

M-KOPA SOLAR

Safaricom

The 1st Step:

2G Phone

Airtime
Dealer

\$4 airtime
spend per
month

Mobile opened new communications markets...

Cash to buy
airtime here

**But a mobile
isn't just a
phone...**



The 2nd Step:

Mobile Money
agent here

M-Wallet

\$50 inbound
remittance

Mobile opened new *financial* markets...

No more
cash here

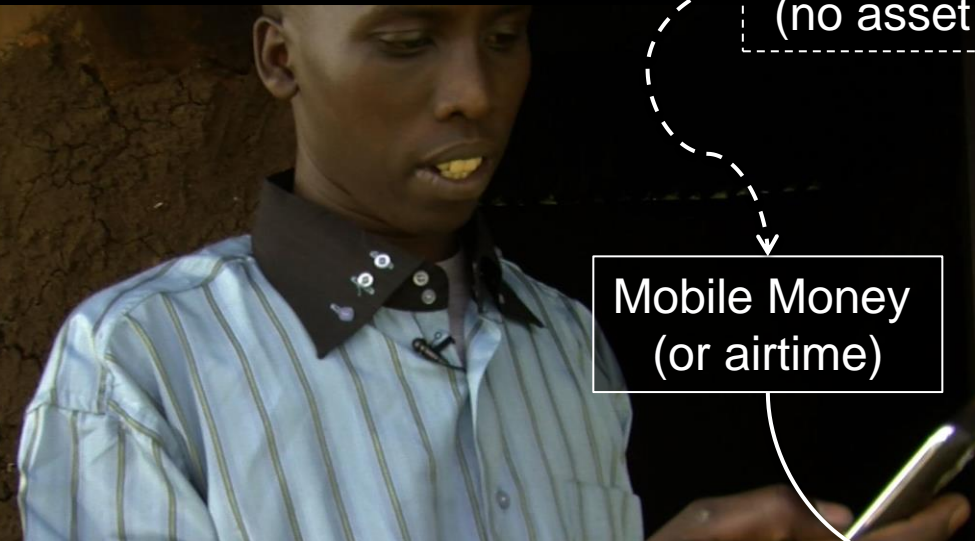
But a mobile isn't just a phone...



The Next Step:



Kerosene = \$0.65 / day
(no asset / unproductive spend)



Mobile Money
(or airtime)



\$0.50 spend on solar
light system per day
(productive spend /
asset owned in 1 year)

Mobile payments + Embedded Devices

Data:

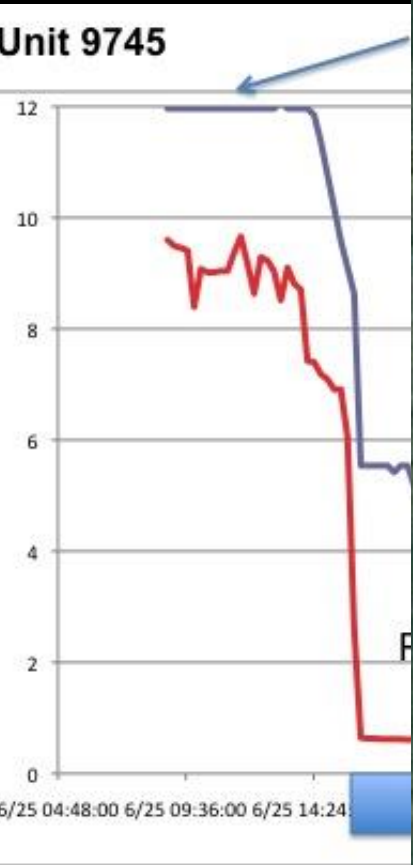
M-KOPA accounting

search

Dashboard | Customers | Dealers | Devices | Payments | Disbursements | Approvals | Audit | Reports | Payment Plans | Administration

Customers > Customer Details
KE25949142 - Alex Keitany

Current Credits: 9 Account Status: Active Payment Status: Cheetah % Complete: 22.5%





Distribution:



Brand:



Mwangaza
Mashinani

Ukiwa na M-KOPA Solar kwa

CHANUKA
TUNAUZA
ORIGINAL PHONE
BATTERY @ Ksh 99



