



greenlight  
picknet

greenlight  
picknet

greenlight  
picknet

Lighting Sources

1. Candles
2. Torch
3. Paraffin lamp
4. Bulb (Solar Light)
5. Electricity



Solar  
Aid

sunny  
money™

# There are **huge** obstacles to overcome



## **Lack of access**

Quality solar lights are not available in most remote rural communities which do not have electricity.



## **Lack of awareness & trust**

Even if they are available most people are not familiar with this new technology or worse have had experience of fake products.

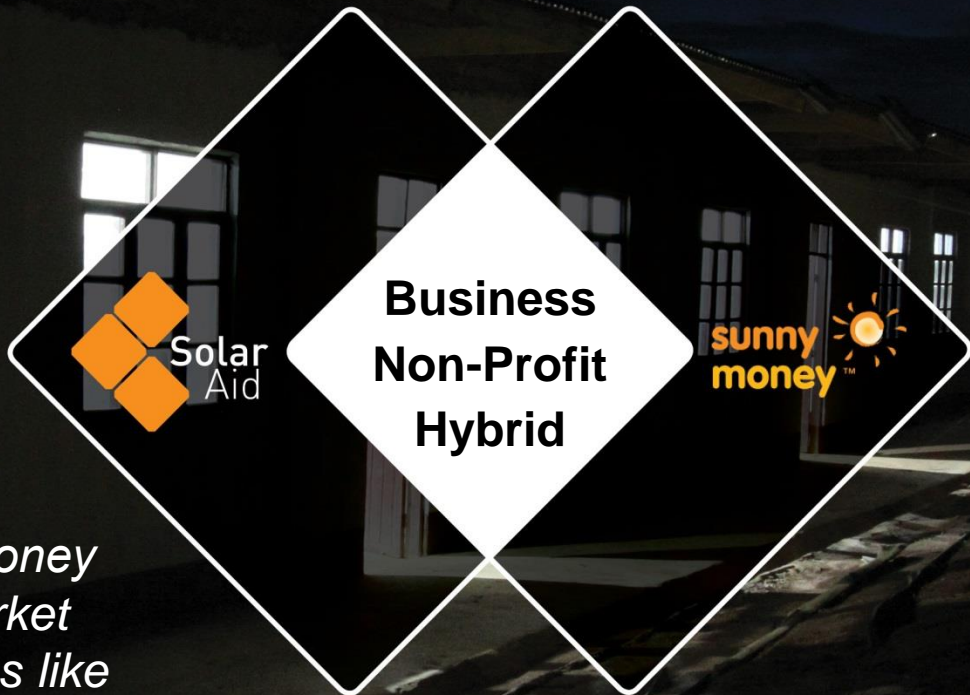


## **Affordability**

People living below the poverty line have limited funds to buy a solar light, and no access to credit despite obvious savings.

# A beacon of light

Bringing together the best of NGO  
& business based approaches



*“SolarAid’s SunnyMoney model acts as a market primer for companies like ours.”* **Erica Mackey,**  
**COO, Off-Grid:Electric**

# The SunnyMoney Way



Save Money



High Quality Light



More Study Time



Healthier than Kerosene



Safe and Clean

## School Campaigns

Get the market started and build trust by offering entry level solar lights at special prices



