

# ONEROOF

## OneRoof Overview

Dwight Wilson, CEO  
OneRoof

March, 2006



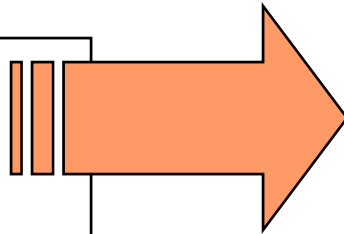
# Development of OneRoof

Evolution from NGO to a for-profit social franchise

*From:*



- NGO
- Established 1998
- Rural Operations
  - India
  - Mexico
  - Kenya
  - Philippines
- Strong track record
  - ICTs
  - Capacity building
  - Partners



*To:*

## ONEROOF

- For-profit corporation
- Established October, 2005
- Subsidiaries
  - India
  - Mexico
  - *Additional countries (by 2008)*
- Business elements
  - Build out to at least 2,000 stores in 6 yrs.
  - Use a franchise model
  - Build from successful ICT core
  - Deliver suite of Essential Services

# OneRoof Objectives



*Our aim: to demonstrate that entrepreneurs who are highly ethical, locally savvy and globally networked can significantly alleviate poverty in their communities—and can do so in a profitable, scalable way that will enable us to expand our franchise to all corners of the developing world.*

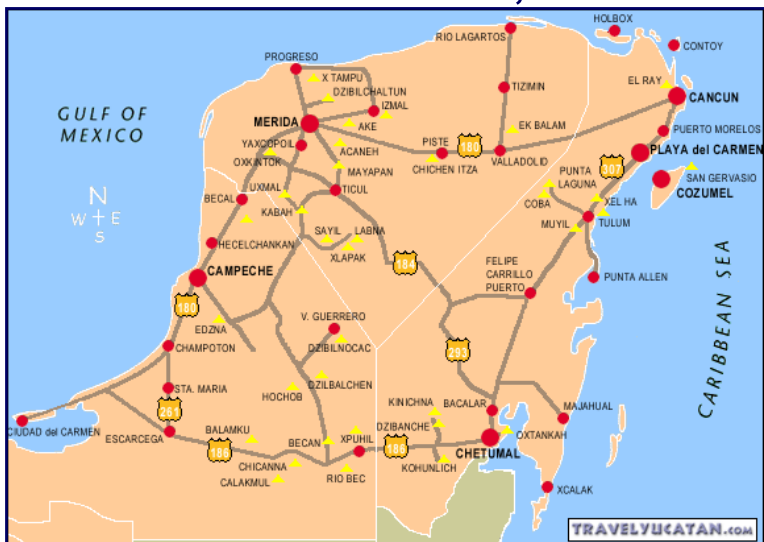
OneRoof social franchises will have a double bottom line: ***to do well and to do good.***

