Community Power from mobile



Barefoot Power



Barefoot Power

building better lives











www.barefootpower.com

Background

Barefoot Power est. 2005 in NSW Australia,
shipping product before many competitors existed

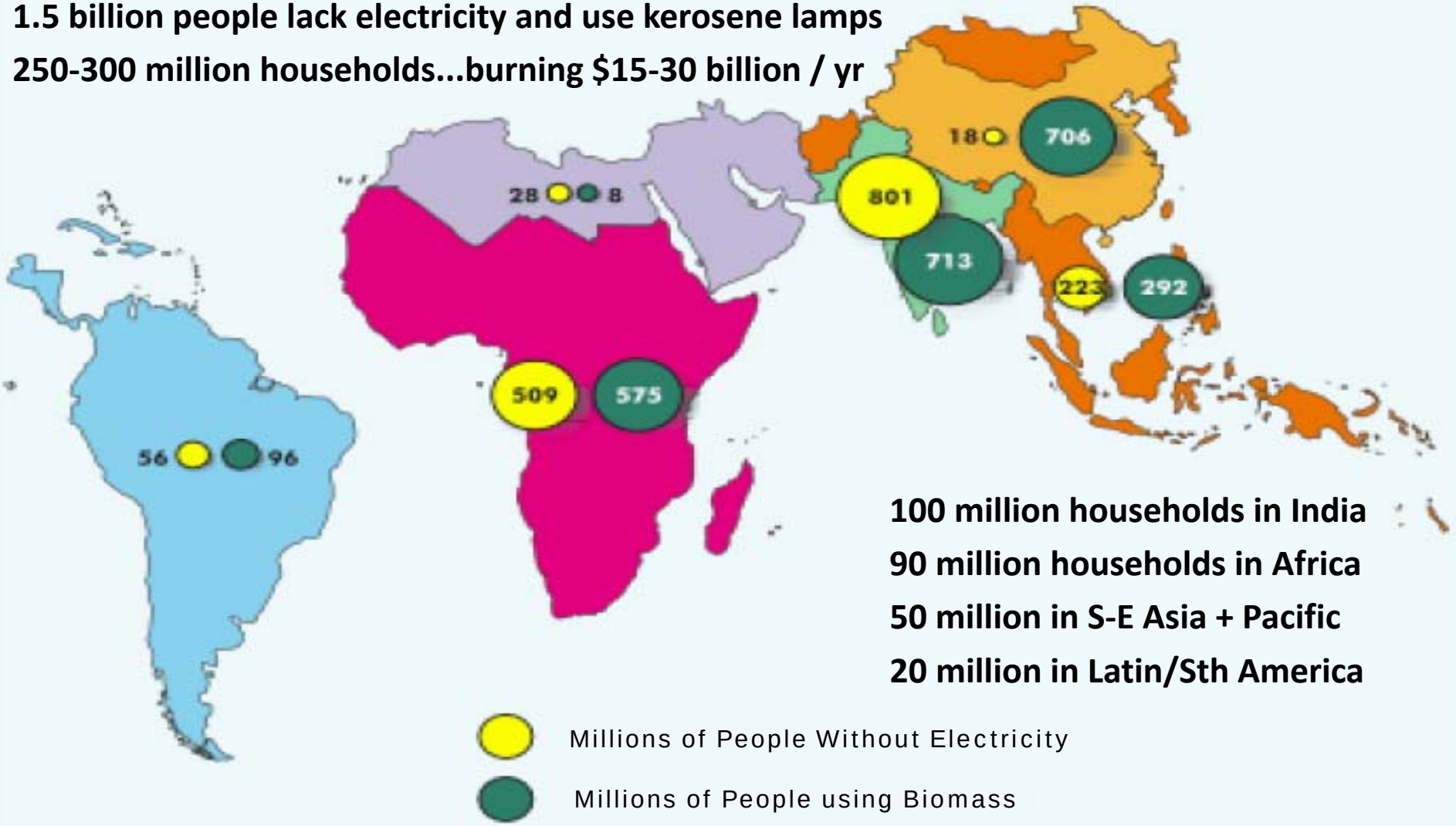
- Pacific projects – since 2006 (Papua New Guinea, Fiji, Vanuatu, others)
- Africa – since 2008, now operating 2 subsidiaries (Uganda + Kenya),
  partnerships growing in 15 countries
- Asia + Americas – since 2008, shipping to 20 countries,
  serviced via Hong Kong subsidiary
- India – since 2009 via India CleanTech Summit 2009, MFI Summit, Srijan,
  SaDhan, Sankalp…

