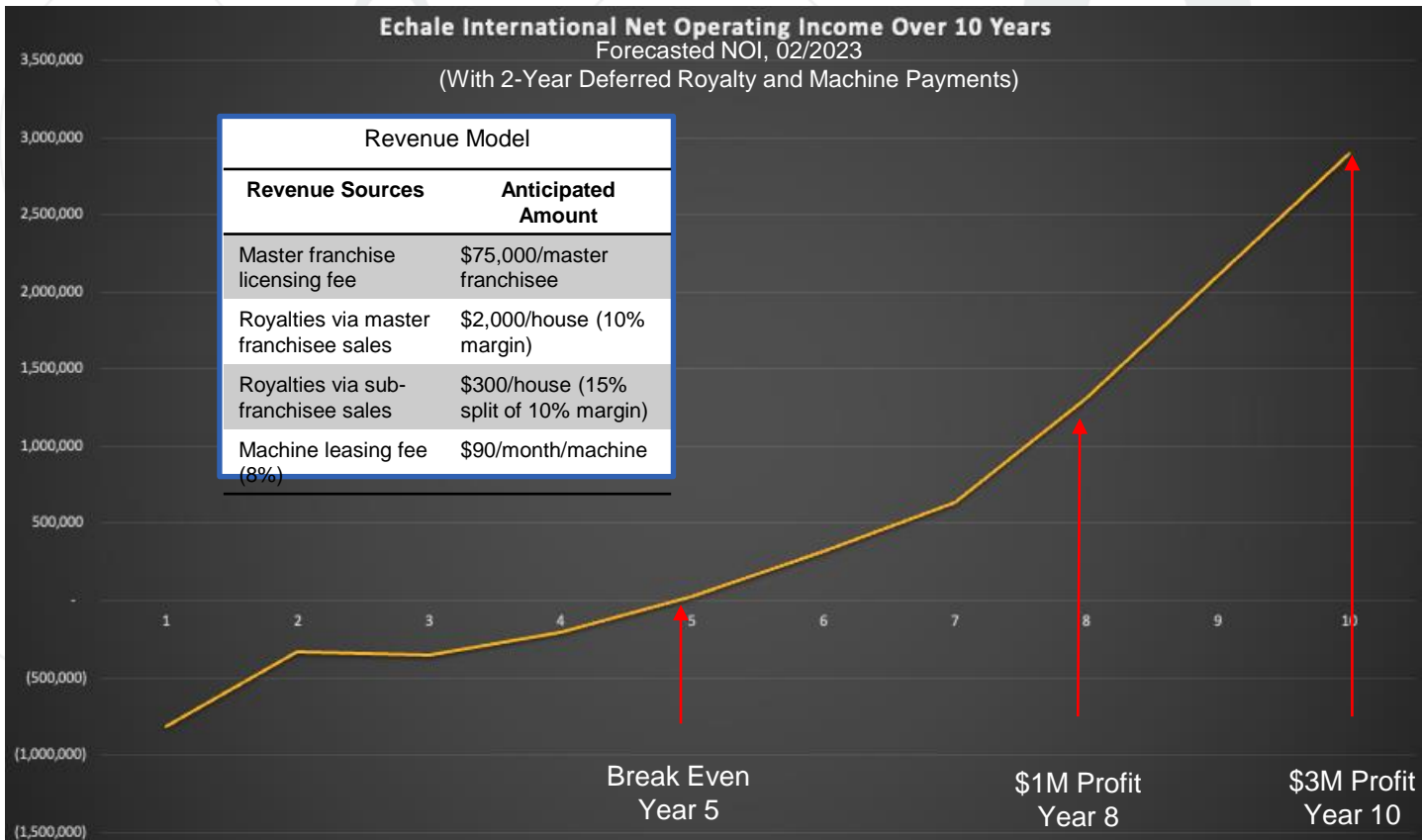
20,290 new affordable, durable, and desirable houses

- **93,334** people housed in units that improve health and build wealth
- **2.9 million** reduced kg CO₂/s.m.
- **48** SME's (franchisees)
- **495** permanent jobs
- **\$25** per person housed (based on \$2,350,000 investment)

Number of Houses Built Over Ten Years



PROJECTED EARNINGS: \$3M NOI IN YEAR 10



FINANCING ADVANCES OUR SCALING WORK

Bootstrapped
(Equity and cash from Stage Six,
Echale Mx, and Uganda franchise
owner)
Phase I. Development
2021- 2022

Currently Raising
\$350K

Phase II. Validation
2023 - 2024

\$2M Equity
(End of year 1)

Phases III and IV. Scale
2024 - 2034

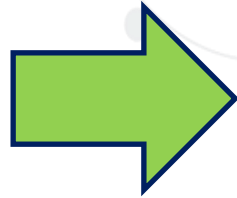
Projected Yields

- 4% equity worth \$1.28M in year 10
- Validated product market fit and business model
- Commercial financing for franchise owners and their customers

Projected Yields

- \$6.5M investor returns in year 10
- 20K units valued at \$400M
- \$32M valuation
10 yr RoI = 3.25X
- 90K lives improved

HELP US SCALE FASTER!



