

**ENERGIZE & EMPOWER**



**One Degree  
SOLAR**

Prepared for the United Nations Foundation

# Approachable, User-Friendly, and Durable. Design and Utility Patents Issued.

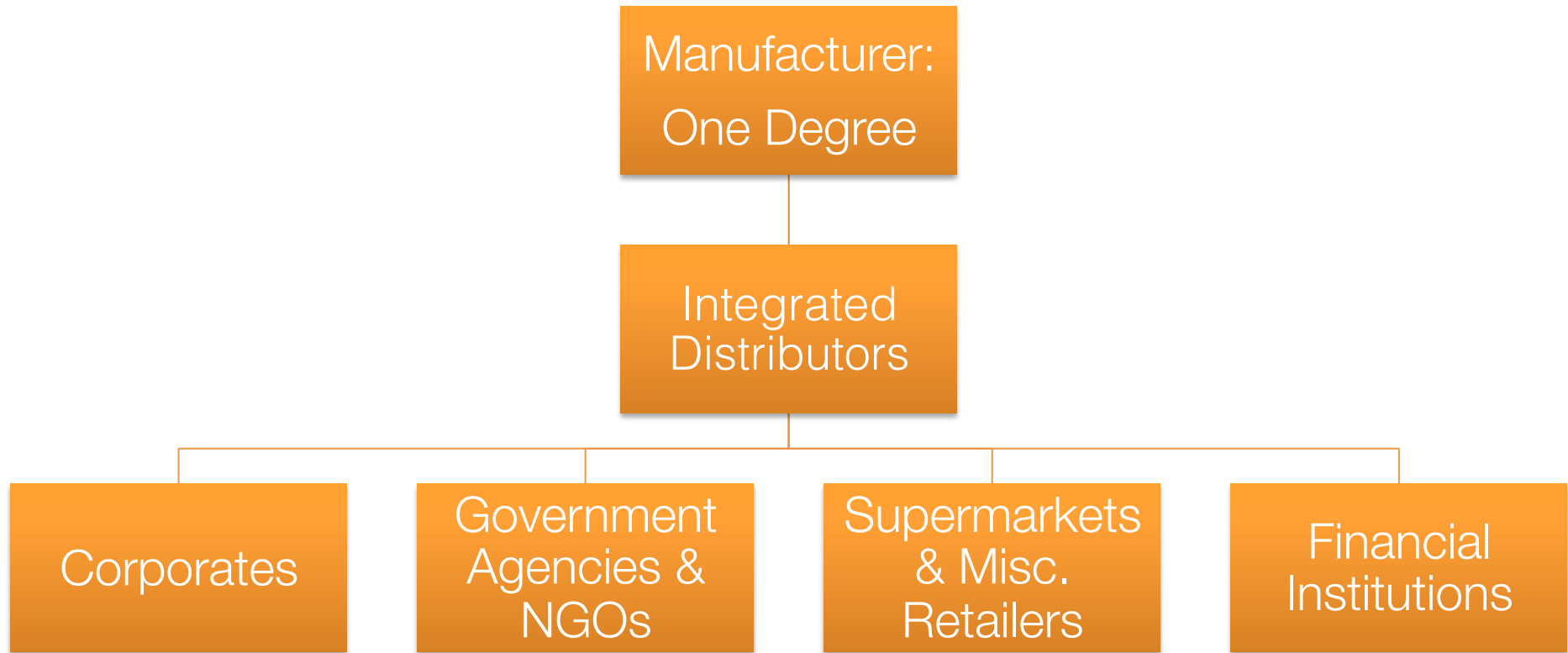




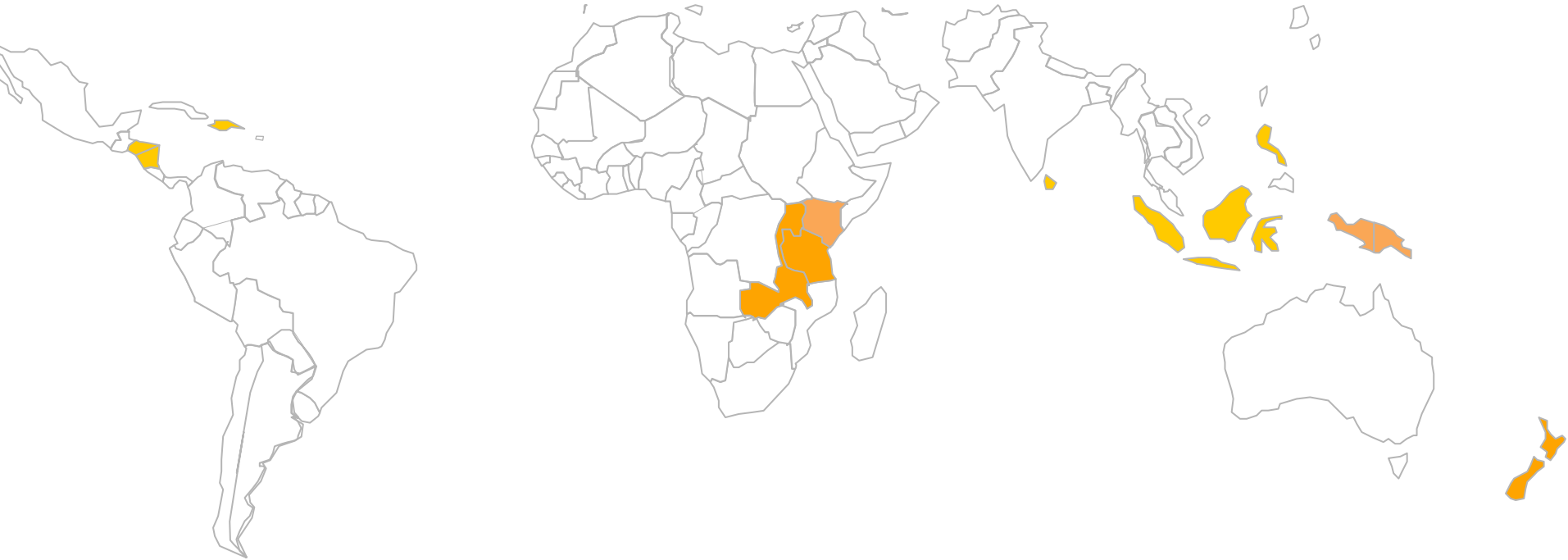
# Need for Innovative Supply Chains and Customer Support to Facilitate Decentralized Energy Solutions



# Integrated Distribution Network: Proven, Profitable Business Model Across Time + Industry



# BrightBox now sold in 10+ countries, primarily in East Africa



- Reached over 200,000 individuals with small team
- Secured thousands of leads following international press
- Signed over \$1M worth of sales contracts for 2015
- Developing new Distributors + Products to meet growing demand



# Various High-Volume, Opportunities in ODS Network

## Existing Route-to-Market Channels via Established ODS Partnerships:

- Large solar retailers
- Large ‘modern trade’ retailers (e.g. Nakumatt)
- Gas stations, point-of-sale locations for fuel
- Banks and MFI networks
- BOP-focused, “Last-Mile” distributors
- Coca-Cola bottlers + kiosks