## Agents and Shops

Sell and distribute the full range of affordable solar lights and products



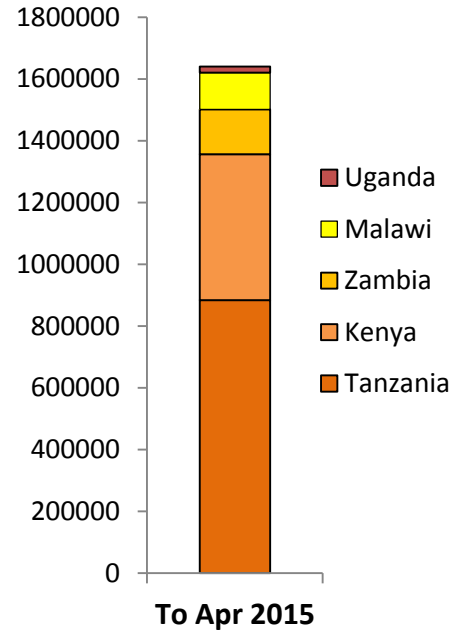
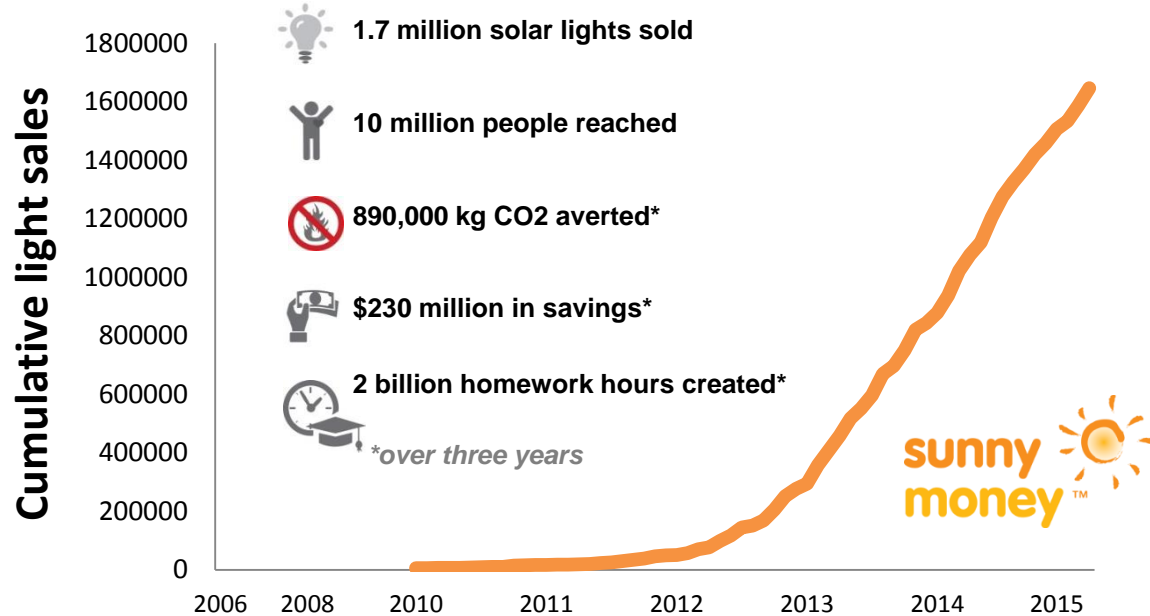
## Driving Demand

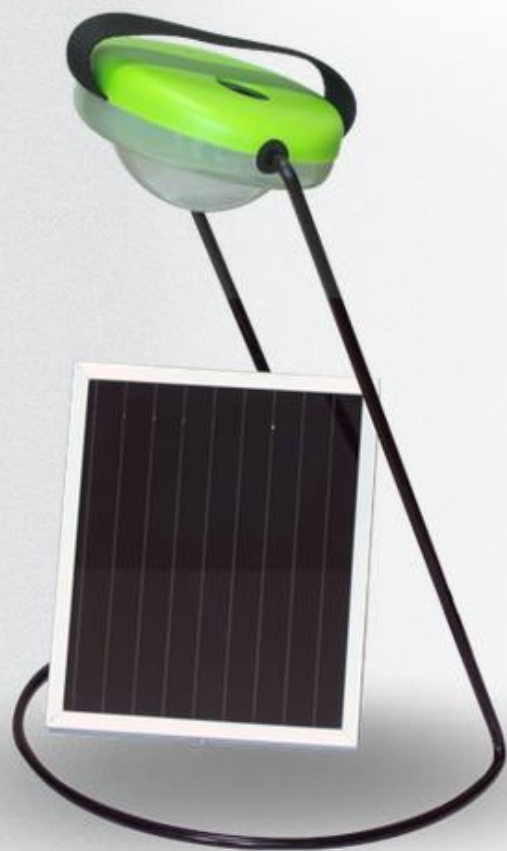
New products, promotions, advertising, media campaigns, brand building and customer care build demand for off grid lighting





