OFF·GRID:ELECTRIC

# GSMA Working Group
# Kampala - May 2013

Erica Mackey
*Co-founder, COO*

# M-POWER

**Big Idea #1:** Renewable technologies work today. The business models don't.

**Big Idea #2:** Eliminating risk for customers is paramount.

**Big Idea #3:** Emulate the mobile phone industry.



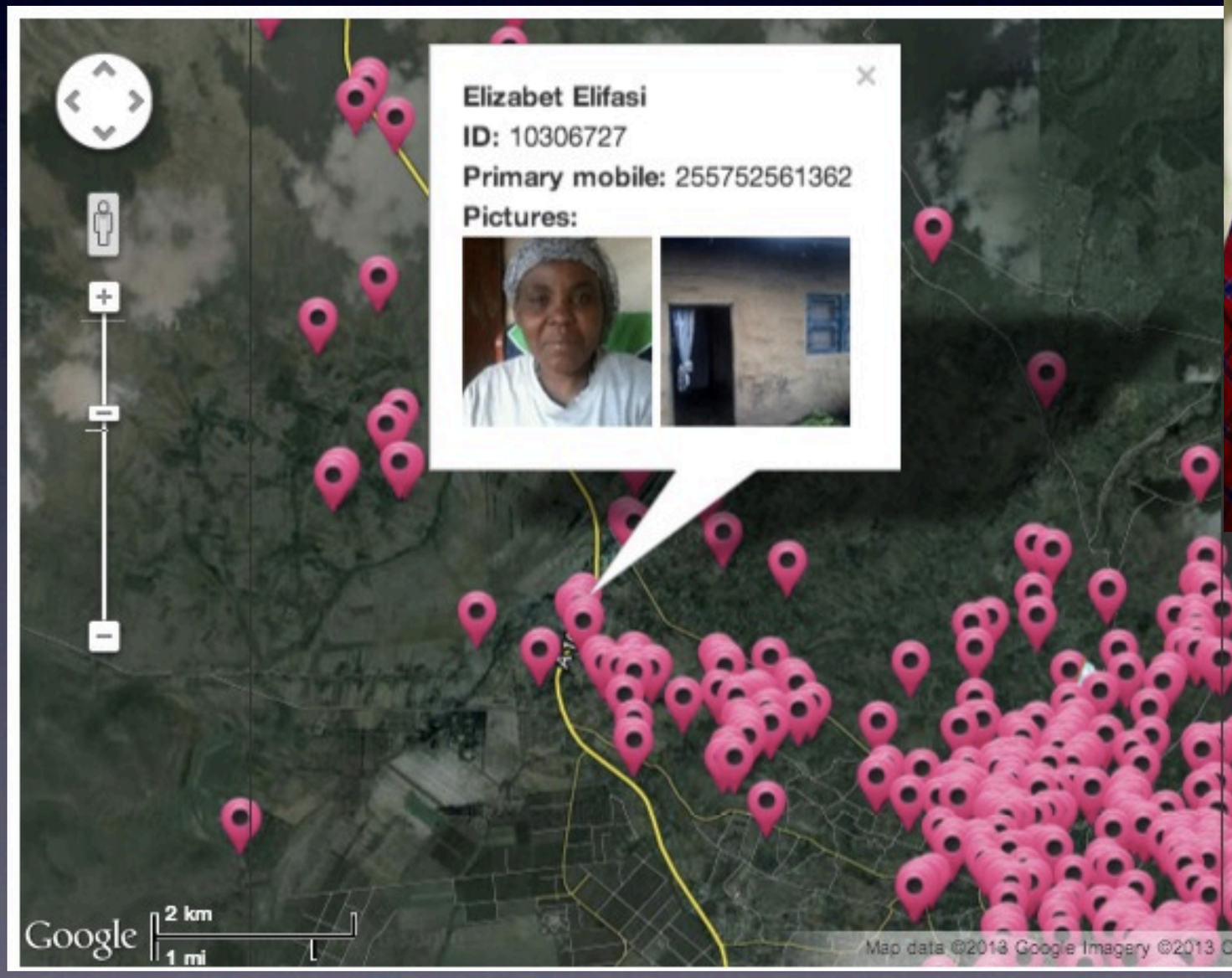
Our solution:

# Solar as a Service

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# M-POWER

## M-Commerce to Light Africa






OFF·GRID:ELECTRIC | People | Inventory | Installations | Reports | Admin | Erica Mackey

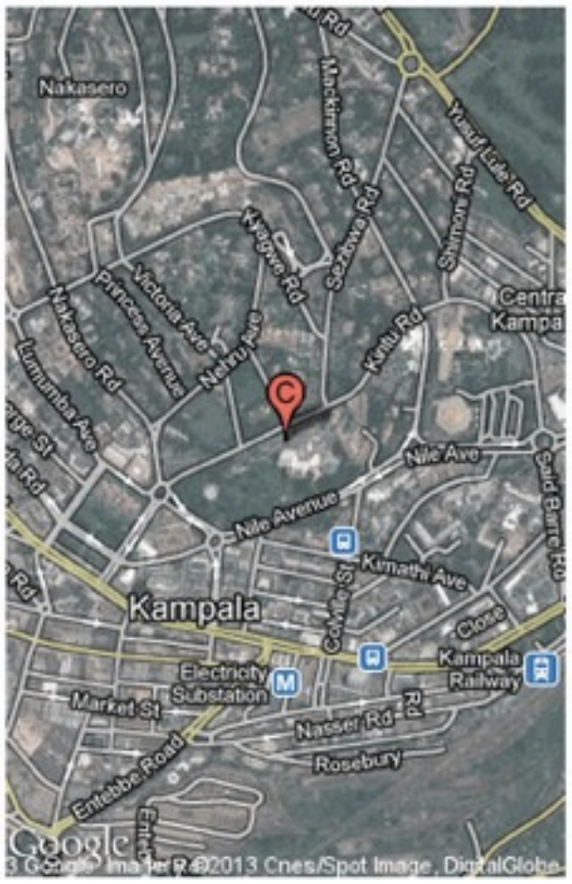
# Customer 10306781

**First name:** Isabel
**Last name:** Neto
**Primary mobile:** 255772725735
**Agent:** Erica Mackey
**Service Center:** Office Hub
**M-POWER Credits:** Tsh 0, history, charges
**Registered at:** 2013-05-29 11:36:01 UTC





Edit




## Service Levels

| Service Level | Appliances | Requested | Paid | Completed | Paid until | Details |
|---|---|---|---|---|---|---|
| M-POWER L2, Awaiting Payment | Phone Charger, Radio | 2013-05-29 | | | | Show |

## SMS History

Send message

| Sent at | Message |
|---|---|
| 2013-05-29 11:36:06 UTC | Karibu M-POWER tafadahali lipa bili yako ya 15,000 Tsh ili tuendele na ufungaji |

## Customer Support Tickets

New ticket

No tickets




ORIO SAFARI
T 170 BTG




M POWER
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# Minimum MNO Interactions for ONE customer

1. Register Customer (data)
2. SMS customer invoice (SMS)
3. Customer makes installation payment (Mobile Money)
4. Customer receives SMS receipt (SMS)
5. Chain of custody QR scanning (data)
6. Installation Wizard on app (data)
7. Customer pays service fee top up daily/weekly/monthly (mobile money)
8. Customer receives reminders, promotions, receipts, codes through phone (SMS at least weekly)

# We need enabling fee structures.

| | Vodacom TZ | Airtel TZ |
|---|---|---|
| 500-9,999 TZS | 400 | 50 |
| 10,000-19,999 TZS | 400 | 200 |
| 20,000-49,999 TZS | 550 | 200 |

