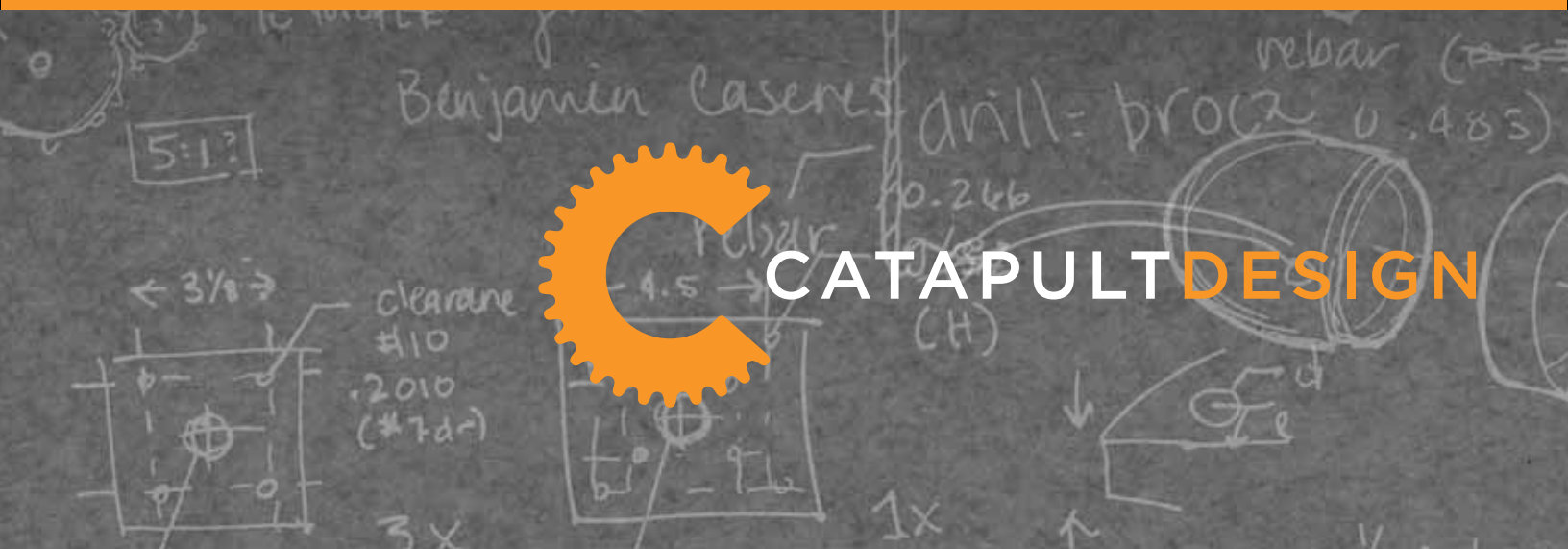


2009 ANNUAL REPORT



CATAPULTDESIGN



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HELLO FROM CATAPULT

Dear friends and supporters of Catapult,

At the close of our first year in operation, we are proud of what our team has accomplished in the last twelve months. The following pages represent Catapult Design's body of project work in 2009.

We worked on a diverse range of transformative products and technologies for a variety of non-profit and for-profit partners. We continued to build our renewable energy expertise with wind and solar projects, and forayed into our first water and economic development related projects. From testing wind turbines in the NASA-Ames wind tunnels to cycle testing Tanzanian LED lamp batteries, the expertise Catapult is building is valuable not only to our clients, but to the design and development community as a whole.

Catapult is fortunate to have a close network of hard-working individuals supporting the organization who devote their time and energy to completing project work, organizing donor events, running outreach activity, and building internal infrastructure so that project work runs smoothly and efficiently. In addition, the unsolicited external support we received in 2009 intensifies our commitment and encourages us to dream bigger.