## Where are we?

Headquarters  
San Francisco, USA

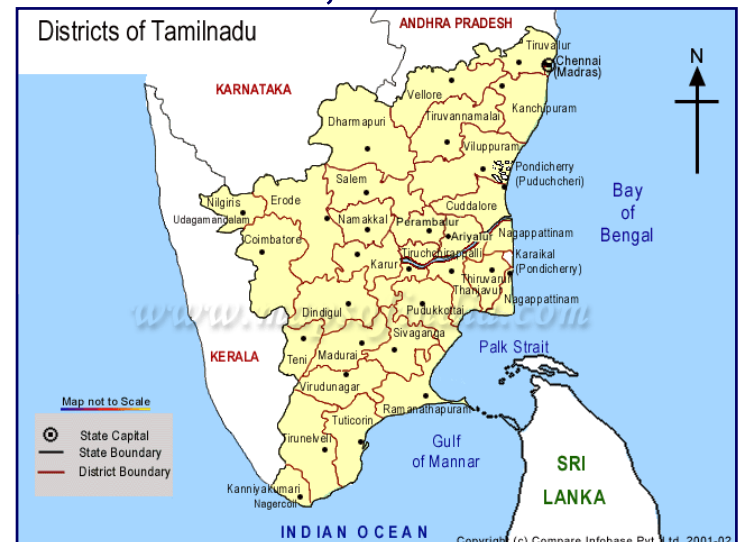


### Yucatan Peninsula, Mexico



@oneroof.com

### Tamil Nadu, India

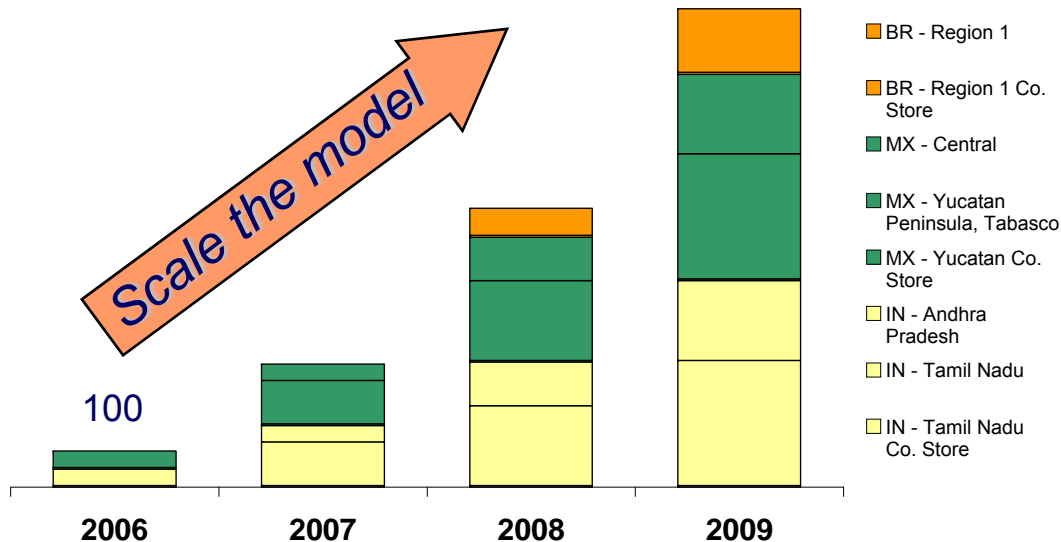


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## OneRoof Expansion

Scale the model beginning with 100 stores in 2006

Cumulative OneRoof stores



- Open 100 stores in 2006
- ~5 Company stores per Country
- Invest and partner to bring the number of stores to scale
- Target communities are larger rural towns
  - India
    - Starting with ~20,000
    - Move towards >5,000
  - Mexico
    - Starting with ~10,000
    - Move towards >2,500
- Community requirements
  - Under-served communities that need essential services
  - Electricity, connectivity
  - Sufficient market potential

# Acanceh

## Example of a typical initial OneRoof community

- ~13,000 people in the municipality
- ~9,000 in the community
- ~30 minutes from Merida
- 8 primary schools
- ~3 cyber cafes
- 0 long distance store providers
- No professional or technical education
- Industries – a large maquiladora, farming



# Facilitating access

OneRoof stores will broker delivery of goods, services, and information from a range of organizations to our customers

## Partners

- MNCs
- NGOs
- Multilaterals
- Corporations
- Government organizations
- Foundations
- Investors
- Local partners



## Global network of small business franchises

- Acanceh
- Muna
- Ponneri
- Arani
- Tixkokob
- Gummidipundi
- +...

# Essential Services

9 modules, each with a range of possible offerings

## Essential Services

### INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs)

- Internet
- Desktop Publishing
- Telephone
- VOIP
- Printing
- CD Writing
- Digital Photography
- Copying
- Games / Movies
- e-Governance
- Scanning
- Faxing

### ENERGY

- Solar Lanterns
- Solar Home Systems
- Solar Fans/Radios
- Solar Water Pumps

### FINANCIAL SERVICES

- Insurance
- Loans
- Current Accounts
- Remittances

### EDUCATION

- Computer Classes
- Literacy
- English Language
- Lending Library

### HEALTH

- Herbal Medicine
- Telemedicine
- Classes and Workshops
- Eye testing

### CLEAN WATER

- Water Filters
- Oral Rehydration

### SANITATION

- Latrines
- Cleaning Products

### AGRICULTURAL TECHNOLOGY

- Farm Tool Rental
- Hydroponics
- Water Pumps

### EMPLOYMENT GENERATION

- Career Counseling
- Market Links
- Job-in-a-Box
- BPO

# Information and Communication Technologies (ICT)

ICT is the core Essential Service of OneRoof



- Strong experience from history as WorldCorps
- Includes:
  - Internet
  - Telephone / VOIP
  - Printing
  - Digital Photography
  - e-Governance
  - Desktop Publishing
  - CD Writing
  - Scanning
  - Fax, Copies
  - Movies, Games

## Energy



- Experience partnering with UNDP in Mexico
- Includes
  - Solar lanterns
  - Solar home systems
  - Solar water pumps
  - Solar fans / radios,
  - Energy efficient appliances

