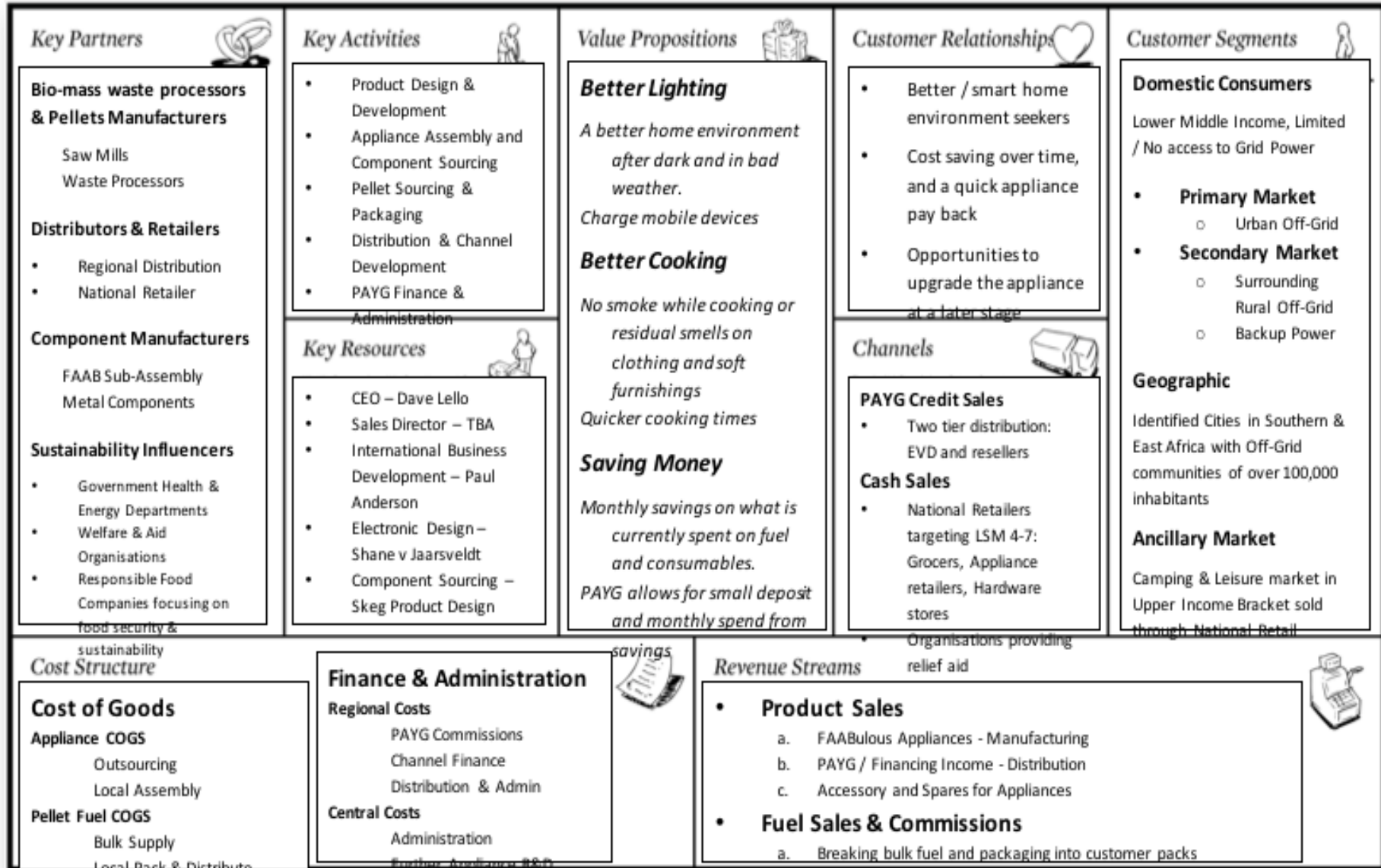




Lessons learned during and after  
Global Cleantech

# Primary Needs Analysis

- What do customers need / want?
  - What do founders / partners want?
  - What is the technology situation?
  - What factors will drive the market?
  - What journey will serve the business best?
- 
- BMC is an iterative model & documents the journey
  - Surveys, Pilots, & Technology reviews affect it
  - It forms the basis for a detailed business plan
  - It is not the end of the road, just the beginning...