As we move into 2010, our growing portfolio positions us for more exciting work and steady organizational growth. It will be a year of building new relationships and forming new alliances as the social impact design movement expands.

The majority of our world lives without access to clean water, medical treatment, or even a simple light source. Effective use of technology can change that. This continues to be our mission and will remain focus for the years to come.

We are very grateful for your continued enthusiasm and support of our work. We value our opportunity to help make positive change in this world. Thank you for being a part of this important endeavor.

Sincerely,

Heather Fleming
Chief Executive Officer

Tyler Valiquette
Chief Operations Officer



ABOUT CATAPULT

OUR MISSION

The majority of our world's population lacks access to life's basic needs. We develop and implement human-centered products to help them thrive.

WHO WE ARE

Catapult Design is a non-profit design firm providing engineering and implementation support to the thousands of organizations in need of technologies or products capable of igniting social change. We are engineers, designers, implementers, and educators - we design products, introduce technologies, and foster trends that are appropriate, self-sustaining, environmentally friendly, socially responsible, and culturally sensitive.

THE OPPORTUNITY

A single effective product has more potential for worldwide impact - by providing clean water, food, shelter, energy, or income - than any other existing development approach. Through the introduction of inexpensive and simple yet life-altering products, the lives of more than 2 billion poverty-stricken people around the globe can be dramatically improved.

However, few organizations possess the technical expertise to design, develop, and manufacture these transformational products, even those with extensive service networks. And as the centers of economic activity continue to shift toward emerging economies, these products are becoming increasingly viable in the market place.

OUR MODEL

We focus on those opportunities where our services can be highly leveraged by partnering with organizations that have the capacity to bring our solutions to scale. Our product development, in-country implementation, and evaluation services are sold for a fee negotiated on a client-by-client basis. Capital and operational costs are funded by both private and institutional donors.

TEAM

Heather Fleming, Founder, Chief Executive Officer
Tyler Valiquette, Founder, Chief Operations Officer
Dr. Charlie Sellers, Technology Specialist
Morgan Springer, Development Strategist
Danny Alexander, Design Specialist
Lauren Peters, Marketing Assistant
Emily Eisenhart, Research & Strategy Associate

ADVISORY BOARD

Ralf Hotchkiss, Founder, Designer of Whirlwind Wheelchair
Kurt Kornbluth, Director of the UC-Davis Program of International Energy Technology
Chris Tacklind, Founder of TwillTech
Jocelyn Wyatt, Head of IDEO Social Impact
Brian Lamb, Principal at Elevate Design Consulting
Gary Zieff, President, dissigno

OUR PROCESS

ASSESS

In the assessment phase of the design process we help our clients determine their technical and end-user needs as well as clearly identify both their project objectives and constraints. By performing ethnographic research in the field and evaluating existing technology solutions, our designers help evaluate the root-causes of the problem our clients are working to address as well as assist them in selecting the best possible next-steps to ensure success.

DESIGN

Catapult Design employs a creative approach to product development that begins with product concept generation and evaluation based upon our findings in the Assessment Phase. After working with a client to select the most promising design concept(s) we proceed to prototyping and testing - this stage is iterative: we build, test, and build again based upon what we have learned. This cycle repeats until a viable design is produced and we can then move on to design documentation before finally delivering the end product to our client.

IMPLEMENT

Implementation is often the most challenging stage of any developing world technology initiative: how do we get the product to the people who need it? how do we then get them to purchase it? to use it? to build businesses around it? Catapult Design can help our clients with these considerations and many more. From establishing manufacturing processes to implementing distribution chains and developing culture-specific marketing strategies, our experience in bringing products to market in emerging economies will prove instrumental in ensuring the success of both our client's product and their mission.

EVALUATE

Evaluating real impact is a vital, yet often overlooked part of any product introduction. This unique Catapult Design service emphasizes strategies for defining, collecting, and analyzing environmental, social, and/or economic data for use in evaluating the efficacy of a product. We work with our clients to define appropriate metrics that will prove how effective, and valuable, their product is. This data frequently proves instrumental in efforts to improve the product, secure additional funding, and to establish the design as a proven and recognized success.



