

Tradition With A Touch Of Modern



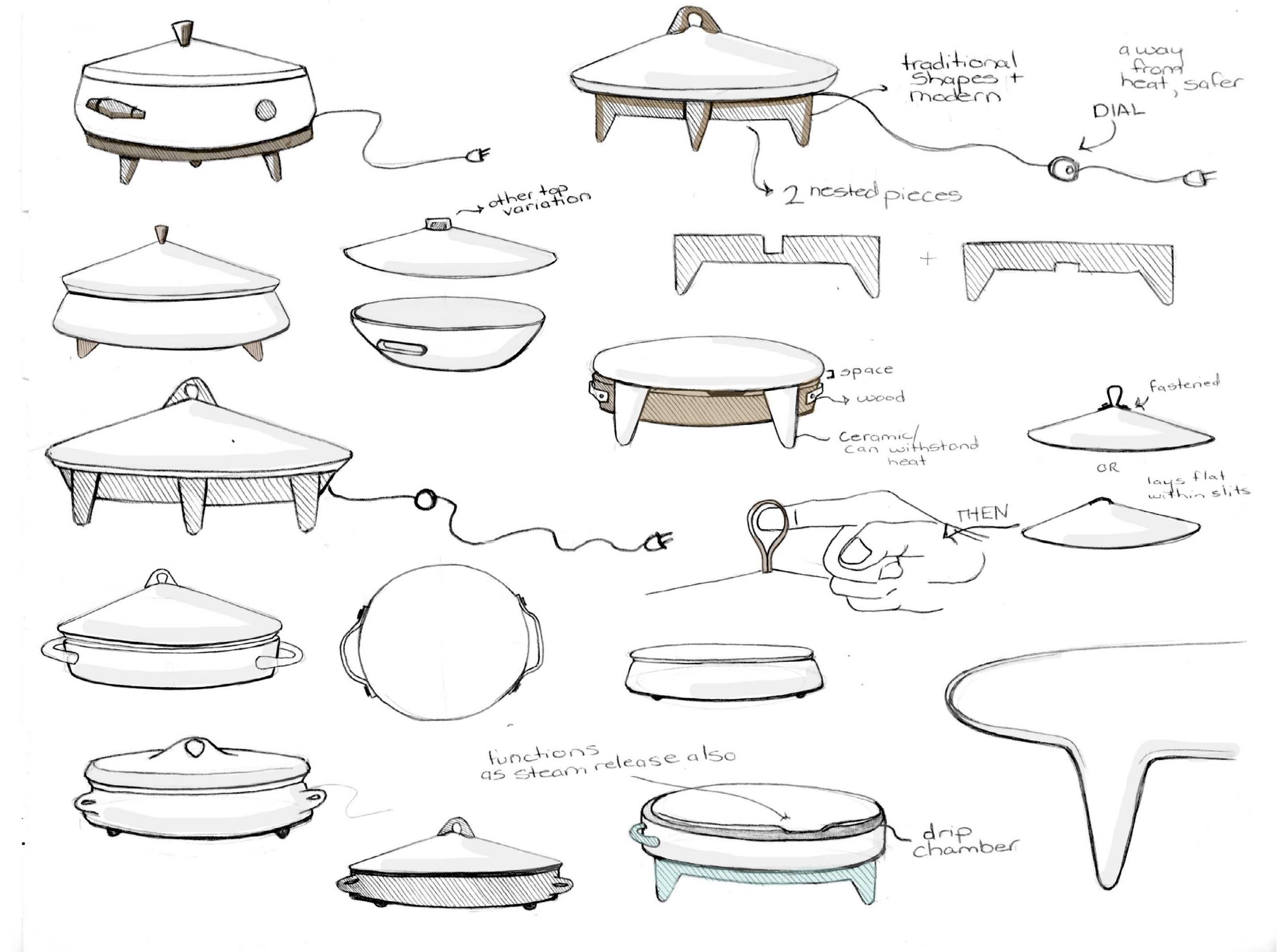
1 The Genesis



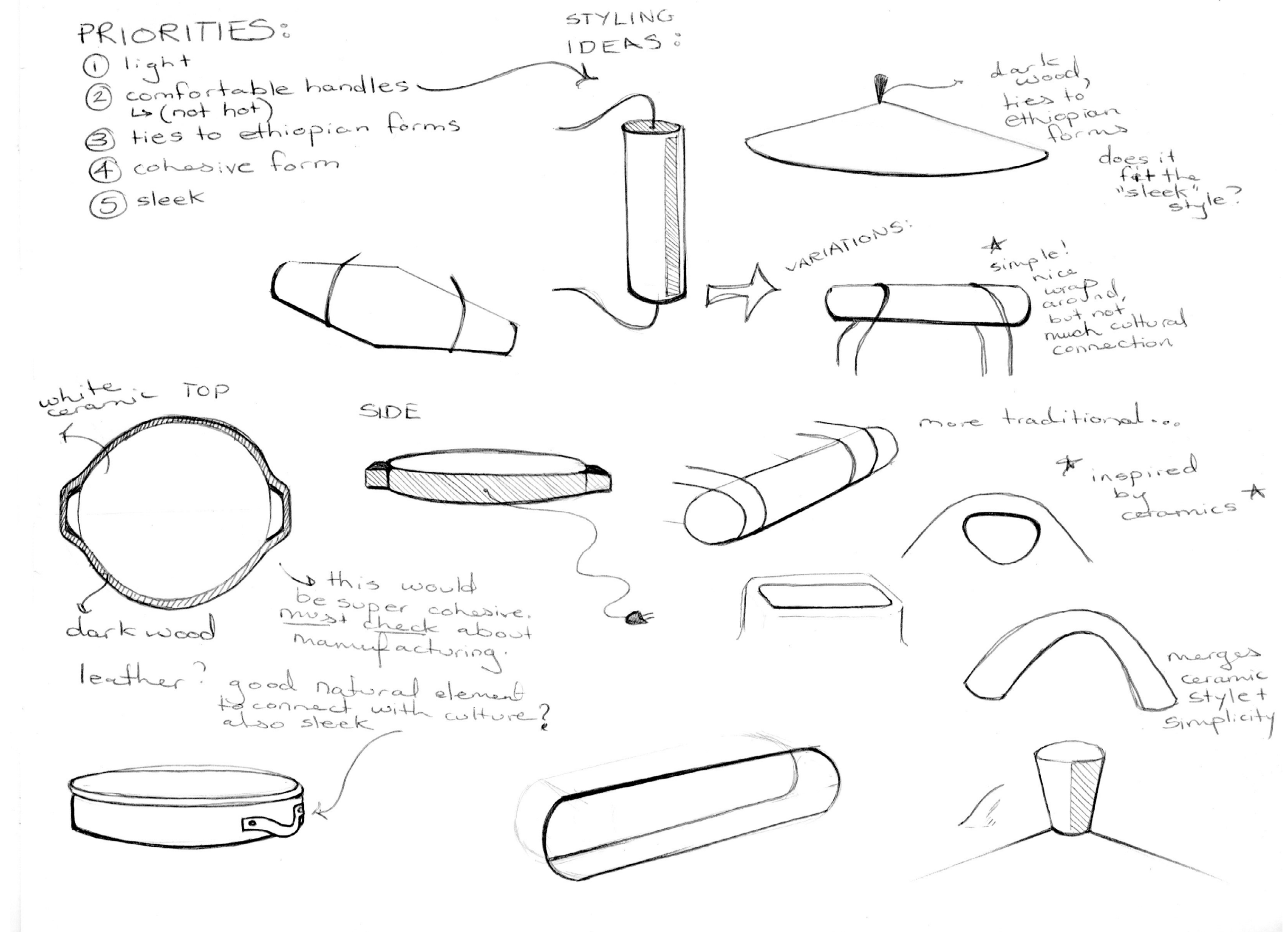
Inspired



Inspired



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2 The Process



Precision Milling



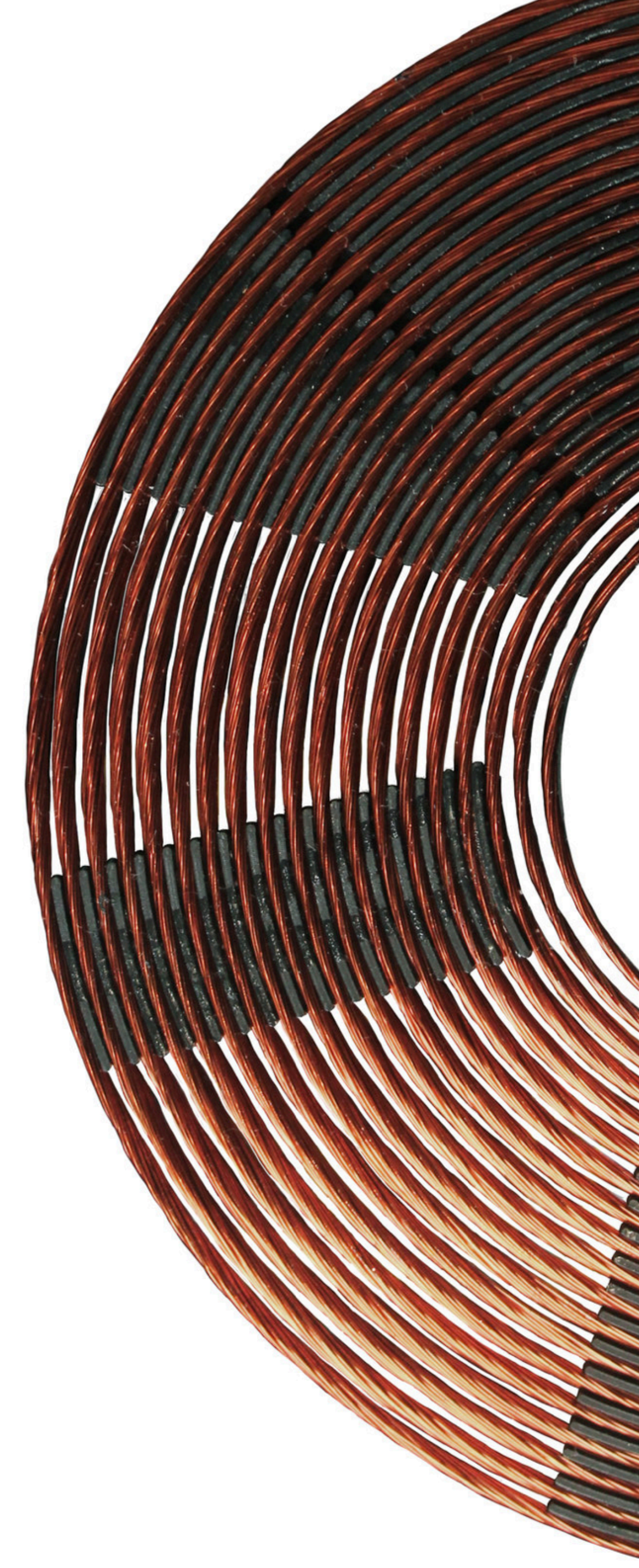
Working With Negatives



Minimizing
User Input



Cutting Edge Heating Element



3 The End Result

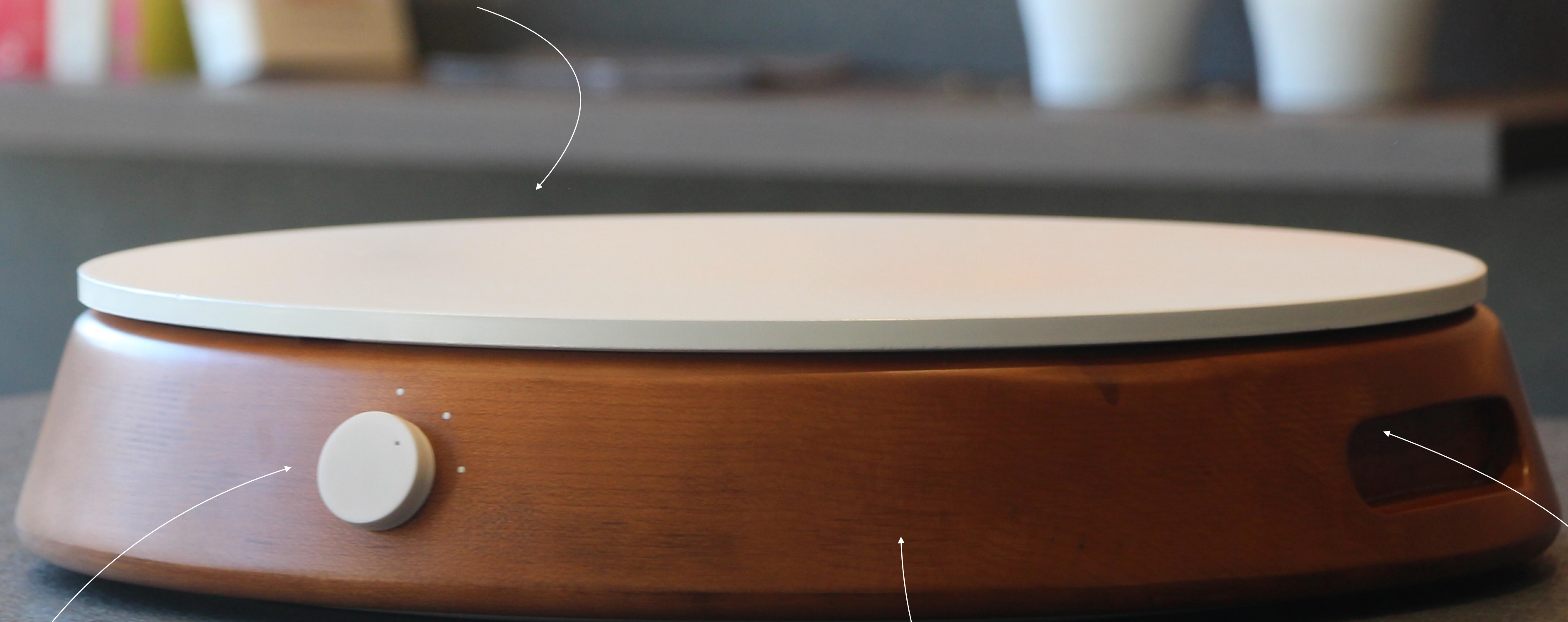


Glass-ceramic cooktop

Simple temperature setting

A single piece of wood

Ergonomic handles



Because of the electro-magnetic induction heating element, the device remains cool while cooking. This allowed us to use natural materials like wood and ceramic.





4 The Numbers



Competition

There are three major companies selling the mogogo.

All of them have a industrial finish.

Made out of cheap plastic that smells when heated.

All use a heating coil that is at least 20% less efficient than our technology.

Their heating elements are extremely dangerous when unattended.



Market

There are 30'000+ Eritreans and 450'000+ Ethiopians in the U.S. alone.

Almost every household has one of the older grills at home.

Suggested price is \$300 which gives a ceiling market of \$28 million for the US market. (Based on average household number)

Easily expandable to Europe, Middle East and Africa.



OUR MISSION

Safety and innovation without sacrificing
traditional and culture.





End