### Smokeless Cooking

Pilot shows demand for cooking solution.

Designed Cooker as add on to Battery

Battery Concept Piloted



### Bluetooth PAYG

PAYG required for customer affordability

Volume Production for manufacturing to lower cost

Khaya Power partnership ended. Ekasi Energy to explore volume micro-financing model.

2014

2016

2013

### Rentable Battery

KHAYA POWER partnership formed between Billy & Dave

Winners of SAB Foundation prize for Battery Concept

Decision to build and test electronic platform



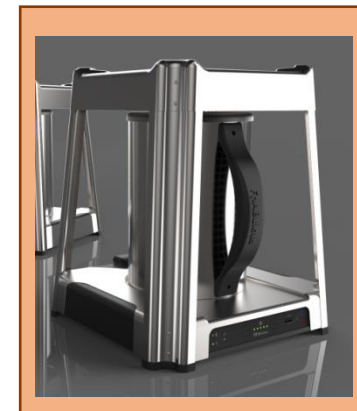
2015

### 2 in 1 Appliance

Combination Power Appliance

Entered GCIP 2015 Competition

Piloted Stove concept with the help of team from Delft TU



2013




2015

2016

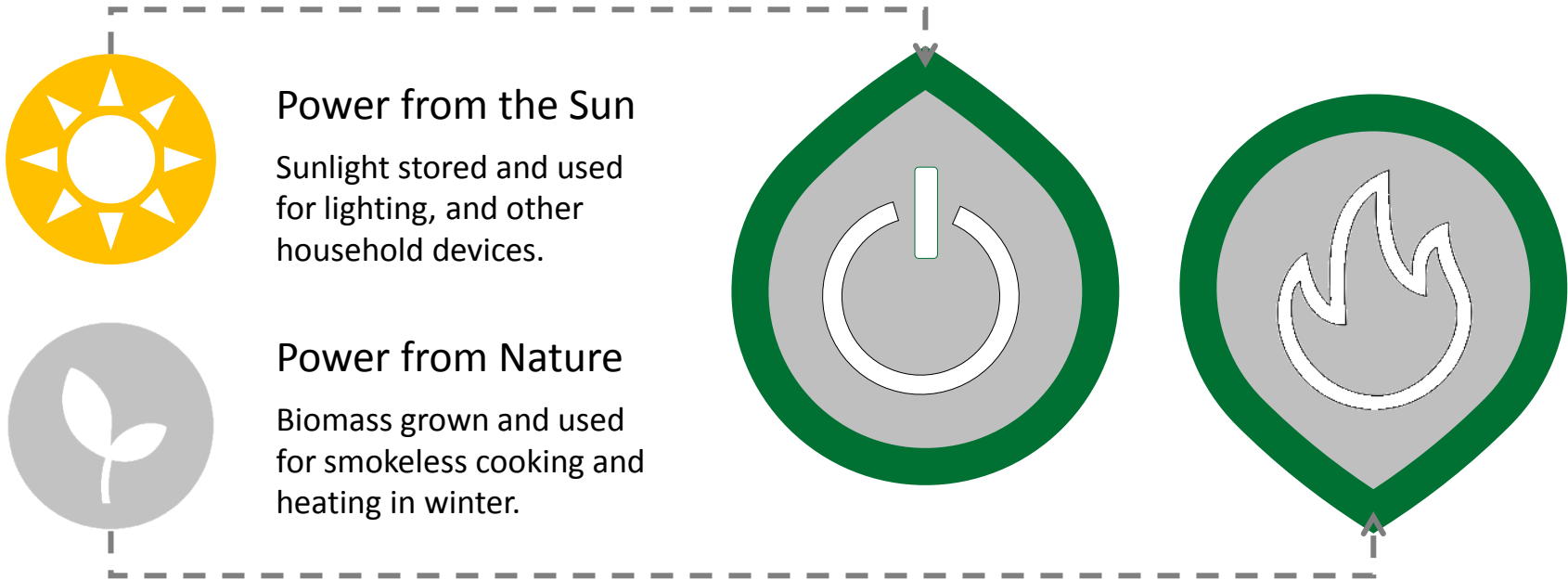
# Experiences - GCIP

- Lots of people with great ideas
- Customer Fit
  - Customer Surveys & Questionnaires
  - Market Analysis & Understanding
- Ability to simplify the message & USP
  - Pitching the idea – crisply and effectively
  - Creating the right take-aways
