



Tradition With A Touch Of Modern



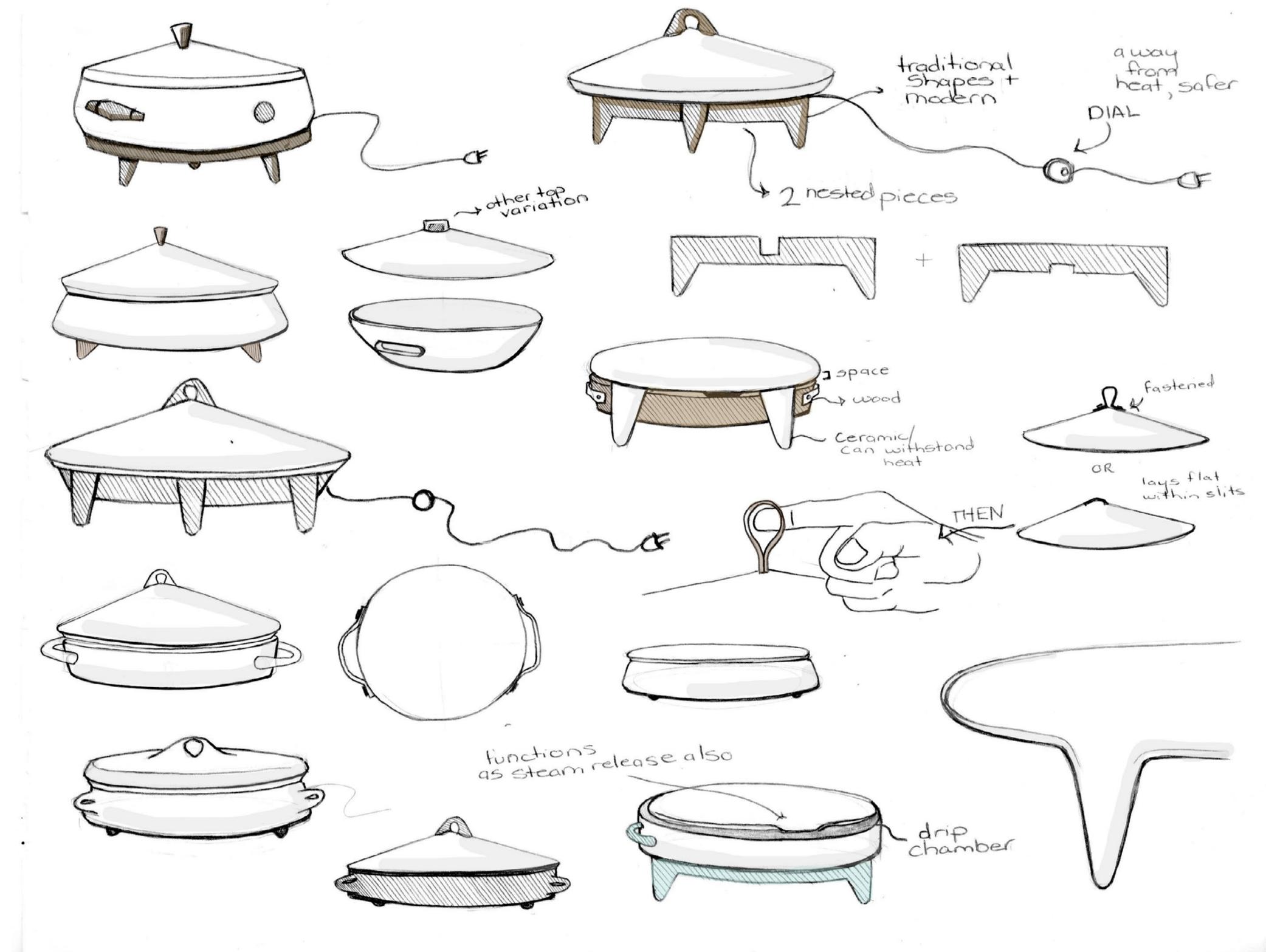
1 The Genesis



Inspired



Inspired

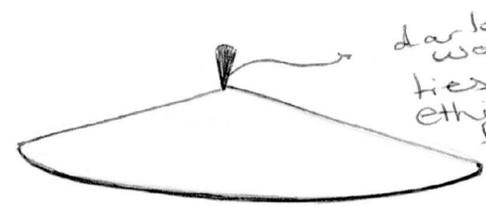
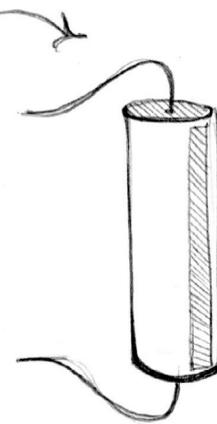


