

<p>New Entrepreneur (NE) Name & surname: Markus Espeter Country: Germany Sector: Engineering Name of business: Ingravity Marketing Website: www.glow-energy.de</p>	<p>Host Entrepreneur (HE) Name & surname: Paul Gevers Country: Netherlands Sector: Travel Name of business: Marketing Bright Website: www.matoketours.nl Details of the exchange</p>
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2. Response (inputs and outputs)

The company of the NE developed a prototype of an energy saving stove as an innovative assembly set. They raised 10.000 Euro before the start of the exchange in a crowdfunding campaign, which allowed them to build 100 prototypes. The NE took some of them with him to the HE and accompanied the HE to Uganda. In Uganda, they had the chance to test and further develop the prototypes and establish contacts to potential clients (organisations, who help to access the market, distributors).

The HE is co-owner of a travel agency specialised in travel to Africa. They seek way to reduce the carbon footprint of travel to Africa as part of their CSR and marketing strategy, which motivated them to collaborate with Glow Energy. As a travel agency they have a strong regional network in Africa, their potential door opener function made them a valuable partner for Glow Energy.

3. Results (outcomes-impacts)

Matoke Tours: Besides the CSR aspect the NE was able to support the marketing of the HE to the German market in terms of strategic plans, concepts and the development of a new German website that Matoke Tours is using now.

Glow Energy benefited greatly from the door opener function of the HE. Markus Espeter learned how to establish a business and deal with partners in Africa and was able to develop Uganda as the first target market of the Glow Energy. Strategic contacts were developed; networks were built with expats, development organisations. Glow energy became member of the Uganda National Alliance on clean cooking, which is part of the Global Alliance on Clean Cooking.

Based on the test the prototype was further developed; a new combustion chamber had to be constructed because of the feedback of 5 test families, who had tested the prototype for 3 weeks in their household.

After returning home Glow energy was supported with pitching towards potential investors. As part of the after-care-service for Alumni of the EYE programme Markus Espeter had the chance to participate in the eban (European Trade Association for Business Angels, seed funds and other Early Stage Market Players) Winter University in November 2015 in Copenhagen, where he pitched in front of the Global investment forum. Furthermore Glow Energy applied for a 100.000 Euro loan with the German KfW bank and are ready to build a factory for the production of the assembly sets.

Markus Espeter enjoyed the support by the EYE programme a lot including the impulses from the OPEN-EYE on-line coaching, which accompanied the stay abroad.

4. Evidence:

✓ Quote from Markus Espeter: "The EYE programm is a great way to gain lots of experiences from established businesses. For GloW it was very important to have the HE functioning as a door opener, especially for starting a business in an unknown environment

like East Africa. The shared experience of my HE was very helpful and supported us in a way to prevent a lot of pitfalls. A good relationship with professional discussions was established and I was able to bring my entrepreneurial skills and experiences to another level.”

✓ Quote from Paul Gevers: "Collaboration with young entrepreneurs gives you the chance to see your business from another point of view and to gain some fresh input. I was likely to give Markus an insight on how the East African business works, especially in terms of challenges and impacts of governmental bureaucracy when you own a company that is based in Europe.

In exchange Markus has delivered additional marketing resources and a way forward in terms of corporate social responsibility and CO2 off-setting. For me, the greatest benefit of the programme is the long term value that gives you possibilities to create and cooperate with other Europeans. As a travel agency and a manufacturer of stoves we are now 'United in diversity'. ☺

Pictures:



Figure 1 Assembly of energy saving stove



Figure 2 Presentation of assembly set



Figure 3 Team of Matoke Tours



Figure 4 the fully functional stove