- Ability to move from concept to business plan
  - Understanding the business & funding model
  - Winning over the people with funds and resources

# OFF-GRID SHACK - HOME ENERGY GOALS

 <b>SAFER</b>	Reduce Indoor Air Pollution from lamps & cooking
	Reduce the risk of runaway shack fires
 <b>CHEAPER</b>	Lower the cost the fuel used for lighting & cooking
	Lower the upfront cost of the power appliance - PAYG
 <b>GREENER</b>	Capture solar energy into batteries for home use
	Switch cooking fuels from fossil fuels to green fuels

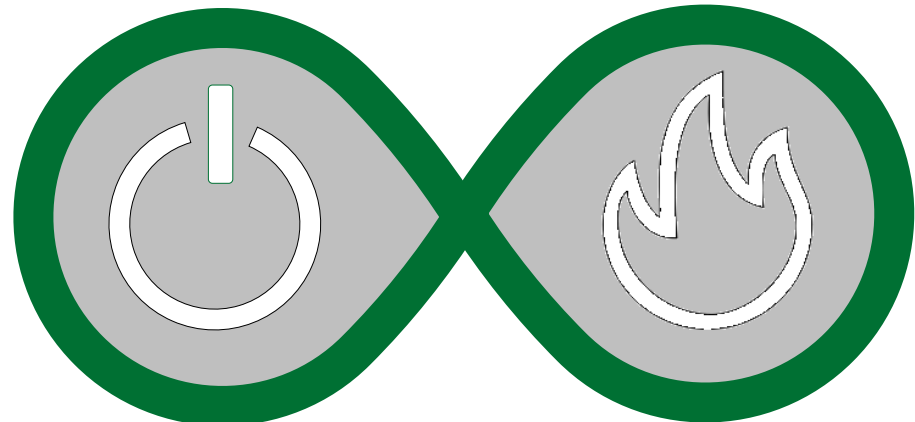
## Harnessing Natural Energy



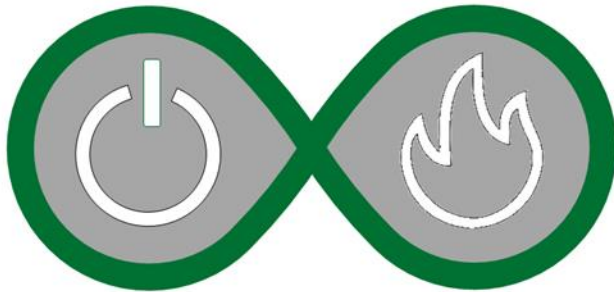
## “2 in 1” Green Power Appliance

Using the power of the sun and nature to provide clean and safe domestic power for homes not connected to the power grid.

- Battery Powered FAAB provides low voltage electricity.
- FAABulous Canister provides 2 stage gasification & combustion of biomass fuel.



**FABulous**  
TWO IN ONE HOME POWER



**SAFER**



**CHEAPER**



**GREENER**



