



fenix intl
Smart Power Solutions

GSMA Mobile World Congress
Energy+Mobile Seminar

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Executive Summary

The Fenix ReadySet is **revolutionizing energy access** and defining a new “Mobile Energy” model.

We design and manufacture the ReadySet specifically to **meet the needs of Mobile Telecoms** by keeping their customers powered up and online, **increasing subscriber revenue by up to 50%**.

We **leverage the Mobile Operator’s brand** and massive sales, marketing & distribution networks to sell the ReadySet and **empower entrepreneurs** to serve as “micro-utilities” to their communities, paying back the ReadySet in as little as 3 months.

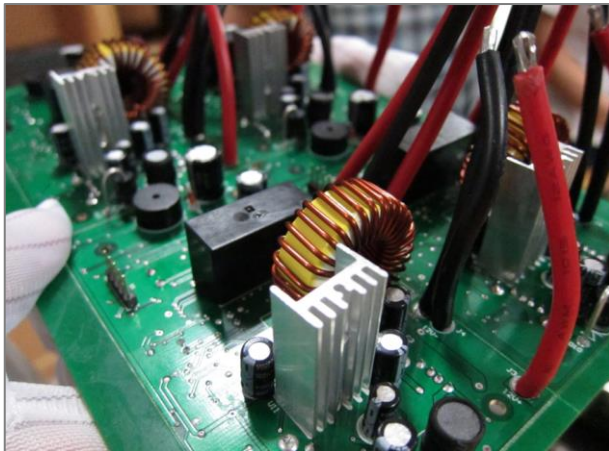




Business Model

Fenix Intl 

design
engineering
manufacturing



The power
is in your hands.

- Charge multiple mobile phones at once
- Charge MP3 devices and much more
- Can be charged either using solar or electricity

MTN
everywhere you go





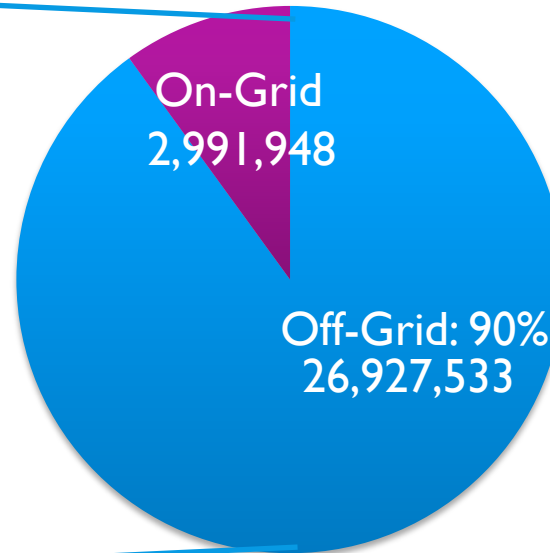
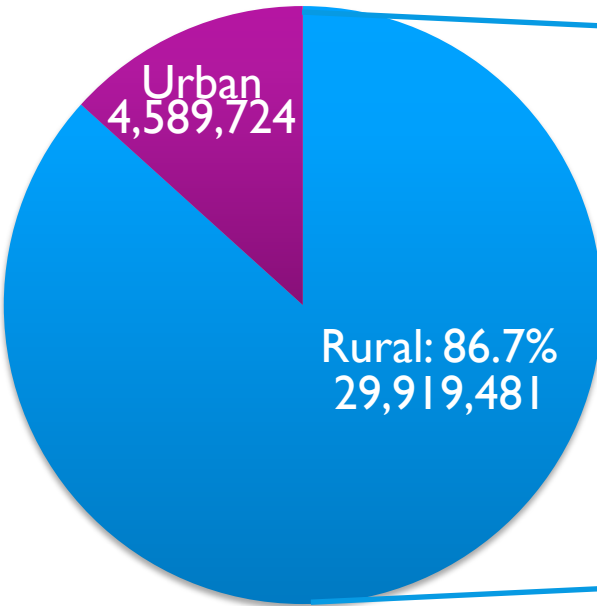
Addressable Market: UG



Uganda

Rural

ReadySet



Total Population: 34,500,000

ReadySet Power Entrepreneur

- Each serves 50 subscribers
- Approx 2% penetration
- A \$70M immediately addressable market in Uganda



Target Customer – Entrepreneur





MTN Results and Contributions



Marquee customer MTN Uganda has commercialized with exclusivity and sold over 2,000 co-branded units via its channels

MTN Contribution:

- Logistics
- Sales
- Marketing
- Distribution
- After-sales Warranty Support

Fenix Contribution:

- Sales and Marketing support
- Technical Support

MY READYSET IS MY LIGHT AND MY BUSINESS

CHARGE UP TO **10** PHONES A DAY

Make UGX 5,000/- a day

Charge your phone, light your home, power your radio, start a phone charging business with ReadySet solar charger kit.