CATAPULT PROJECTS

OUR WORK

Our core offerings include the assessment, design development, implementation, and impact evaluation of products and technologies in collaboration with both non-profit organizations and for-profit companies. Our team has successfully executed products throughout the developing world. Here are a few projects we worked on in 2009:



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HARNESSING THE WIND



REGION: Quetzaltenango, Guatemala, Central America

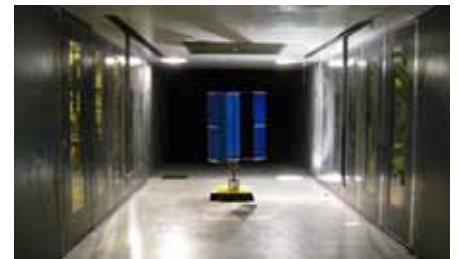
PROJECT PARTNERS: Appropriate Infrastructure Development Group (AIDG), Engineers Without Borders (EWB-USA)

FUNDING AGENT: Engineers Without Borders (prototyping materials)

DESCRIPTION: In Guatemala, like many places around the world, thousands of rural families lack regular access to electricity. Due to insufficient energy infrastructure, they're forced to light their homes with dangerous kerosene lamps, use expensive disposable batteries to power radios, and travel long distances and pay exorbitant rates to charge their mobile phones.

In locations with prodigious wind, such as the Quetzaltenango Department of Guatemala, a small wind generator capable of charging a car battery would be an ideal way for these families to meet their modest needs: saving time, money, and improving the health and environmental impacts of their energy consumption. Working with the Appropriate Infrastructure Development Group and Engineers Without Borders, Catapult is designing a locally manufacturable small-scale wind-turbine that can provide 10-20 Watts of power for approximately \$100.

UNIQUE OPPORTUNITY: The end of September 2009 saw a major milestone for the wind turbine project - Catapult was able to test the turbine in a wind tunnel at the NASA-Ames research center in Mountain View, CA! The experience in the advance testing labs produced an enormous amount of data - including insight as to how many watts the turbine will generate at a given wind speed - for use in future design iterations. This was all made possible by the generous donation of the facility by the US Army Aeroflightdynamics Directorate, which leases the tunnel from NASA.



WATER TRANSPORTATION



REGION: Rajasthan, India

PROJECT PARTNER: Hippo Water International (HWI)

DESCRIPTION: The vast majority of the world's population transport water to their homes from a local source. A 5-gallon bucket carried on the head is the status quo, but increases the risk of spinal injury and only provides enough water for one day's use. Hippo Water International's product, The Hippo Roller, is a rolling 24-gallon water drum that enables safer and easier transport of water.

In an effort to explore product line expansion, HWI asked Catapult to investigate water sanitation methods and conceptualize their integration into the Hippo Roller. In response, Catapult conducted a rapid exploration of water usage and products currently on the market for water treatment, and then evaluated the engineering and cost feasibility of various water treatment options for the Hippo Roller. Conceptual development considered the impact on the current design, manufacturing, and user-perception.

"I love the work they do - Catapult is professional, thorough and thoughtful."

- Cynthia Koenig, Hippo Water International



SOLAR HEALTHCARE

REGION: Ruli District, Rwanda

PROJECT PARTNERS: The Ihangane Project (TIP), Solar Electric Light Fund (SELF)

FUNDING AGENT: The Ihangane Project

DESCRIPTION: Seven health clinics in Rwanda's Ruli District serve 120,000 community members, providing medical care for people who can't make the long walk to the main hospital. The clinics provide HIV medication to thousands of patients, but they need some access to electricity in order to distribute it. Only two of the seven clinics have any access to electricity, however, and the others have little to no power at all. The Ihangane Project is working to install or refurbish solar panels for these clinics that will provide for their present and future power needs.