Inspired

PRIORITIES:

- ① light
- ② comfortable handles
↳ (not hot)
- ③ ties to ethiopian forms
- ④ cohesive form
- ⑤ sleek

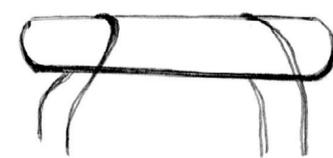
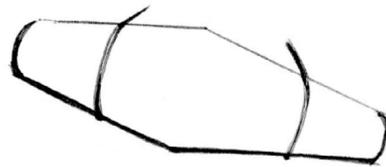
STYLING IDEAS:



dark wood,
ties to
ethiopian
forms

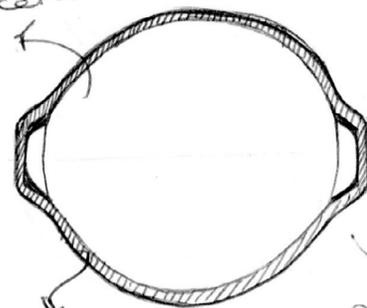
does it
fit the
"sleek"
style?

VARIATIONS:



* simple!
nice
wrap
around,
but not
much cultural
connection

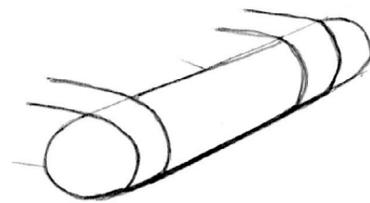
white
ceramic TOP



SIDE



more traditional...



* inspired
by
ceramics *

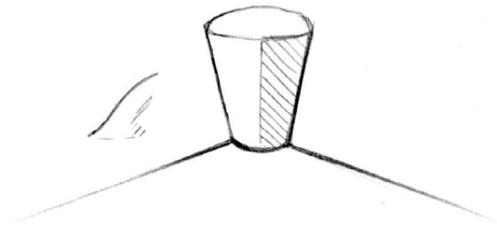
dark wood

↳ this would
be super cohesive.
must check about
manufacturing.