Available at MTN Shops countrywide

See the light with ReadySet



Social Impact



- Over 2,000 ReadySet Kits sold to date
 - Powering 100,000 households with communications
 - Delivering 5.2M phone charges per year
 - Saving subscribers over \$2M in charging costs
 - Generating entrepreneurs over \$1.8M in revenue
- Each ReadySet creates jobs and can generate an entrepreneur more than \$50/mo in income and energy savings, a 3-4 mo payback.
- Mobile Banking Agents increase commissions \$30+/mo

ReadySet Entrepreneur Revenue	
Phone Charging Revenue:	\$42.55
Airtime Sales Increase:	\$3.84
PayPhone Revenue Increase:	\$0.24
Savings on kerosene, candles and batteries:	\$10.00
Monthly Revenue and Savings Total	\$56.98 /mo
Mobile Money Commissions Increase:	\$29.18 /mo

Assumptions:

- 1 ReadySet serves 50 mobile subscribers with phone charging services
- Phone charging costs 500-1000 Uganda Shillings, customers charge phones once a week
- Entrepreneur(airtime reseller) earns 4% commission on increased airtime sales
- Payphone usage increases by 12%
- Longer hours increases MobileMoney commissions by 12% and as much as 50%



Growth Strategy

Fenix has signed and launched exclusively with leading Mobile Telecoms



MTN Group: Uganda, Rwanda (2012)



Vodafone: Tanzania (2013)

Expanding through strategic partner reach



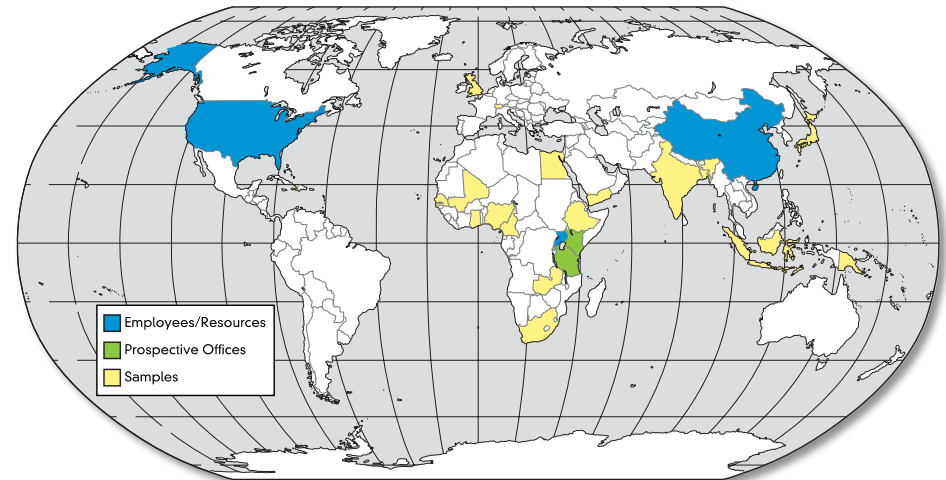
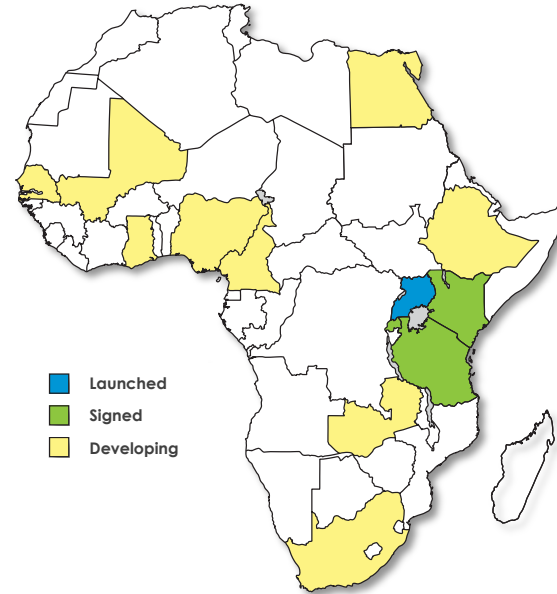
Airtel: India, Kenya



Orange: Senegal, Cameroon



Tigo: Tanzania, Ghana, DRC



Partner	Customers	African Countries
MTN	119M	16
Vodafone	57M	9
Orange	21M	13
Tigo	14M	7

* As of May 2011



- Completed ReadySet pilot (Q2 2012)
 - 14% ARPU increase
 - \$40-50 income per user per month
 - 86% started first phone charging business
 - 62% began selling Vodacom prepaid vouchers for first time
- Exclusive Distribution Contract Signed (Q4 2012)
- ReadySet Commercial launch (Q1 2013)
- Watch Pilot Video:
<http://youtu.be/q6iLqu9u9Uk>

“We don’t have to walk 4km to charge our phones anymore, so some clients will now charge every day.” – Paul Shayo, Pangani



Vodacom Tanzania





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