# 1.7 million solar lights shining in Africa





# Eco Easy Buy™

## The World's Only Pay-As-You-Go Solar Study Light.

The Greenlight Planet Eco Easy Buy™ is the same great Sun King™ Eco solar study light made PAYG-ready with Angaza's embedded data transfer technology. It provides clean, bright LED light that replaces inefficient kerosene wick lamps in the home. After a single day of charging, it shines for four hours in its brightest mode.

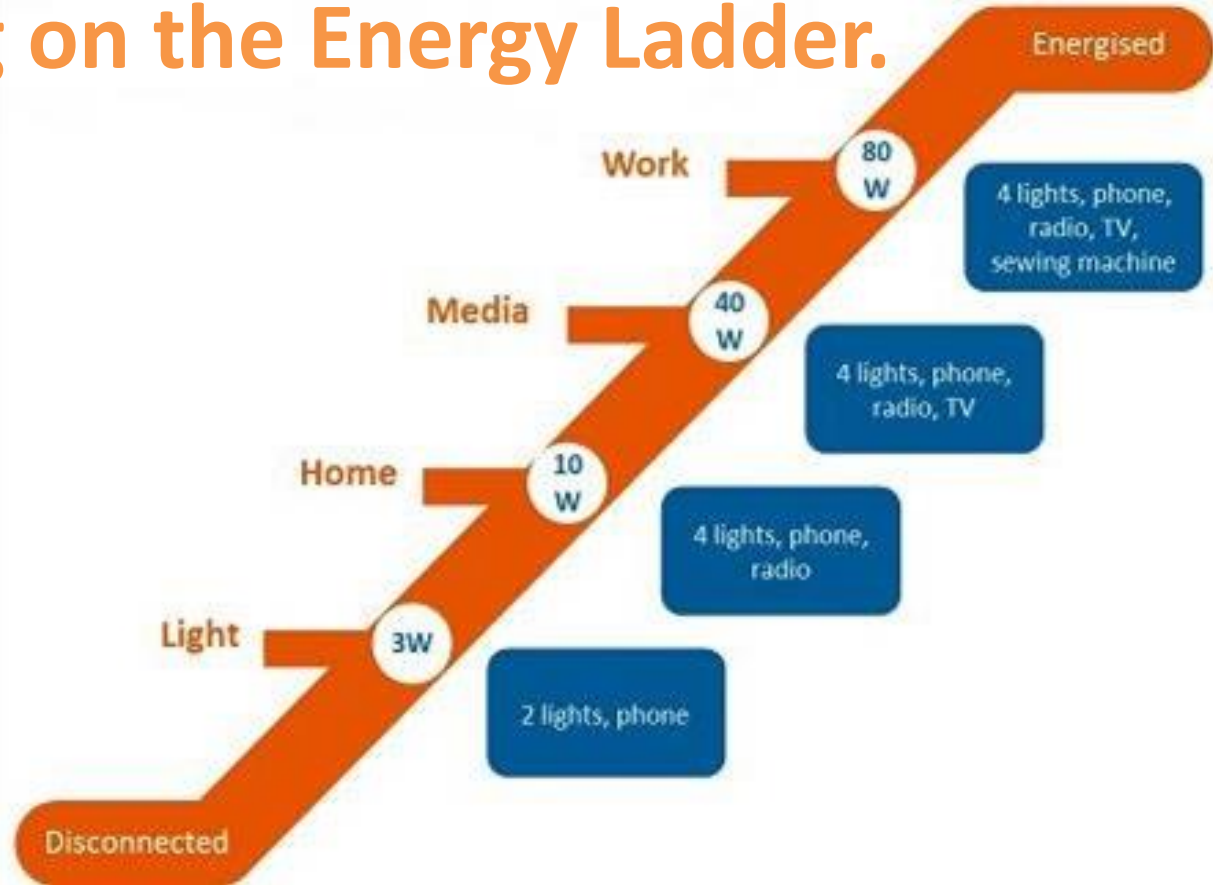
- **Contents:** LED light unit and stand with detached PV panel
- **Runtime:** High: 4 hrs, Normal: 8 hrs, Low: 30 hrs
- **Power:** .5-Watt, 4.7V thin-film solar panel with aluminum frame
- **Battery:** 600 mAh Lithium Ferro-Phosphate, 5+ year lifetime
- **Enclosure:** Polycarbonate & ABS IP64 rated, water-resistant