Catapult's role in the project was to ensure that each health center received an adequate, affordable, and reliable photovoltaic (PV) system. This included understanding and assessing the current and future needs of the clinics, assisting with vetting local vendors, accounting for a proper maintenance and training program for clinic staff, and overseeing the panel installation. As part of this project, Catapult completed an energy assessment, helped TIP secure a partnership with SELF, and established a plan for solar panel installation in summer 2010.



“Even this seemingly small effort will make a tremendous difference in their treatment of patients and communication efforts with the rest of the health clinic network.”

- Heather Fleming, Catapult Blog



LIGHTING AFRICA

REGION: Tanzania, East Africa

PROJECT PARTNERS: dissigno

FUNDING AGENT: dissigno

DESCRIPTION: More than 1 billion people around the world rely on kerosene lamps to light their homes and businesses when the sun goes down. Not only is kerosene expensive, but its flames are dangerous and the smoke poses serious health risks, adding to the 1.5 million deaths per year caused by indoor air pollution. LED lights, although initially more expensive than kerosene lamps, last years longer, produce brighter light, and can prevent the environmental and health related effects of kerosene flames.

Catapult supported dissigno as they established an off-the-grid lighting project that could bring “pedal powered” LED lamps to 3,000 homes in Tanzania. By evaluating the vast array of LED lamps on the market and defining metrics to help dissigno select the most appropriate and effective system, Catapult played an instrumental role in ensuring that these families receive the most effective, sustainable lighting possible.



“They’re fun, effective and efficient. Catapult understood the constraints of working in our market due to past experience. This saved us time and resources.”

- Gary Zieff, dissigno



DURABLE SPORTS EQUIPMENT

REGION: East Africa

DESCRIPTION: Throughout Africa many sports for development organizations run athletic camps teaching children and young adults popular sports in conjunction with important life skills such as conflict resolution, gender equality, and HIV prevention. However, the athletic equipment required to run these camps is often expensive and wears out quickly - forcing the camps to rely on donated equipment or homemade alternatives.

Catapult is researching sports programs to identify methods of supporting existing and planned programs for underprivileged communities throughout the continent. Our goal is to understand the efficacy of existing methods and how we can improve access to the equipment and resources needed to increase outputs, as well as build the local economy.

This project is on-going, but in 2009 Catapult conducted in-depth market research, identified product opportunities and challenges, evaluated strategic risk for various concepts, developed a framework for making design decisions, and recommended a product design strategy for moving forward. In 2010, Catapult will continue working with its client (at this time, not publicly announced) to develop a product capable of significantly contributing to the operational viability of sports for development organizations.



CATAPULT WORKSHOPS & EVENTS



DESIGN WORKSHOPS

Catapult hosts design workshops that focus on our approach to product design for impoverished communities, the principles of human-centered design, and our own successes and failures with project work.

While the concept of appropriate technology has existed for decades, the role human-centered design should play in development has only recently begun to be addressed. Successful technologies incorporate good design. However, how do we design for a user whose culture is so far removed from our own? How can we anticipate and determine the values of our users?

Workshops are organized for conferences and other large-group settings and include half-day instruction and hands-on project work with our team of designers. If you're interested in hosting a Catapult Workshop, contact info@catapultdesign.org for price and availability.



