ÉCHALE
-INTERNATIONAL-

WE BUILD BUILDERS
OF INCLUSIVE AND SUSTAINABLE HOUSING







ÉCHALE TRACK RECORD

1M
people housed

50K
houses built and sold

200K
houses rehabilitated

450K
jobs created

Scaled to
28/32 states

7M kg
reduction in CO2/sqm

4 KEY ELEMENTS COMBINE TO DRIVE ÉCHALE'S SUCCESS



Best in class ecoblock technology (patented in Mexico and pending in USA) lowers cost of durable (and green) building materials



Human-centered design methodology improves desirability

Proprietary designs, construction system, and technology drive efficiency and quality.







- Standards
- Capacity building
- Business Incentives
- QA

USING A FRANCHISE STRUCTURE TO EXPAND TO AFRICA

1 Business being franchised

ÉCHALE

Founded and continues to operate in Mexico



2 Company responsible for franchising the ÉCHALE business in Africa ("franchisor")

ÉCHALE -INTERNATIONAL-

- Sources, trains, and supports franchisees
- Adapts Echale system to new markets
- Conducts R&D
- Unlocks financing
- Assures quality

3 Companies responsible for establishing and growing ÉCHALE in their countries ("franchisees")

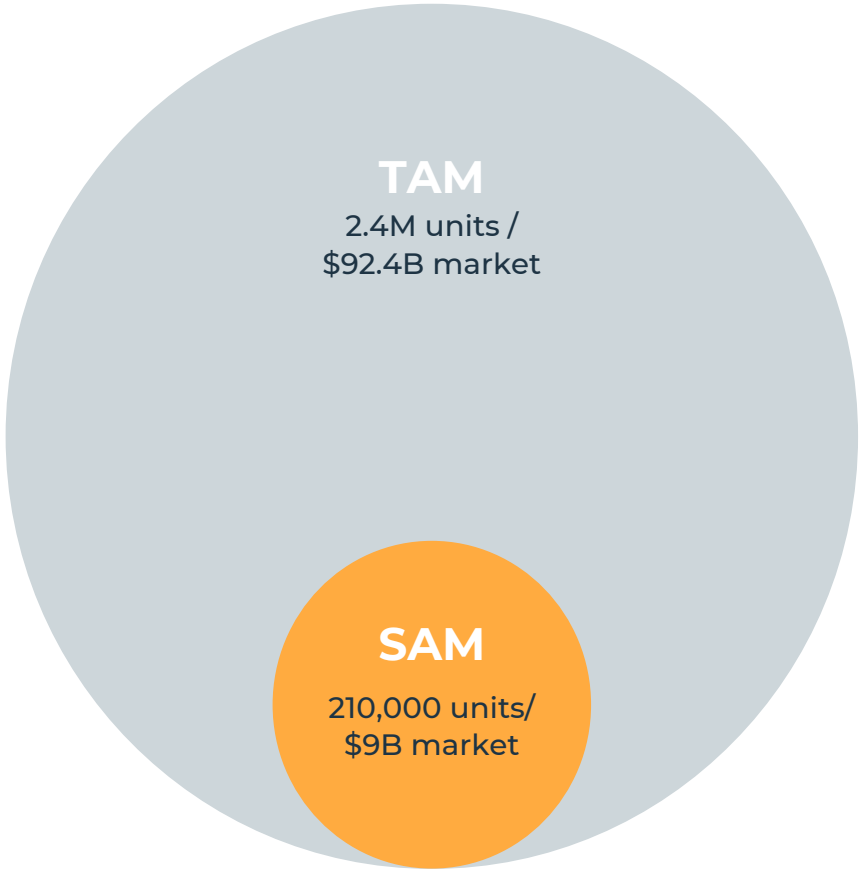
ÉCHALE

- COUNTRY (e.g., Uganda) -



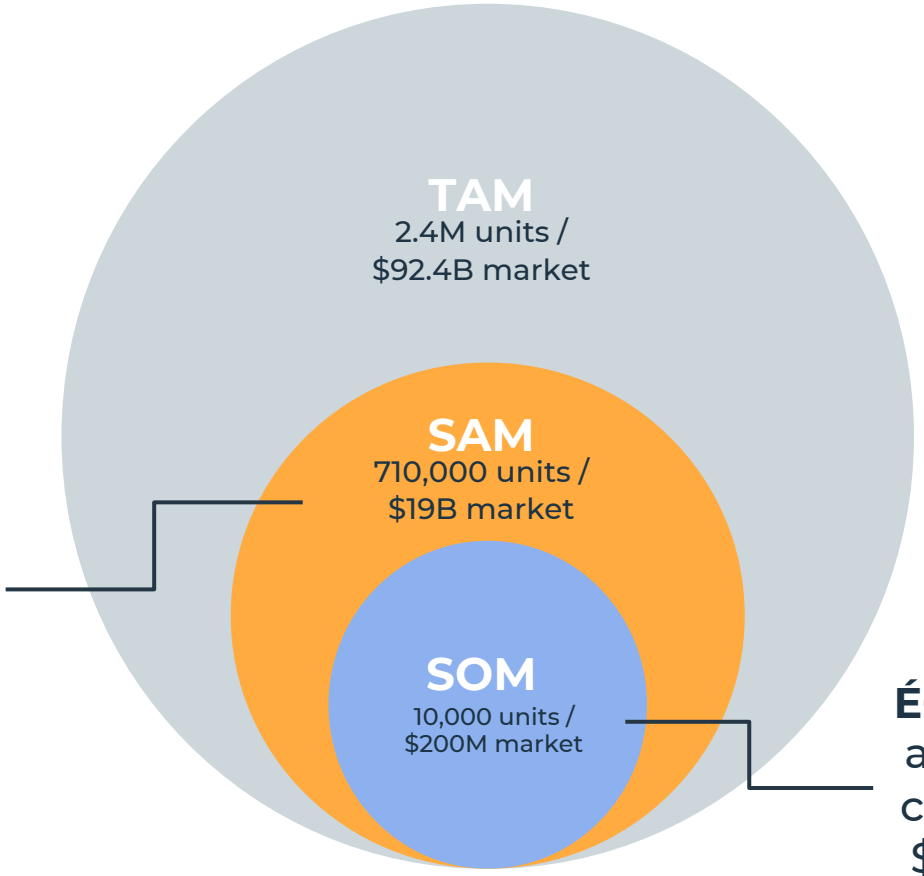
THERE IS A 500K UNIT MARKET OPPORTUNITY IN UGANDA

Uganda Housing Market at Average Price



ÉCHALE price point expands serviceable market

Uganda Housing Market at ÉCHALE Price Point



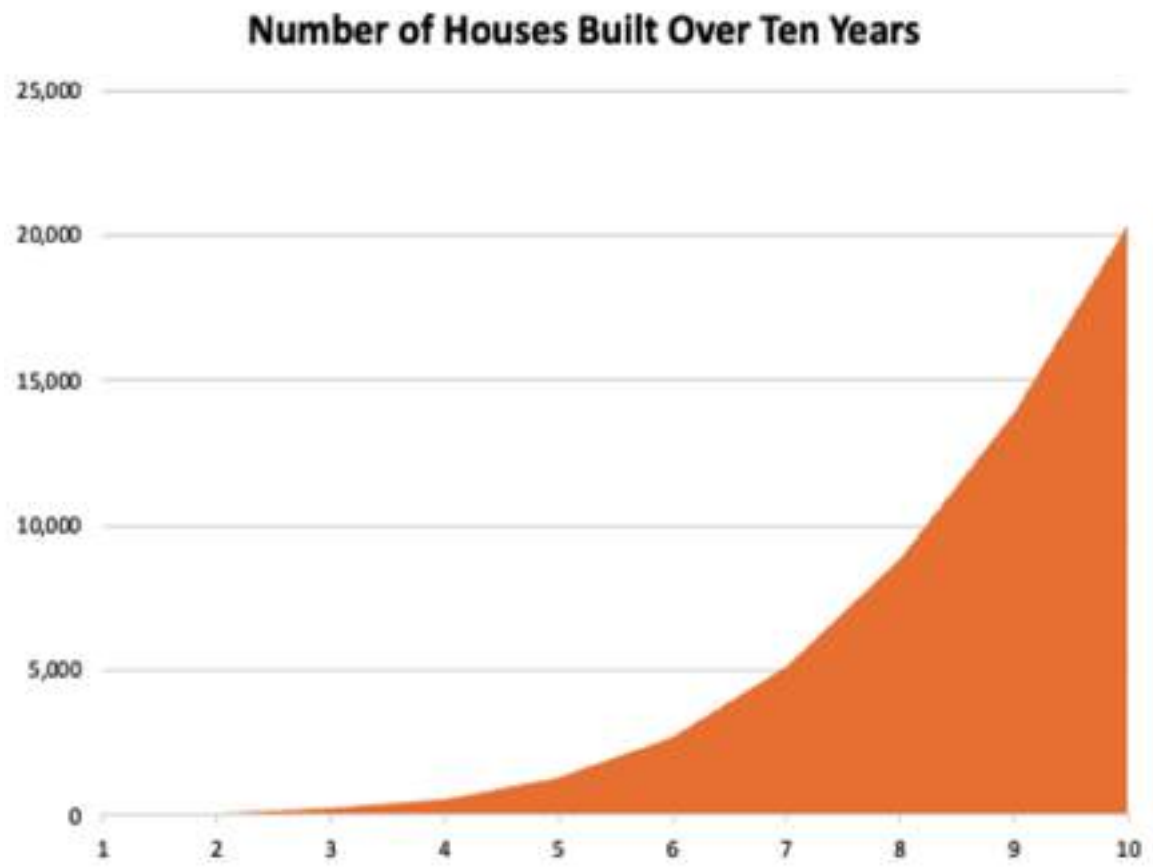
ÉCHALE aims to capture $200M (10 years)