Low Customer Acquisition Cost,  
High Lifetime Value



# Nielsen Findings: BrightBox Reduces Operating Expenses, Extends Work Hours, and Increases Sales



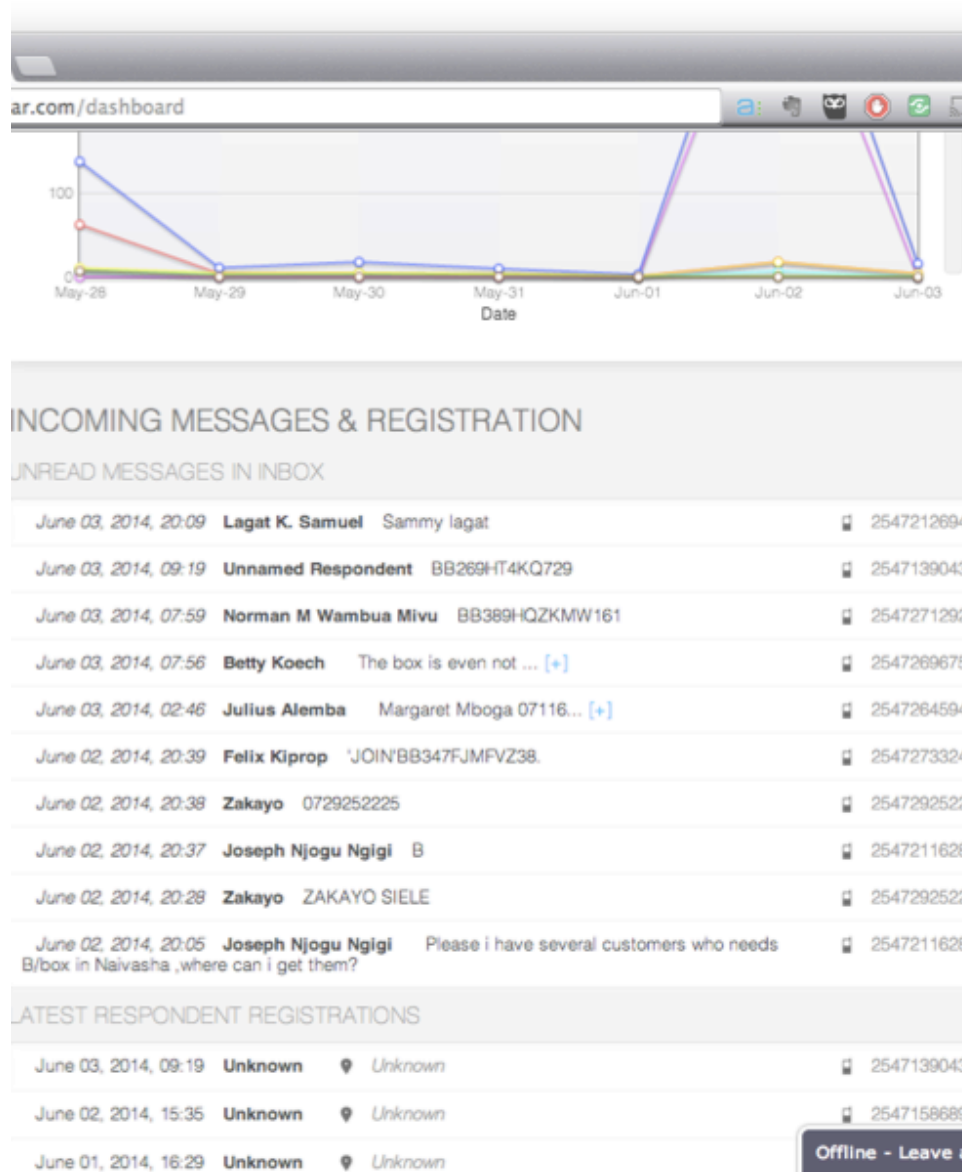
nielsen  
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Project-specific data provided by Nielsen research

# ODS Mobile Platform: Real-Time Customer Engagement and Support



- 24/7, Free SMS:
- Customer support
- Product education
- Maintenance tips
- Customer feedback





# ODS Mobile Platform: Tool to Measure Social Impact and Business Performance

- December 8, 2014 Impact Survey Results: Social, Economic, and Environmental Benefits of BrightBox
- Customer Testimonials\*:
  - *“I stopped buying kerosene. Now I only use One Degree Solar light.”* – Esther J. (Nakuru County)
  - *“My BrightBox has saved my parents from walking to the center to charge their phones.”* – Julius O. (Nairobi County)
  - *“I have saved so much money which if put together is enough to purchase a laptop.”* – Jane M. (Bungoma County)



\*Messages translated from Swahili

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Together, We Power the Modern Lifestyle.