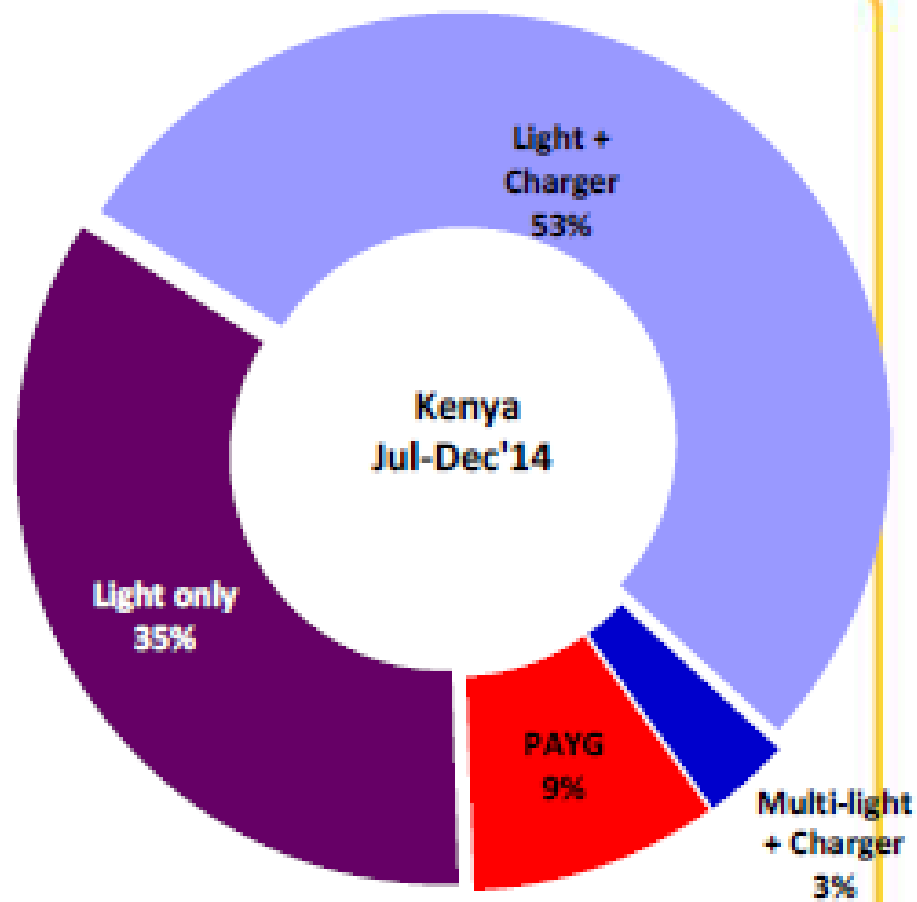
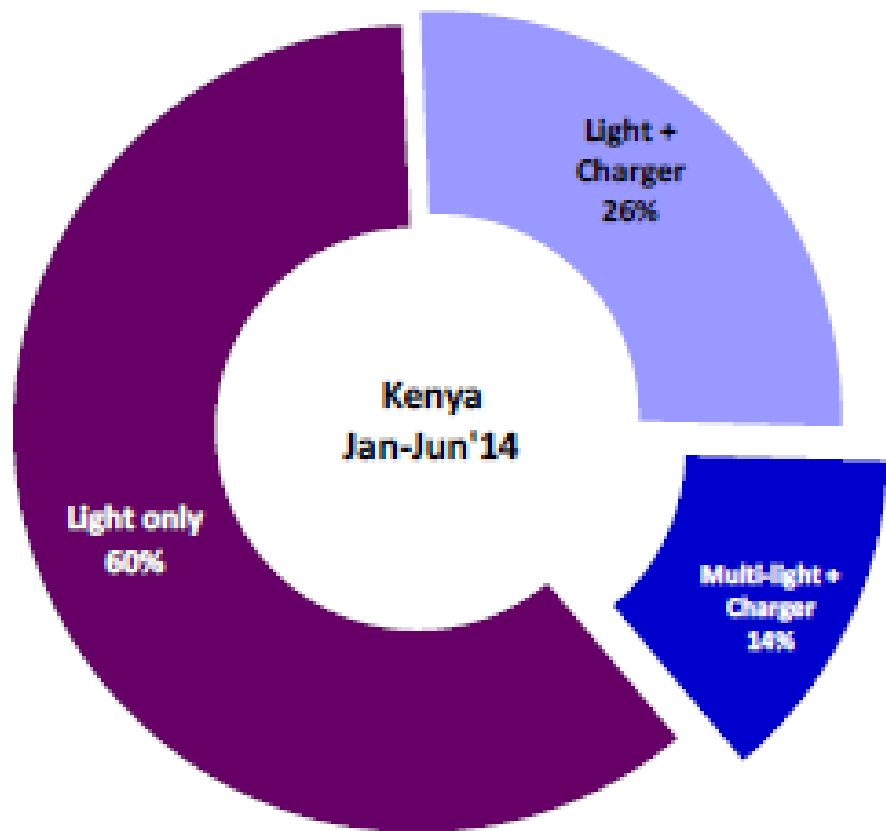
Internal technology meters energy output and allows for secure communication to the Angaza Energy Hub.