https://housingfinanceafrica.org/countries/2021-housing-finance-yearbook-uganda-profile/

PROJECTED IMPACT: +20K HOUSES IN 10 YEARS

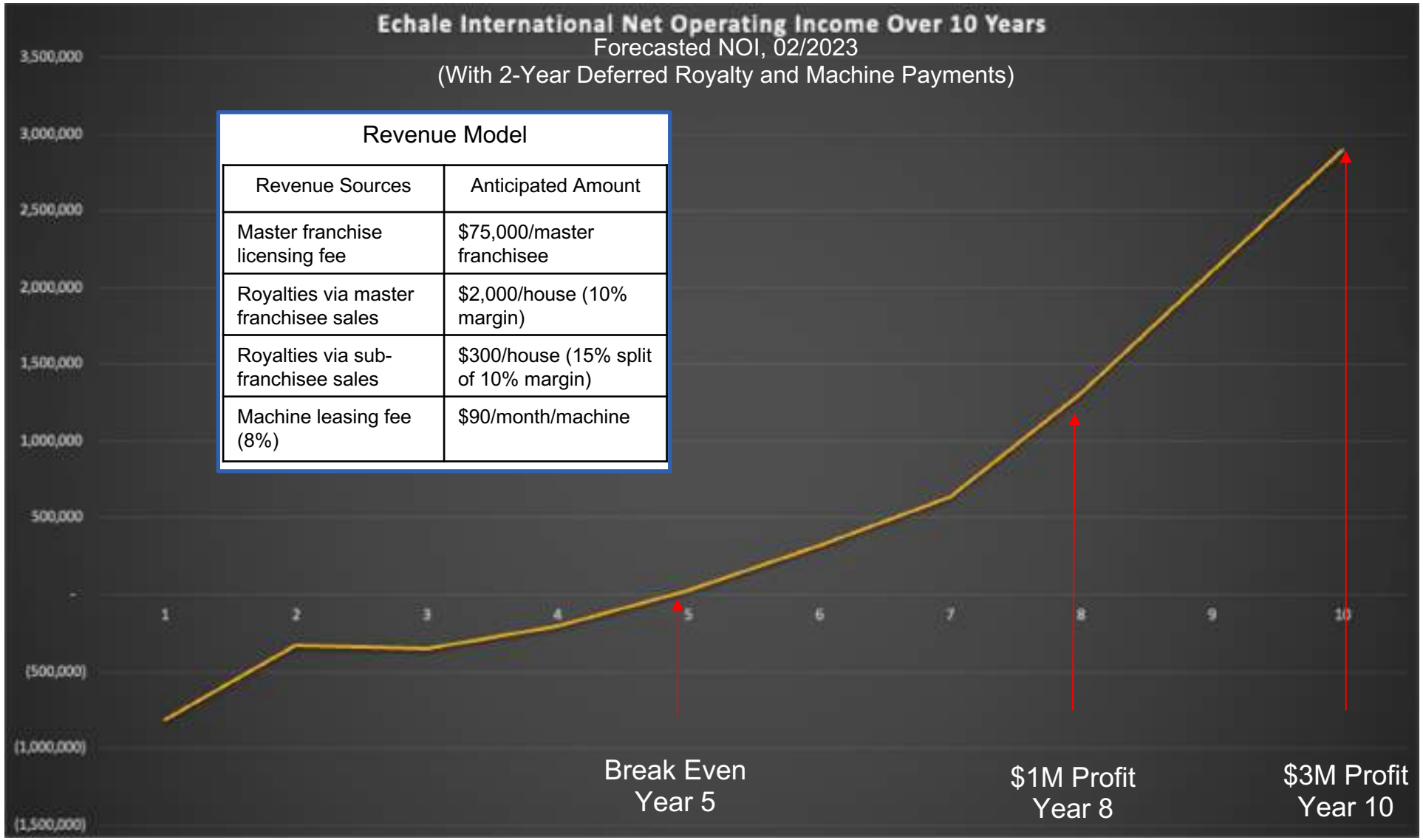
20,290 new affordable, durable, and desirable houses