SPEAKING EVENTS

Net Impact's SF Monthly Gathering, *Sustainable Design*

IEEE's Humanitarian Technology Challenge, *Funding Strategies for New Products*

When She Speaks SF, *Women Leading Innovation*

SD Forum, *Women and Technology in Developing Nations*

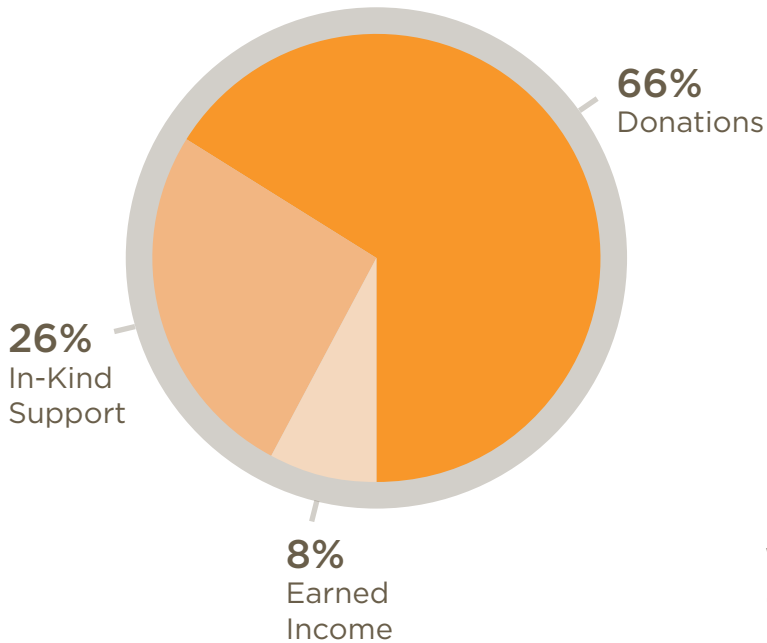
Influx Curated 2009, *Design and Behavioral Change*

Net Impact's Footprints 2009, *Social Entrepreneurship*

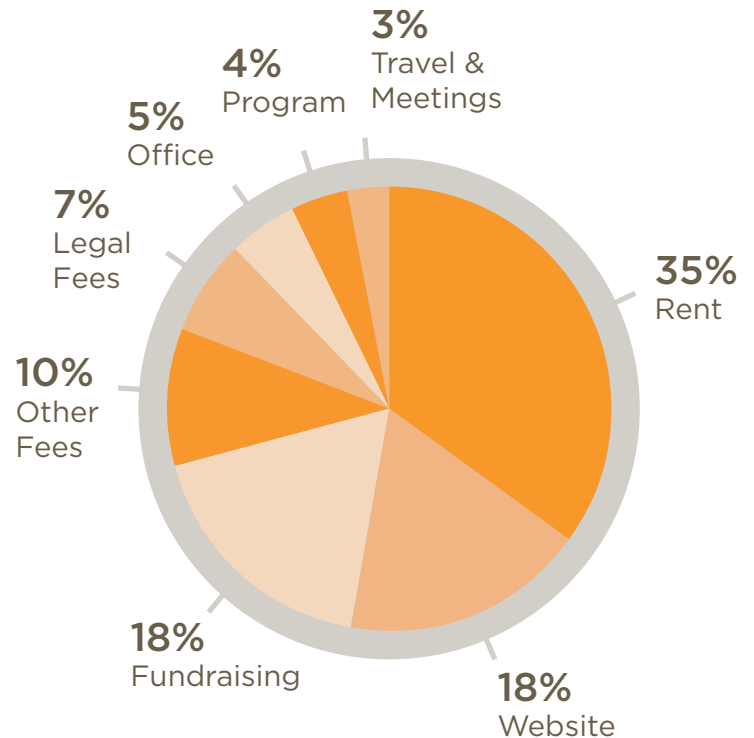


2009 FINANCIAL SUMMARY

TOTAL REVENUE



TOTAL EXPENSES



REVENUE

Support & Revenue	
Earned Income	\$4,556.09
Donations	\$39,441.89
In-kind Support	\$15,802.97
Total Revenue	\$59,800.95

EXPENSES

Expenses	
Program	\$608.07
Management	\$26,852.12
Fundraising	\$2,566.21
Total Expenses	\$30,026.40