Supplier/Investor to 40 countries worldwide, lights shipped to 500,000 people

Market Analysis

1.5 billion people lack electricity and use kerosene lamps

250-300 million households...burning $15-30 billion / yr



100 million households in India

90 million households in Africa

50 million in S-E Asia + Pacific

20 million in Latin/Sth America

Products – Hardware – Household products

Sold for cash

0.5W

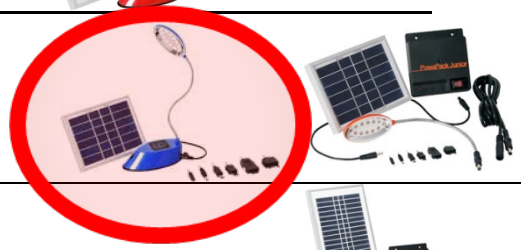




1.0W



1.5W



New product coming soon

2.5W



New product coming soon

5W



10W



New lamps !

15W



New lamps !

3.6V

12V

$50-200 end-consumer microfinance loans fits larger products well, = no skilled labour to install





1st Prize – Best Value

2nd Prize – Best Task Light



1st Prize – Best Performance

1st Prize – Best Room Light

Won 3 of 4 categories against 21 competitors



GSM Green Mobiles presentation November 2010

www.barefootpower.com

Barefoot Power Products

....more than just lamps!

- $15-30 billion of kerosene expenditure worldwide
  requires market transformation specialists

- Barefoot Power as **Supplier** (Hardware)
  - new LED products slashed payback period from 3-5 yrs to 6-12 mths
  - first mover advantage
  - proved mass affordability

- Barefoot Power as **Business Development Partner** (Software)
  - Core: FIREFLY brand + entrepreneur training
  - Replication: build corporate brands
  - own core & franchise growth



- Barefoot Power as **Financial Partner**
  - Venture Debt via Supplier Credit + JVs/subsidiaries
  - 1-2 year loans => have established microfinance partners

Quality Partners

Experienced Microfinance Partners

- Oikocredit
  - largest number of investments in MFIs globally >700
  - >US$600 million Assets under Management (mostly loans)
  - Developed and manage a Trade Finance Fund with BFP for Clean Energy
  - Equity shareholder and on Board

- European Union
  - Experienced microfinance and clean energy investor
  - €1 mill grant to help BFP grow more debt funds to finance pro-poor energy
  - Via GEEREF – Global Energy Efficiency and Renewable Energy Fund

- Other support
  Jigar Shah (Sun Edison, Carbon War Room), CSR Capital, IFC-World Bank….

UGANDA

50 entrepreneurs mobilized - internal
1000 signed up for training via 4 MFIs
Each sell about US$30/day, max $10k/month