## Financial Services



- ICICI partnership in development
- Includes
  - Insurance
  - Current accounts
  - Loans
  - Remittances

## Education



- Essential component of every store
  
- Includes
  - Computer classes
  - Literacy
  - English language
  - Lending library

## Health

Essential Services	
INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs)	
ENERGY	FINANCIAL SERVICES
EDUCATION	<b>HEALTH</b>
CLEAN WATER	SANITATION
AGRICULTURAL TECHNOLOGY	EMPLOYMENT GENERATION



- Partnerships in development with Scojo, Village Herbs
- Includes:
  - Herbal medicines
  - Telemedicine
  - Classes
  - Eye Testing / Glasses
  - Reliable over-the-counter medicines

## Clean Water



- Includes:
  - Water filters
  - Filtration Service
  - Purified Water
  
- Discussions with Water Health International

## Sanitation



- Includes:
  - Latrines
  - Cleaning Products
  - EcoSan

# Agricultural Technology



- Includes:
  - Farm Tool Rental
  - Water Pumps
  - Hydroponics

## Employment Generation



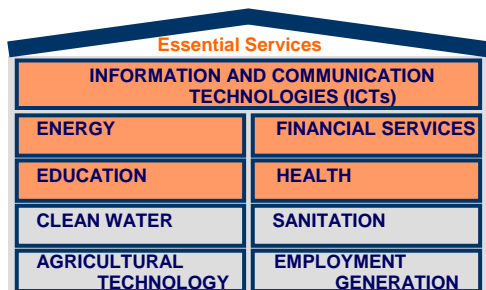
- Includes:
  - Career Counselling
  - Market links
  - Outsourcing

# Essential Services

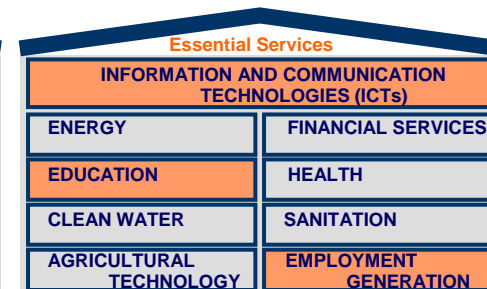
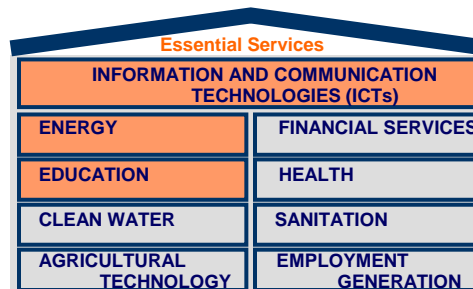
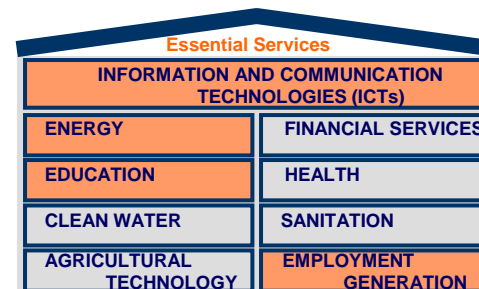
## Localized store offerings

