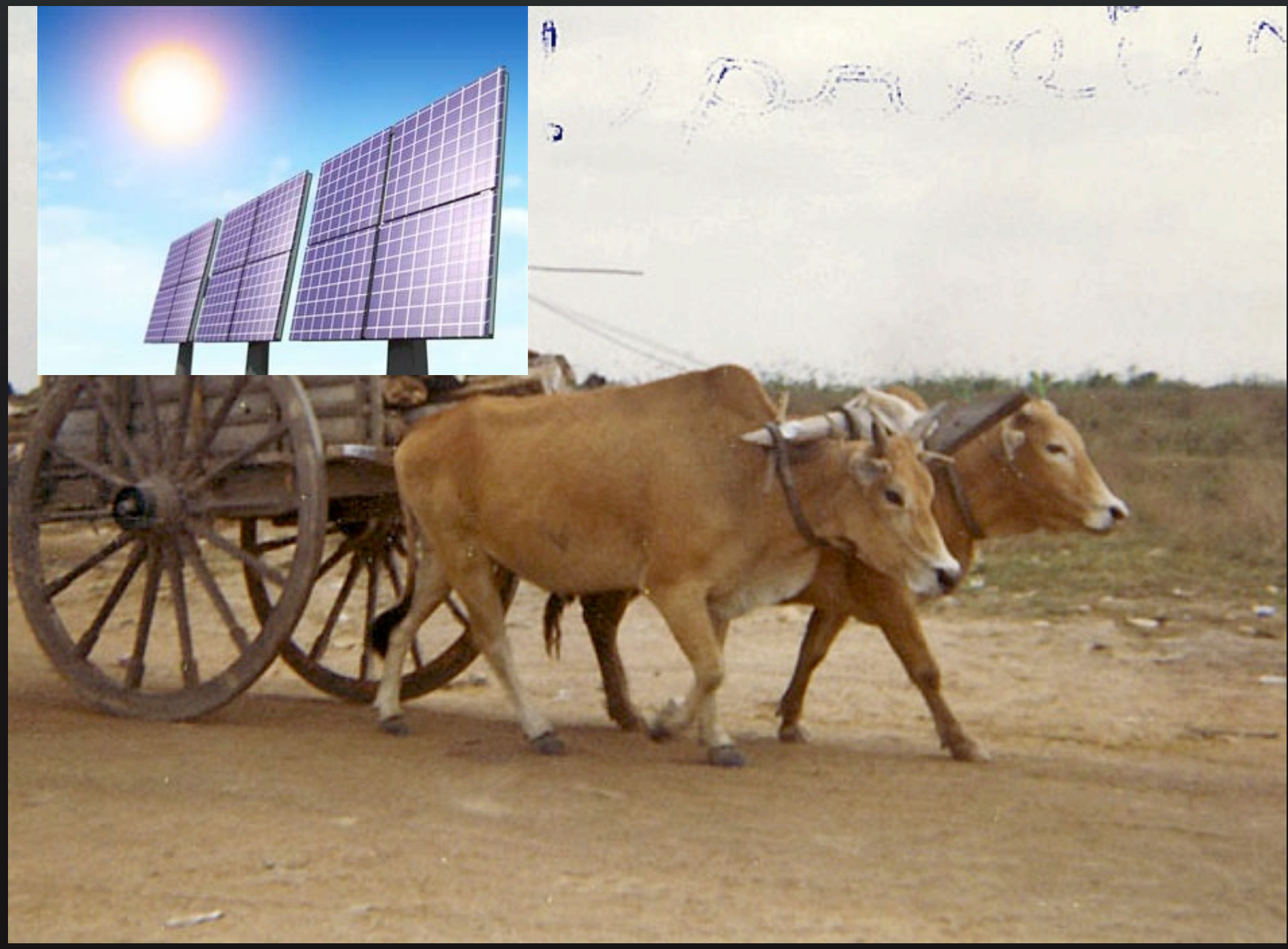
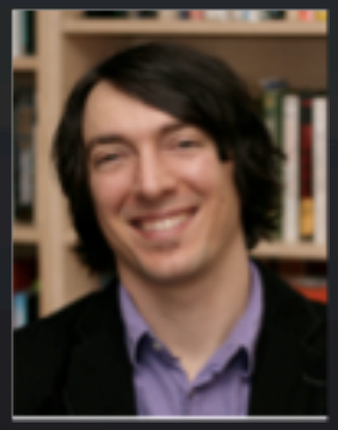
OFF·GRID:ELECTRIC

Introducing our solar/oxcart hybrid



Management Team

The Entrepreneur



F. Xavier Helgesen (CEO)
Founded 5 companies including:
Indaba Systems - $1.5M revenue
Better World Books - $65M revenue
MBA Oxford, BA Notre Dame

The Local



Erica Mackey (COO)
Speaks fluent Swahili
10 yrs Africa field experience
Executive Director to 320 employees
MBA Oxford, BA UCLA

The Builder



Joshua Pierce (CTO)
15 yrs renewable energy experience
Managed multi-million $ energy projects.
Director at Richard Heath Associates.
Exec Ed. UCLA, BA CSU

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Off-grid energy research at Oxford & advisory with GSMA

What we learned...

- Mobile Industry pays the most per kWh of any industry in the world.
- Only one economically viable off-grid utility exists (Husk Power Systems in India).
- But massive demand for power extends beyond the grid.
- Could off-grid energy be disrupted like off-grid telephony?

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Here is what we do

- Based in Tanzania & California.
- Outsourced energy provision on a $/kWh OPEX model for off-grid & poor grid.
- Compete on reliability and quality rather than solely price.
- Community Energy Hubs to engage community & leverage power generation.
- Pilot buildout in Arusha region with major MNO.

Imagine
Radical Efficiency

- Design energy system for 10 year+ life.
- Whole system optimization: maintenance, transport, logistics, etc.
- Partner with vendors in financing and SLA
- Example: consider gas-based fuels rather than diesel. (dramatic effect on theft & generator life)

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Our Vision

Community Energy Hubs

- Hub (rather than mini-grid) as a central point for energy.
- Provided for-profit by local entrepreneurs.
- Services include: water pumping, lighting, phone charging, battery charging, solar system service & payment
- Off.Grid:Electric provides business-in-a-box and links to training. Is paid for kWh.
- Examples: Mobile phone charging via Fenix Readyset. Lighting via Eight19

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Timeline

- 2012 - Design, build and iterate. Pilot in Arusha, Tanzania.

- 2013 - 100-site scale, Community Energy Hub rollout. Supply Chain buildout. Capability to serve East Africa regionally.

- 2014 - 1,000-site scale. Expand to COMESA.

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An Outsider's Perspective
(from Silicon Valley & Development point of view)

- Mobile Industry needs to remember its startup roots.
- It needs to be capable of making 10 year commitments.
- It needs to innovate value for customers beyond the handset.
- It needs to realize that community engagement is scalable.

Thank you.

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