# Entry-level lights are just the first rung on the Energy Ladder.

Entry-level customers are more likely to invest in mid-range products and solar home systems.

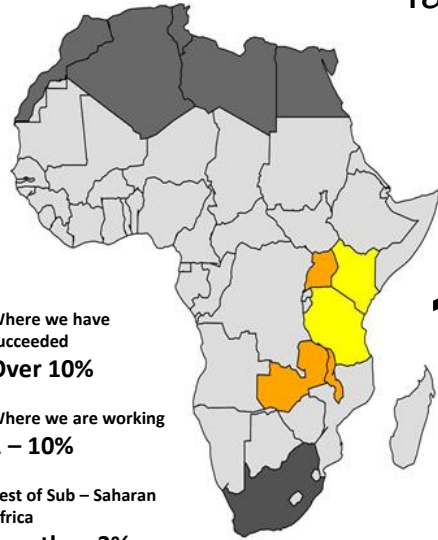
Off-grid lighting customers are more likely to access finance and mobile.







# We are helping to catalyse whole markets



In Kenya and Tanzania the solar light market is taking off

**15% +**

- Where we have succeeded  
**Over 10%**
- Where we are working  
**1 – 10%**
- Rest of Sub – Saharan Africa  
**Less than 3%**



2012 : **3% of households** in Lake Zone, of Tanzania had solar.

2013 : SolarAid starts school campaigns.

2014: Over **50% of households** use solar lights

# Challenges & Opportunities

## **Developed Markets (e.g. Kenya, Tanzania):**

- ❖ Huge influx of cheap, poor quality products => promote quality in the marketplace, support preferential VAT/tariffs for quality products
- ❖ Intense Competition => go where others won't go
- ❖ Energy Ladder => focus on upselling and moving people up the ladder

## **Potential Markets (e.g. Malawi):**

- ❖ Creating trust and demand is not enough
- ❖ Affordability => cheapest quality products, entry-level PAYG + lobbying to reduce VAT/tariff