*Countries and Franchisees implement based on market need and readiness*

### INDIA



### MEXICO



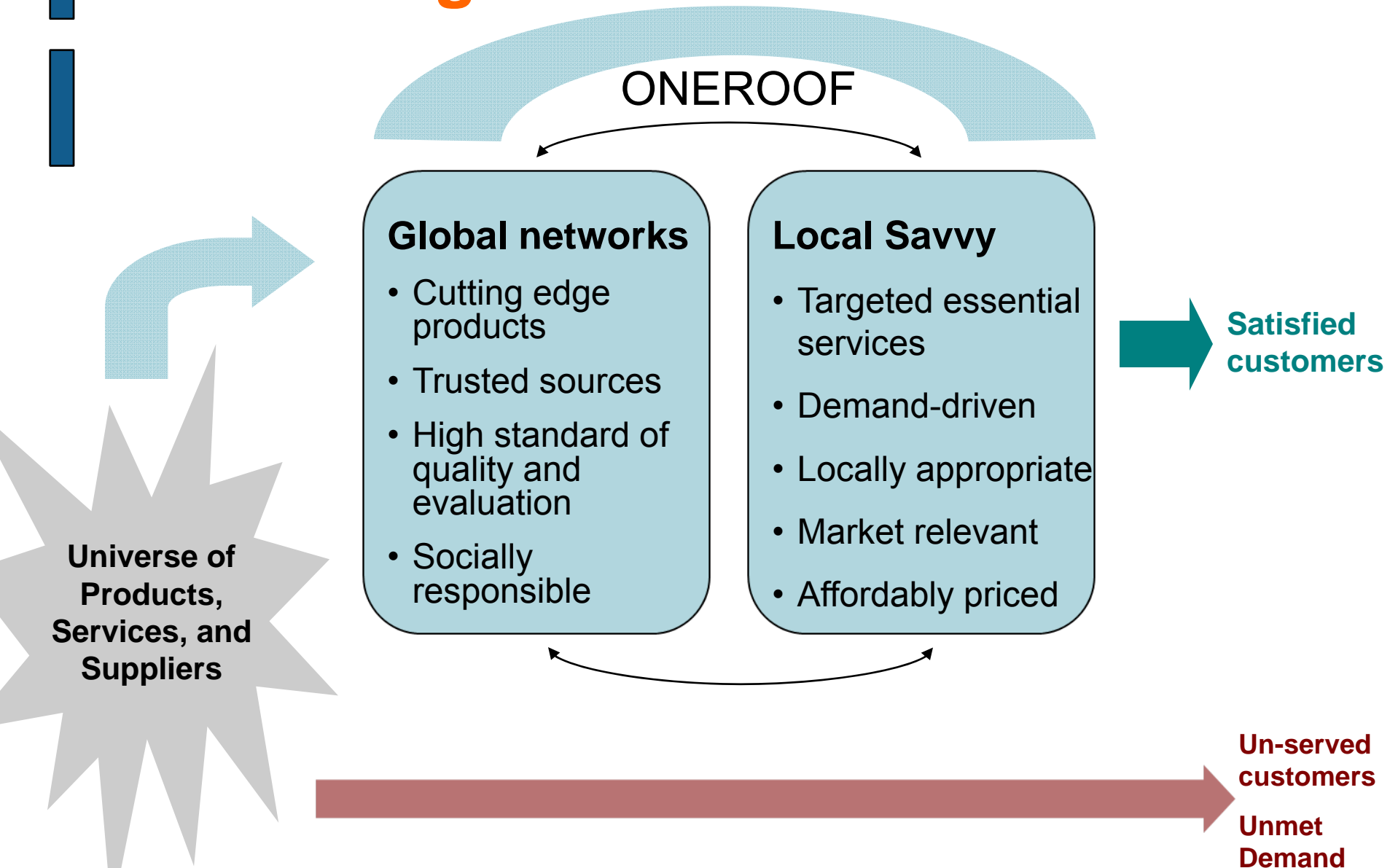
Becal

Acanceh

Ponneri

Gummidipundi

# Brokering essential services



ONEROOF

# OneRoof, Two Rooms

## Profile of a store site

- Physical store provides continual reinforcement of dual bottom line: to do well and to do good
- Room 1:
  - Information and Communications Technology center
  - ~5 computers, printer, phones
  - Other products and services (e.g. solar lanterns)
- Room 2
  - Community and Training center
  - Gathering area
  - Chairs,
  - Some have TV/DVD for training use (particularly in Mexico)
  - Classes, community us
- Ideal store site
  - Greater than 150 sq ft per room
  - 2 rooms
  - Central, accessible location within community

# Essential Services

9 modules for stores to choose from



- 9 Essential Services
- ICT is the core service
- OneRoof acts as an “intelligent broker”
  - Partner-based delivery
  - Quality control (Services, Customer Support)
  - In-depth training
  - Global network
- Current and developing partnerships with Scojo, Village Herbs, Water Health, Solkar, UNDP, Microsoft
- Franchisees implement based on market need and store readiness
  - E.g. Arni, India may only offer ICT + 4 Essential Services
  - E.g. Tixkokob, Mexico may offer ICT + a different 3 Essential Services

# Store operators wanted...

- Tiruvallur and Kanchipuram districts
  - Arni
  - Gummidipundi
  - Madurantagam
  - Minjur
  - Ponneri
  - Pudupatinam
  - Sriperumbudur
  - Uthiramerur
- Ideal store site
  - Greater than 150 sq ft per room
  - 2 rooms
- Operators
  - Manage and run company stores
  - Good understanding of ICT
  - Opportunity for a good livelihood
  - Be part of a global team