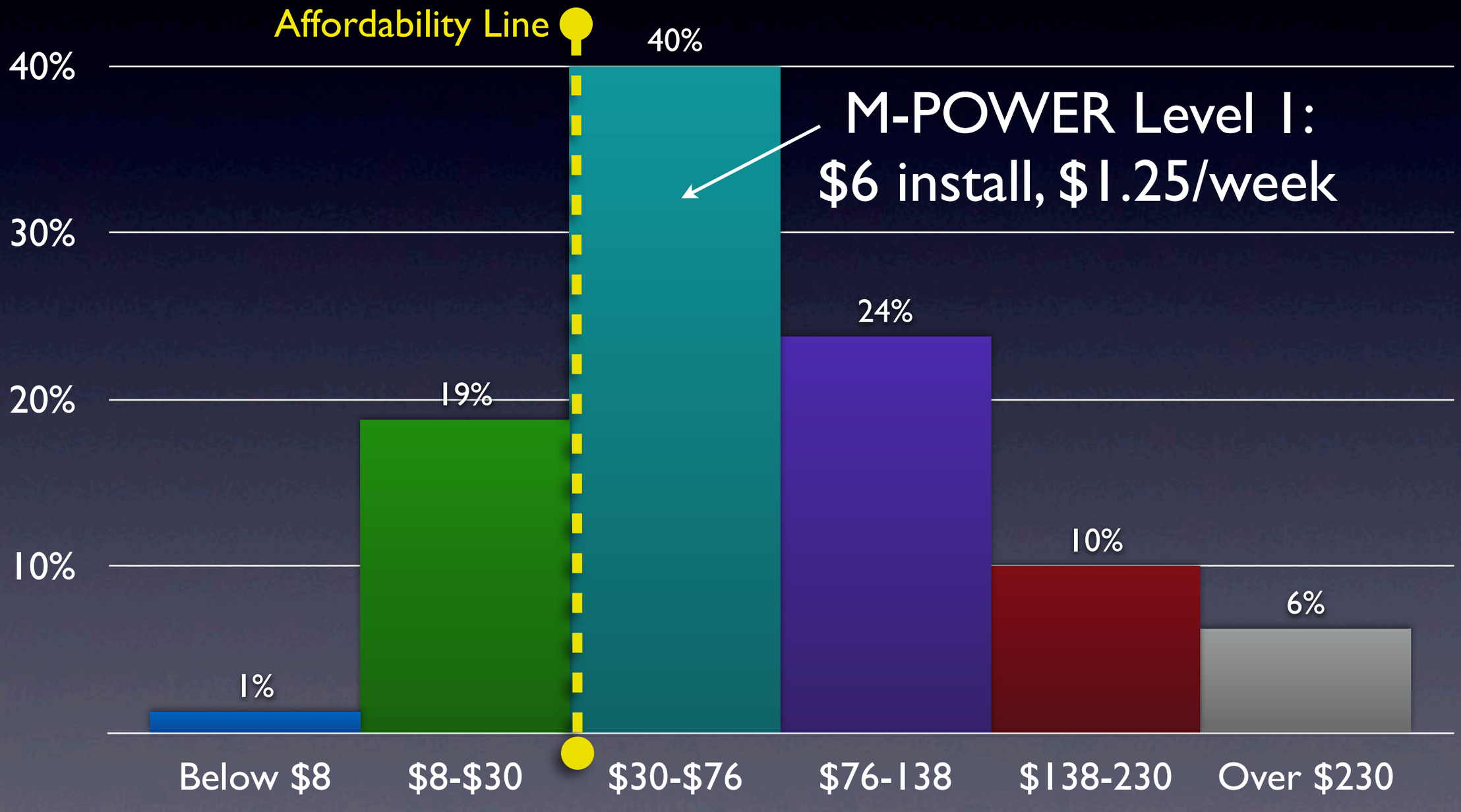
Our average top-up transaction is ~5,000 TZS
(Voda 8% and Airtel 1%)

# Thank you.

erica@offgrid-electric.com

# Appendices

# Our price is affordable for 80% of Tanzania.




From IFC Survey of 1,000 Tanzanian Households

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# Mirroring the Mobile Phone Industry

- **Energy is Pre-Paid**: Pre-payment reduces risk for customer and business.
- **Payment via Mobile Money**: No cash handling expense or risk.
- **Capital Expense is Centralized:** Capital is raised centrally to provide distributed service.
- **Built for Massive Scale:** Off.Grid:Electric's model can scale massively in parallel.

*Photo courtesy Frank Castro



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# Customers spend > 2X on energy than on mobile.