NET REVENUE **\$29,774.55**

ASSETS + LIABILITY

Assets	
Cash	\$11,550.99
Accounts Receivable	\$2,400.00
Donations Receivable	\$23,221.00
Total Assets	\$37,171.99

Liabilities	
Founder Advances	\$6,967.46
Accounts Payable	\$1,360.85
Total Liability	\$8,328.31

NET ASSETS **\$28,843.68**

Net Assets (beginning of year)	-\$930.87
Net Assets (end of year)	\$28,843.68
Change in Net Assets	\$29,774.55

CATAPULT DONORS & SUPPORTERS

Aeroflightdynamics Directorate (AFDD)
Danny Alexander
American Society of Mechanical Engineers (ASME)
Will Anderson
Architecture for Humanity
Koichi Arimitsu
Cecely Barneson
Eric Bennett
Stas Bondarenko
Catherine Campbell
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Maria Wodin
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Jocelyn Wyatt

** We do not list donors who wish to remain anonymous.*

You have helped make our important work possible.

THANK YOU!



CONNECT WITH CATAPULT

Keep current on project opportunities, news, and events.

CONNECT

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VISIT ON THURSDAYS

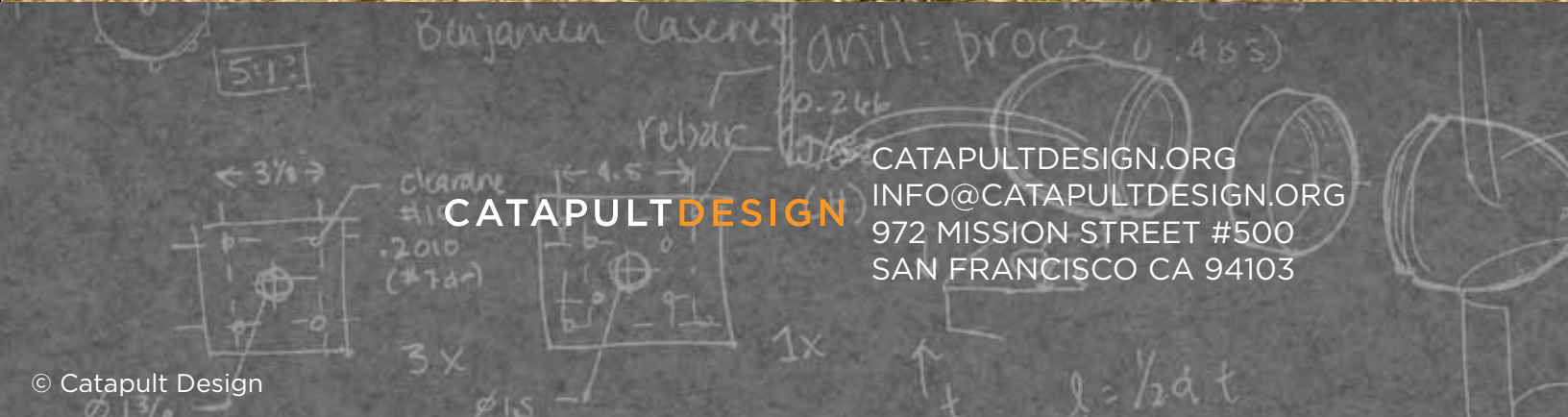
Catapult Design Open Studios, 3-5pm, every Thursday. Have a question about Catapult, want to see the wind turbine, or are you working on a cool project that we'd be interested in? Stop by our studio during Open Studio hours, every Thursday at 972 Mission St. (5th floor) in San Francisco!

SUPPORT

Support Catapult's efforts to bring engineering and design services to those who need it most. Every amount counts! Your donation will support materials and prototype budget for our project work, the tools (from wrenches to software) our designers need to get the job done, assessment and implementation travel to our field partners, and our designers who are committed to using their skills to make a difference.

[Give by check or online!](http://www.catapultdesign.org/contribute/donate) www.catapultdesign.org/contribute/donate





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