



PROJECT: Zamcart Subsidy

LOCATION: Zambia, Africa

REQUEST: \$24,000

ORGANIZATION: **Acirfa** dba **A.ker.fa**
13556 Kibbings Rd.
San Diego, CA 92130

Website: www.akerfa.org

FOUNDERS: Dustin McBride (CEO)
Vaughn Spethmann (COO)

PROJECT SUMMARY:

In order to combat problems with affordability with the poorest entrepreneurs who could benefit from resources such as a Zamcart, Akerfa is raising money to help subsidize the ZamCart to make it affordable for farmers throughout Zambia. We believe that Zambia's need to put some money down in order to take "ownership" of the goods instead of being given the goods for free. At the same time, the product is priced at a high price because of quality and import costs that Zambikes is working on dropping. In order to clear the inventory that is already in country and distribute more Carts, Akerfa is subsidizing \$100.00 from each cart (240 carts total). This will put the Cart into a buyable price for the majority of the Zambian small-scale farming market.

2011 Project Goal: Distribute 240 ZamCarts throughout Zambia to Small-scale farmers to increase their productivity.

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WHO WE ARE

Akerfa exists to raise awareness and directly support start-up bicycle social enterprises in developing countries with capital and professional consultancy until sustainability is attained. But it is not just a bike. Bikes and carts provide the means to acquire better jobs, the ability to provide for one's family, affordable transportation and access to education and medical care.

Akerfa and its first bicycle social enterprise based in Zambia, Zambikes, have had many successes over the last 4 years, including:

- Completing the distribution of more than 7,000 bicycles
- 750 Zambulances (bike ambulance trailers) and Zamcarts (bicycle trailers) distributed
- Employment of 40+ workers in Lusaka, Zambia
- Completion of the Zambikes Assembly Facility, Caretaker's house, and Zambikes Community Center

BACKGROUND

To date, Akerfa affiliate, Zambikes, has been welding Zambulances and Zamcarts in country, providing many jobs and producing more than 750 trailers to be distributed.

The World Bank, through their research using the Zambulances in the field, discovered that each cart was saving on average one to four lives per day. Catholic Relief Services used the 200+ Ambulance Trailers and Carts they purchased this past year in their projects throughout Zambia and have realized their need for similar carts in many of the nearly 100 countries they serve.

SOLUTION

In order to provide the relief Akerfa believes that bicycles and bike carts are capable of and to get them in the hands of more people, Akerfa proposes to subsidize 240 Zamcarts @ \$100 for each unit (total fund: \$24,000)

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BENEFITS

- *Price*: 50% cost cut to end user
- *Quantity*: Produce and send out more carts in more places
- *Impact*: Produce more jobs and increase wage on current jobs.
- *Quality*: High quality, long lasting carts at an affordable price.
- *Partnership*: Will be able to partner with more organizations to help meet their needs

COST BREAKDOWN

Total fund for this project is \$24,000 that will be broken down as follows:

\$100 Subsidy per cart

240 Carts receive subsidize price

\$24,000 total amount to subsidize.

IMPACT

With the initial subsidy of \$24,000, the first 240 carts will be able to *increase job creation and income* for the 240 Zambian entrepreneurs using the carts as well as the indirect impact on their families and entire communities. After the initial 240 Carts are distributed, Zambikes will then have to find the right price to continue to sell Carts into the community.

FOLLOW UP

Zambikes will measure the following factors for each Cart distributed:

1. Current wage before Cart received
2. What the Cart will be carrying
3. Increased wage with cart (30, 60, 90 day follow-ups)

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