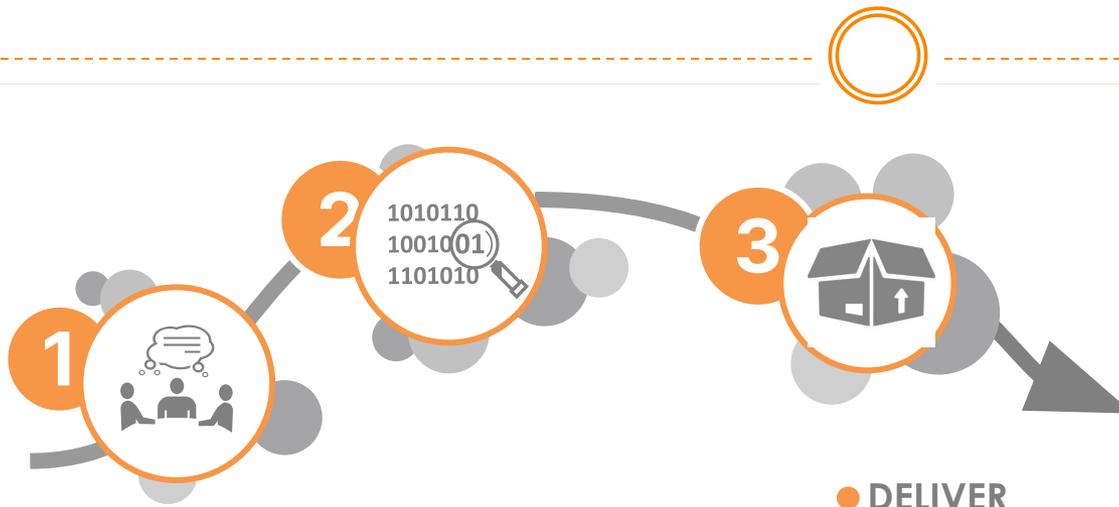


Frontier Markets has a proven track record on Co-Design, Test and Deliver



MARKET ENTRY

- ▶ Accessing the existing customer base of over 400K customers to provide product feedback
- ▶ Accessing existing Village Level Entrepreneur network to understand their needs as customers and their insights from rural households they serve

CO-DESIGN + TEST

- ▶ Meeting with customers and understanding their direct needs around productivity, safety and aspiration
- ▶ Using these needs we assess existing products on the market and determine if there's a need to co design
- ▶ Using 3D printing we create a low cost prototype that we then test in our target market to assess if it meets our customers needs
- ▶ We then iterate our design based on customer feedback, gathered from pilot testing and focus groups, until it meets their needs

DELIVER

- ▶ We co-design go-to market activities that are targeted based on our understanding of the customer, in relation to their village and their product needs
- ▶ We leverage our distribution network across multiple channels including Saheli's and Retailers to get the product to market

CASE STUDY:

RAKSHAK TORCH

Through this Co-design, test and Delivery approach we have successfully built a pull market

Rakshak Torch - Co Design Process

- ▶ Over 100K units sold
- ▶ Now the highest selling product in our product basket
- ▶ Product has evolved since initial manufacturer to further meet customer needs
- ▶ Distributed in 7 developing countries & in Europe