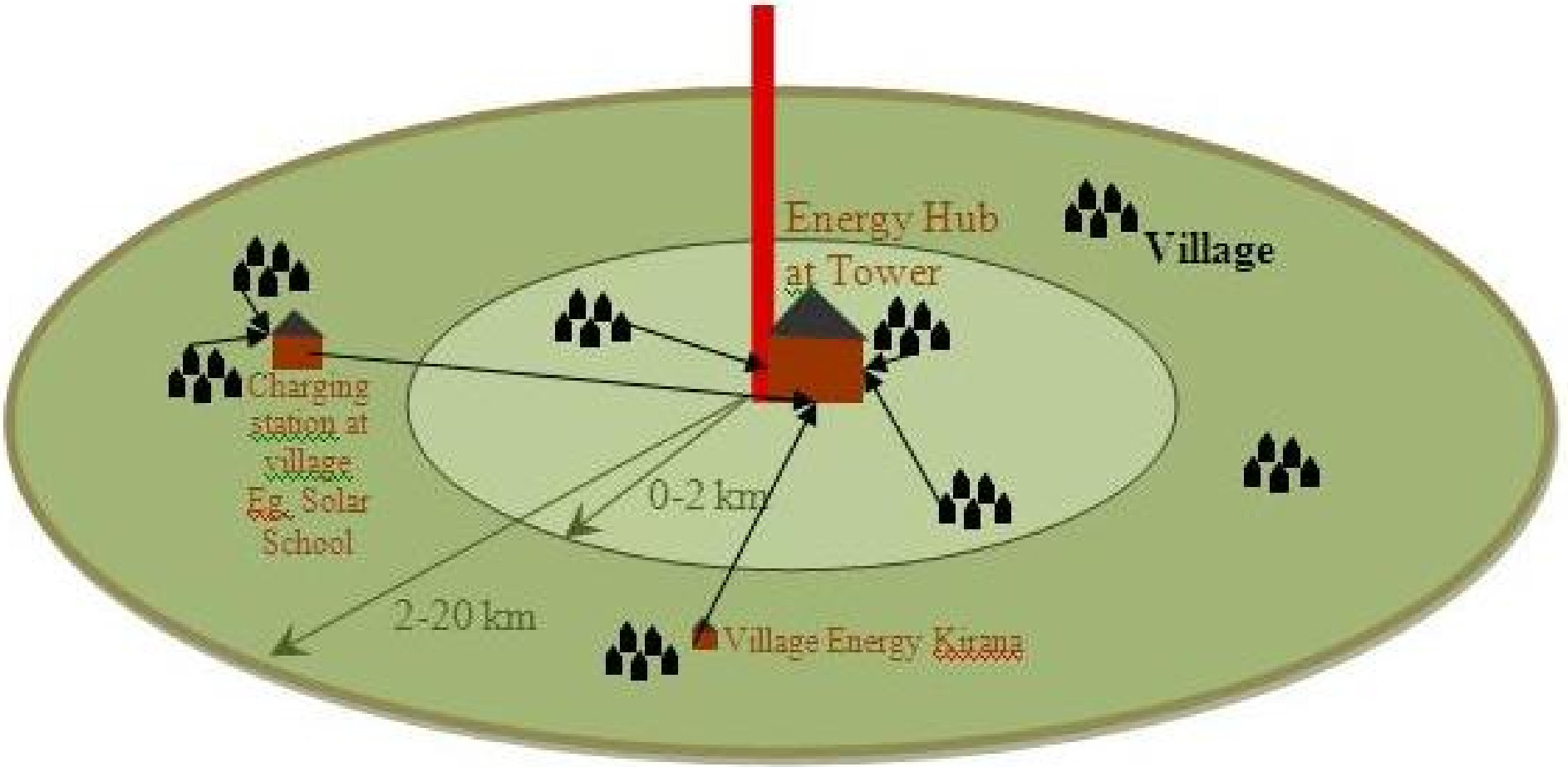
PROPOSAL

Utilize telco tower power systems that may have some spare unused capacity, as well as the general tower real estate, to help improve the access to electricity for surrounding communities – a focus on community power, not tower power.

<u>2 geographies to consider:</u>

- **Nearby Villages** -- The tower would be a retailer and last-mile ***supply point*** for 1-2km nearby villages, and provide direct ***after sales service.***
- **Outlying Villages** – Villages 2-20km from the tower serviced via daily trips by staff based at the tower. The tower would act as Energy Hub – a district supply point and service centre

Service areas around tower



Energy Hubs

- Coverage of about 5000 Households to reach profitable scale

- Network of 100-150 charging stations and kiranas to support, distribute products.