- **93,334** people housed in units that improve health and build wealth
- **2.9 million** reduced kg CO_2/s.m.
- **48** SME's (franchisees)
- **495** permanent jobs
- **$25** per person housed
  (based on $2,350,000 investment)



Forecasted Impact, 02/2023

PROJECTED EARNINGS: $3M NOI IN YEAR 10



Revenue Model	
Revenue Sources	Anticipated Amount
Master franchise licensing fee	$75,000/master franchisee
Royalties via master franchisee sales	$2,000/house (10% margin)
Royalties via sub-franchisee sales	$300/house (15% split of 10% margin)
Machine leasing fee (8%)	$90/month/machine

GO TO MARKET STRATEGY

Completed

Phase I (year 1)

Develop **ÉCHALE**'s franchise system and prepare for validation

Results

- Franchise system
- Franchise company
- Franchise capabilities
- Master franchisee
- Localized house design
- Land for 20 houses secured
- Ecoblock machine delivered
- Remote training completed

Completed

Phase II a. (year 2)

Validate **ÉCHALE**'s transferability and adaptability to Uganda context

Results

- Local capacity to produce and build with ecoblocks
- Validated ecoblock compressive strength in Uganda
- 1,500 locally produced ecoblocks
- 1 locally constructed demonstration unit
- Local homebuyer financing secured
- Data supporting product/market fit

Ready to start

Phase II b. (year 2)

Validate product and business model in Uganda.

FINANCING REQUIRED

Anticipated Results

- 1 community with 20 housing units built and sold
- Validated costs
- Local capacity to design and construct Echale houses and communities
- Mortgage product for homebuyers
- Validated model for scaling

Phase III (Yr 3-10)

Scale **ÉCHALE** in Uganda

Anticipated Results

- 10K housing units in Uganda
- 50K Ugandan's housed
- 15 local franchisees
- 150 jobs
- Sufficient revenue to self fund growth

Phase IV (Yr 3-10)

Scale **ÉCHALE** to Additional EA Countries

Anticipated Results

- 20K+ housing units in Africa
- 100K+ Africans housed
- 48+ local franchise owners
- 495+ jobs
- Sufficient revenue to sustain and grow EI franchise system

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

FINANCING ADVANCES OUR SCALING WORK

Bootstrapped

(Equity and cash from Stage Six, Echale Mx, and Uganda franchise owner)

Phase I. Development

2021- 2023

Currently Raising $2M Equity or Convertible Debt

Phase II. Start building in GKMA!

2024

Projected Yields

- 50 units valued at $750K
- Customer pipeline and capacity to fill it
- Homebuyer financing
- Validated product and business model in Uganda

Phases III and IV. Scale

2024 - 2034

Projected Yields

- $6.5M investor returns in year 10 (3.25X)
- 20K units valued at $400M
- 90K lives improved
- Valuable lessons about scaling

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

