

## Company Key Info



**Founded:** 2009  
**Headquarters:** Brooklyn, NY

**Initial Investment:** 2011  
**Website:** [www.bioliteenergy.com](http://www.bioliteenergy.com)

## What Is It?

BioLite is on a mission to **empower people and protect the planet through access to renewable energy**. It does so by designing, manufacturing, and selling innovative consumer energy products across two distinct business segments: Outdoor Markets serves the energy needs of outdoor enthusiasts, primarily in North America, Europe, and Asia. Emerging Markets serves the energy needs of rural consumers in developing countries living in energy poverty, primarily in East Africa and India.

## New Market Disruption

New Market Disruptions occur when companies enter a market by providing viable solutions to non-consumers for whom no other options exist or for whom existing products are unaffordable or inaccessible. In emerging markets, many are living in energy poverty, forced to be off-grid and unserved by existing providers due to supply chain challenges, sales processes tied to wholesale or online distribution, and other perceived obstacles. Two elements – the company's technology and its business model – allow BioLite to serve these customers, even as others can't.

**The Technology** – BioLite has created affordable, durable products that harness surrounding energy to **cook, charge, and light** daily life for off-grid households. Of particular note is the company's HomeStove, which generates electricity as open flames heat up the unit. This electricity can be used to charge devices, such as cell phones and LED lights, and also powers a fan that drives air into the combustion area, causing fuel to burn more efficiently and reducing smoke by up to 90%. To nearly half the planet still cooking on indoor, open-wood fires that emit toxic smoke, BioLite's HomeStove provides economic incentives for their purchase and continued use, ensuring the sustainable delivery of health and environmental benefits.

**A Distinct Business Model** – BioLite's Parallel Innovation model reinvests a portion of every sale from the Outdoor Markets segment into the company's work in emerging markets, enhancing adoption at locally viable price points.

### BioLite HomeStove

- ✓ Generates Electricity
- ✓ Reduces Smoke By 90%
- ✓ Uses 50% Less Wood

### BioLite SolarHome 620

- ✓ Pay-As-You-Go Enabled
- ✓ Up To 24 Hours Of Light
- ✓ Modular design for expandable panel connection

The company's Kenya-based Emerging Markets team in turn works closely with strategic partners in over 20 countries to provide last-mile distribution, training, and financing to customers.

## Making Life Brighter

Thanks to BioLite, millions of people in the developing world are gaining access to energy less expensively, more efficiently, with less environmental impact, and with lower health risks than ever before.