Through homeownership, ÉCHALE increases well-being and wealth.

“ÉCHALE gave me the ability to provide a better quality of life for my children and to save for their education. I feel so proud of this accomplishment.” -- Ariana, ÉCHALE homeowner



CONTACT JULIE@ECHALEINTERNATIONAL.COM



ÉCHALE

-INTERNATIONAL-

www.echale.mx

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ANNEX SLIDES

ECHALE DESIGNS



MORELOS



OAXACA



MORELOS



ESTADO DE MÉXICO



TABASCO



COMX



AGUASCALIENTES



ESTADO DE MÉXICO



Customer Profile

Life stage: Mid-career (late 20's early 30's)

Family size: 1-3 young children

Household Income: \$500 - \$1,000/mo.

Housing preferences

Location: Peri-urban

Size: 3 Bedroom + 2 bathroom

Affordability requirements: Mortgage payments equivalent to 35% of income.

Current housing: Rents 1-2 bedroom apartment in city for \$250 - \$350 per month



There are approximately **1.5 million people** in the greater Kampala metropolitan area that meet this profile



Awards and Recognition



Solidarity Award **1992**

National Award for the Training of the Ministry of Social Development **1997**

National Housing Award for the ¡Échale! A Tu Casa, in the subcategory of "Urban Scheme" **2007**

CLARES Award Latin American Center for Social Responsibility Clinton Global Member Initiative Latin American Center Recognition for Social Development **2009**

Ashoka Fellow Condé Nast Inspirational Man of the Year Social Development Proposal, 25 IMx finalist Changemakers Sustainable Urban Housing Finalist **2010**

Selected in New Ventures World Economic Forum Latin American Social Entrepreneur Ernst & Young Entrepreneur of the Year Finalist Semifinalist Entrepreneur of the Expansion Year Deutsche Welle TV Documentary Selected among 34 ABC Social Enterprises USB Visionaris Social Entrepreneur Finalist WEF China Panelist **2011**

World Economic Forum Finalist BSHF Participation in the book "The big idea" Panelist at the Ashoka Congress **2012**

CONVIVES Forum Presidency Mexico and Latin America International Seminar on Social Housing and Urban Development Continuity Forum Social Entrepreneurs Panelist Rio+20 Social Entrepreneurship Forum USB Visionaris Social Entrepreneur Finalist

B Company Certification, Best Company in the World Katerva Honorable Mention ABC Foundation Continuity Forum 25 Actions that are changing Mexico and Central America **2013**

National Quality Award, in the Social Enterprise category **2014**

Best Company in the World, B Corp IPADE Case Study OXFORD Lecture Social Impact Investment Project BBVA Momentum Award

B Corp Recertification **2015**
The Venture Silicon Valley Social Entrepreneur of the Year World Entrepreneurship Forum Stephanie Schmidt Award

Ibero-American Medal Honoris Causa Foundation **2016**

Accelerate 2030 Scalling Impact Globally Finalist Social Housing Construction Recognition Paquime Houses **2017**

B Corp Recertification **2018**
Innovatis Award 3rd place ENLACE + Tec de Monterrey UDEM Social Innovation Laboratory National Housing Award for the "Reconstruction Campaign" Project, in the category of social production of rural housing

Puño y fuerza: Prize won for the support and solidarity with Jotulia, Morelos after the earthquake of September 19, 2017 **2019**

B Corp Recertification **2021**
ILAN Award for Innovation in the Social Transformation category

Research participation for the development of an article in the Latin American Journal of Social Law No. 34, January-June 2022. S19: Morelos state Recognition for the work and participation in construction after the earthquake of September 19, 2017 Recognition by the Distinctive University of Social Service **2022**

Meaningful Business Award: Award given to celebrate leaders who combine profit and purpose to achieve the United Nations Global Goals Jam Seattle



CLINTON GLOBAL INITIATIVE



ÉCHALE TRACK RECORD

1M
people housed

250K
houses built or rehabilitated

450K
jobs created

Scaled to 28/32
states in Mexico

Recognized
globally

Operating for
25 years

DISCLOSURES

General:

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