leather? good natural element
to connect with culture?
also sleek



merges
ceramic
style +
simplicity



2 The Process



Precision Milling



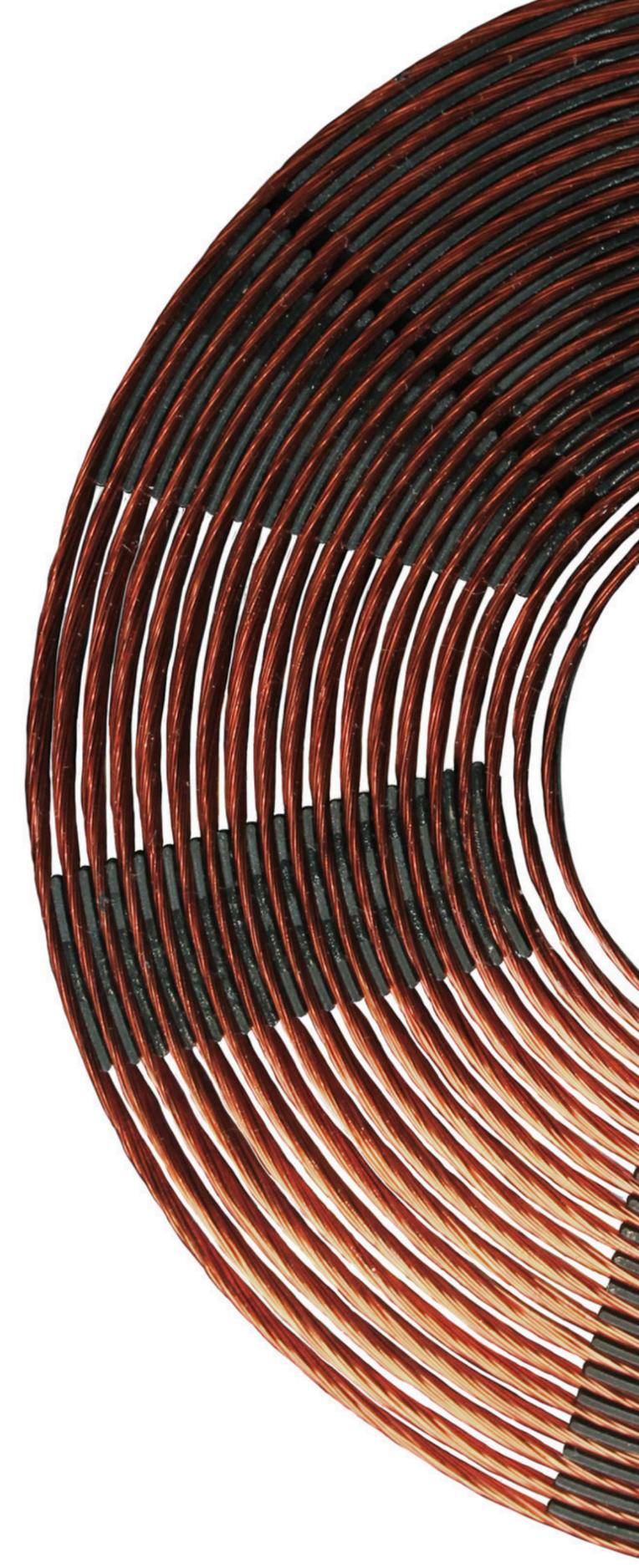
Working With
Negatives



Minimizing
User Input



Cutting Edge
Heating Element



3 The End Result

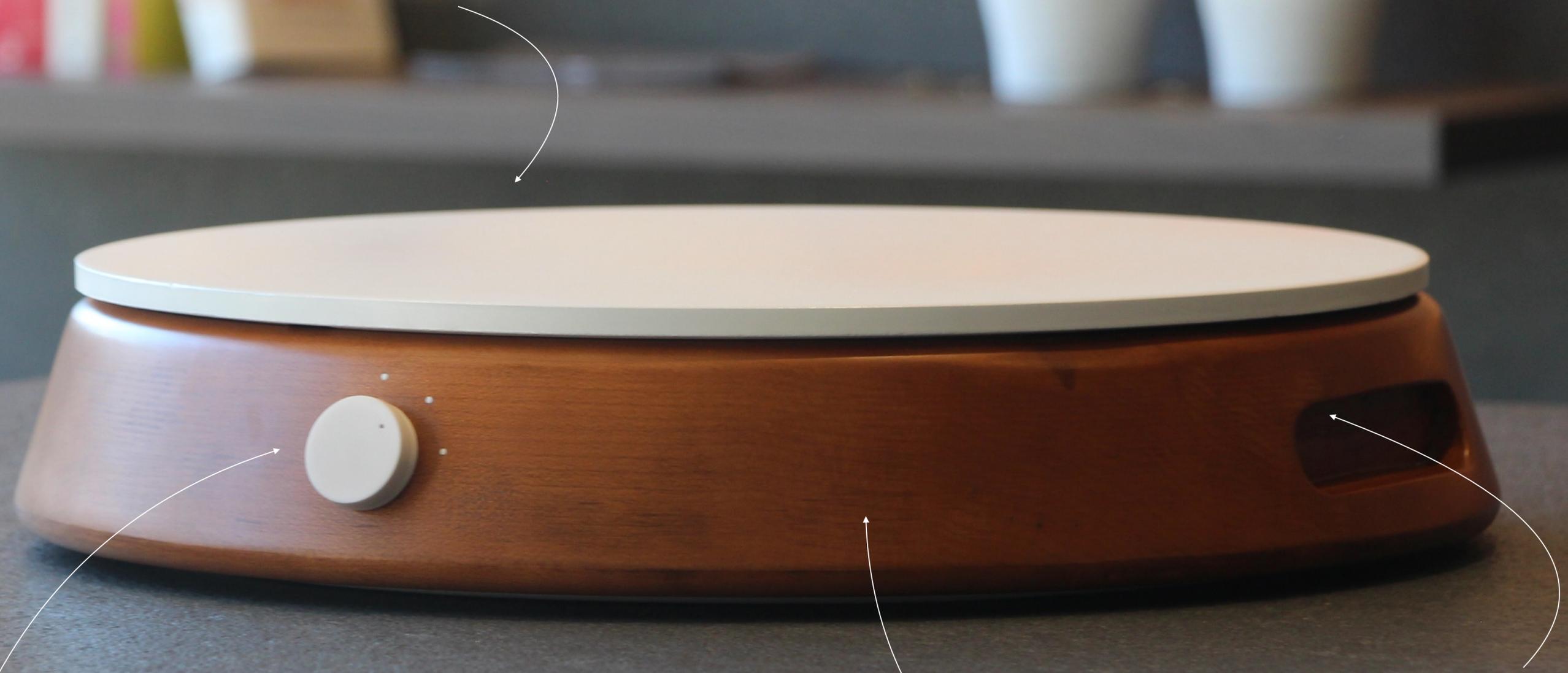


Glass-ceramic cooktop

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