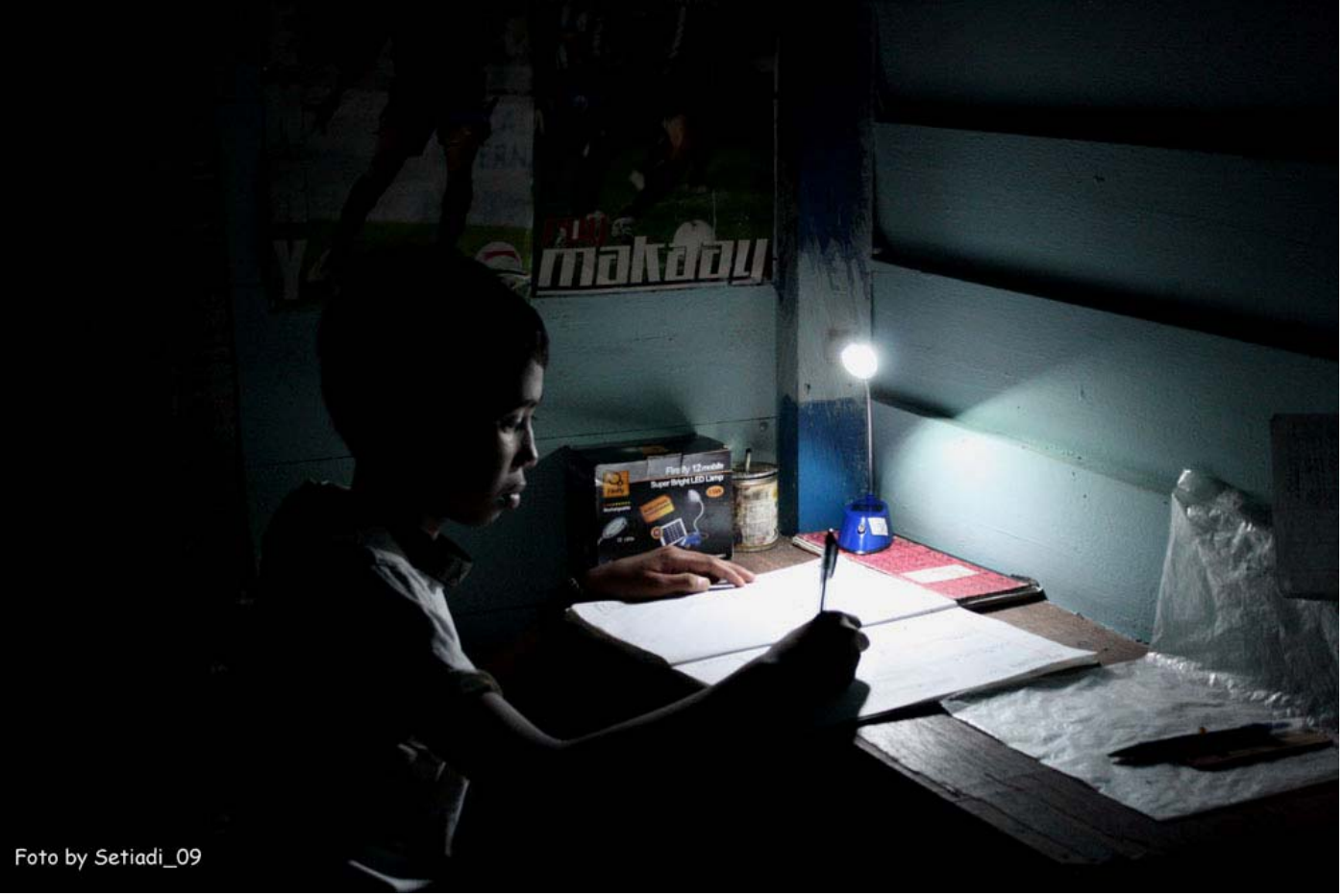
- Can help charging large batteries at schools / charging stations in the case of a heavy monsoon and poor solar power generation

- Collection and recycling point for mobile phone waste material, collecting old batteries and recycling old phones to erase e-waste

Benefits

the benefits of turning base stations into permanently staffed Clean-Tech Depots and Rural Power Stations would include:

- enhanced 24-hour security at the tower
- increased revenue from either direct sales or rental of base stations by Barefoot Power and Partners to run the operation at marginal additional energy consumption from the base station
- increased community support for the company brand
- and long term additional revenue and profits streams from a new line of business.





Thank you

Barefoot Power
Cecile Pompei **cecile@barefootpower.com**