

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...





Key Partners



Bio-mass waste processors & Pellets Manufacturers

Saw Mills Waste Processors

Distributors & Retailers

- Regional Distribution
- National Retailer

Component Manufacturers

FAAB Sub-Assembly Metal Components

Sustainability Influencers

- Government Health & Energy Departments
- Welfare & Aid Organisations
- Responsible Food Companies focusing on

food security & sustainability

Cost Structure

Cost of Goods

Appliance COGS

Outsourcing

Local Assembly

Pellet Fuel COGS

Bulk Supply

Key Activities



- Product Design & Development
- Appliance Assembly and Component Sourcing
- Pellet Sourcing & Packaging
- Distribution & Channel Development

Administration

PAYG Finance &

Key Resources



- CEO Dave Lello
- Sales Director TBA
- International Business Development - Paul Anderson
- Electronic Design -Shane v Jaarsveldt
- Component Sourcing -Skeg Product Design

Value Propositions



Better Lighting

A better home environment after dark and in bad weather.

Charge mobile devices

Better Cooking

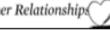
No smoke while cooking or residual smells on clothing and soft furnishings Quicker cooking times

Saving Money

Monthly savings on what is currently spent on fuel and consumables.

PAYG allows for small deposit and monthly spend from

Customer Relationships



- Better / smart home environment seekers
- Cost saving over time, and a quick appliance pay back
- Opportunities to upgrade the appliance

at a later stage

Channels



PAYG Credit Sales

Two tier distribution: EVD and resellers

Cash Sales

National Retailers targeting LSM 4-7: Grocers, Appliance retailers, Hardware

Organisations providing

Revenue Streams

relief aid

Product Sales

- FAABulous Appliances Manufacturing
- PAYG / Financing Income Distribution
- Accessory and Spares for Appliances

Fuel Sales & Commissions

Breaking bulk fuel and packaging into customer packs

Customer Segments



Lower Middle Income, Limited / No access to Grid Power

- Primary Market
 - Urban Off-Grid
- Secondary Market
 - Surrounding Rural Off-Grid
 - Backup Power

Geographic

Identified Cities in Southern & East Africa with Off-Grid communities of over 100,000 inhabitants

Ancillary Market

Camping & Leisure market in Upper Income Bracket sold brough National Retail



Finance & Administration

Regional Costs

PAYG Commissions Channel Finance Distribution & Admin

Central Costs

Administration





ekasi.energy



Smokeless Cooking

Pilot shows demand for cooking solution.

Designed Cooker as add on to Battery

Batttery Concept Piloted

2014



Bluetooth PAYG

PAYG required for customer affordability

Volume Production for manufacturing to lower cost

Khaya Power partnership ended. Ekasi Energy to explore volume microfinancing model.

2016

2013

Rentable Battery

KHAYA POWER partnership formed between Billy & Dave

Winners of SAB Foundation prize for Battery Concept

Decsion to build and test electronic platform



2015

2 in 1 Appliance

Combination Power Appliance

Entered GCIP 2015 Competition

Plioted Stove concept with the help of team from Delft TU



Experiences - GCIP

- Lots of people with great ideas
- Customer Fit
 - Customer Surveys & Questionaires
 - 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



SAFER

Reduce Indoor Air Pollution from lamps & cooking

Reduce the risk of runaway shack fires



CHEAPER

Lower the cost the fuel used for lighting & cooking

Lower the upfront cost of the power appliance - PAYG



GREENER

Capture solar energy into batteries for home use

Switch cooking fuels from fossil fuels to green fuels

Harnessing Natural Energy





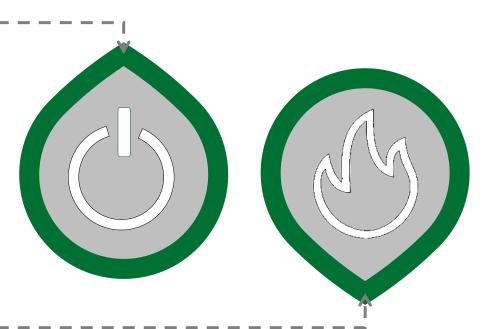
Power from the Sun

Sunlight stored and used for lighting, and other household devices.



Power from Nature

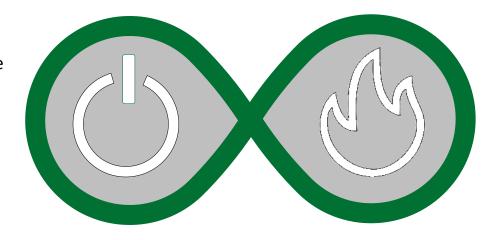
Biomass grown and used for smokeless cooking and heating in winter.



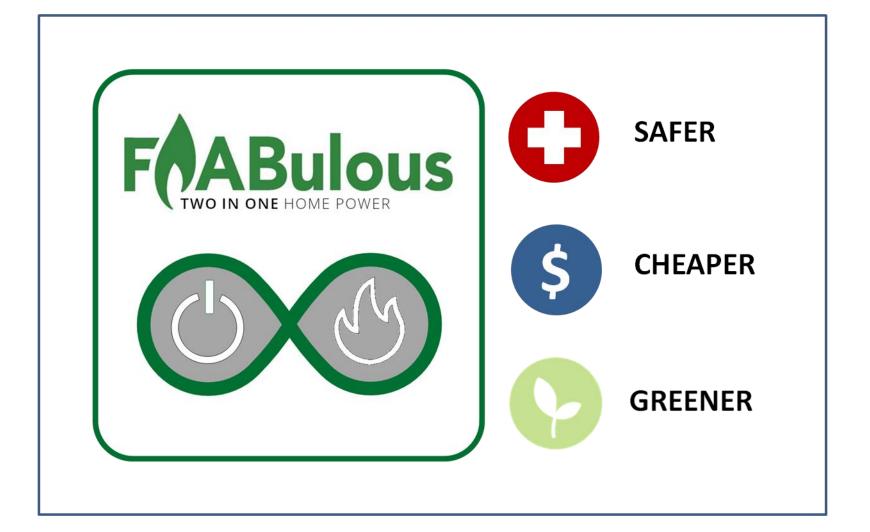
"2 in 1" Green Power Appliance

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.











Families in Informal Settlements

in Fast Growing African Cities

With No/Inconsistent Grid Power

Reduce the Health Risk Associated with IAP (Indoor Air Pollution) by Producing and Financing Clean Home Energy Appliances using Solar PV with Battery Power & Bio-Mass Gasification

Our Purpose

> Playing Field

> > Winning Formula

Our Unique Selling Point (USP)

is a Combination Power Appliance that provides both heat & electricity, from sustainable resources at an affordable price point

Our **Competitive Advantage** is to offer the Power Appliance on credit terms via PAYG that makes the unit affordable, and easy to collect the payments from the end users

We make use of **Local Partners** to provide **Four Key Elements**: i.e. Regional Assembly, Electronic Voucher Distributors, Fuel Manufacturers & Local Resellers.

To support our local partners, a **Smart Energy PAYG Platform** manages the distribution channel and end user finance (the upfront sale of the appliances through resellers and the distribution of PAYG vouchers) & cooking fuel

Capability

In Market

Support Systems