Bamboo in the Mainstream
IPHONE – IZING
BAMBOO
1 Million units sold
Mainstream: Criteria for success

1 Million units sold
500K Hits Google search
Mainstream Market

Retail vs On-line
Project

FROM AMAZON TO AMAZON.COM
Project Mission

Empowering bamboo artisans by taking their products from the villages directly to the online global markets.
Process

Step 1: Help bamboo farmers and artisans making and designing products fit for the online market.

Step 2: Market their products through top online sites.

Step 3: Consolidate logistically all orders at a central warehouses.

Step 4: Use logistics Cos such as FEDEX, DHL to ship products to a consolidated warehouse in the USA and then ship to customer homes.

Step 5: Artisans make healthy profit for their work. They become global entrepreneurs.
BRING POWER TO THE ARTISANS
Bamboo Architecture in the Mainstream
Solar Decathlon: Irvine California
Wall Street Journal: $1M
Bamboo House
What’s next?

Bamboo Skyscrapers
Scandinavia
Paris
Bamboo Skunk Work in Europe
Breakthrough

Bamboo floor slabs which can take up loads of 1000kg per square meter with a span of 4m
Skyscrapers

Many challenges ahead
Bamboo for Humanities
The art of giving
Thank You