

# Bamboo in the Mainstream



Zero Emission World

IPHONE – IZING  
BAMBOO







# 1 Million units sold



# Mainstream: Criteria for success

1 Million units sold  
500K Hits Google search



# Bamboo Events





# 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.

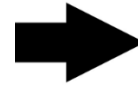
Step 2: Market their products through top on line sites.

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.

# PROCESS



**BRING POWER TO THE ARTISANS**



# Bamboo Architecture in the Mainstream

# Solar Decathlon: Irvine California









# Wall Street Journal: \$1M Bamboo House













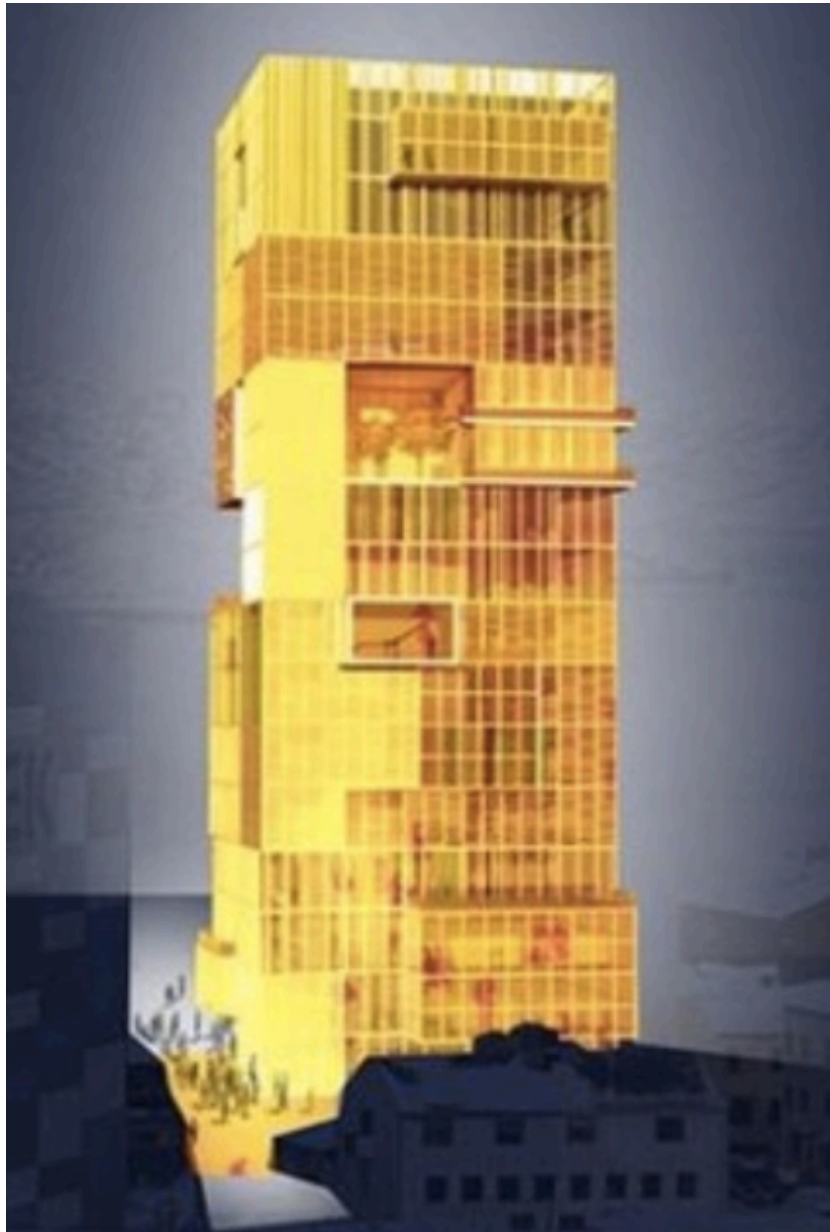




What's next?

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