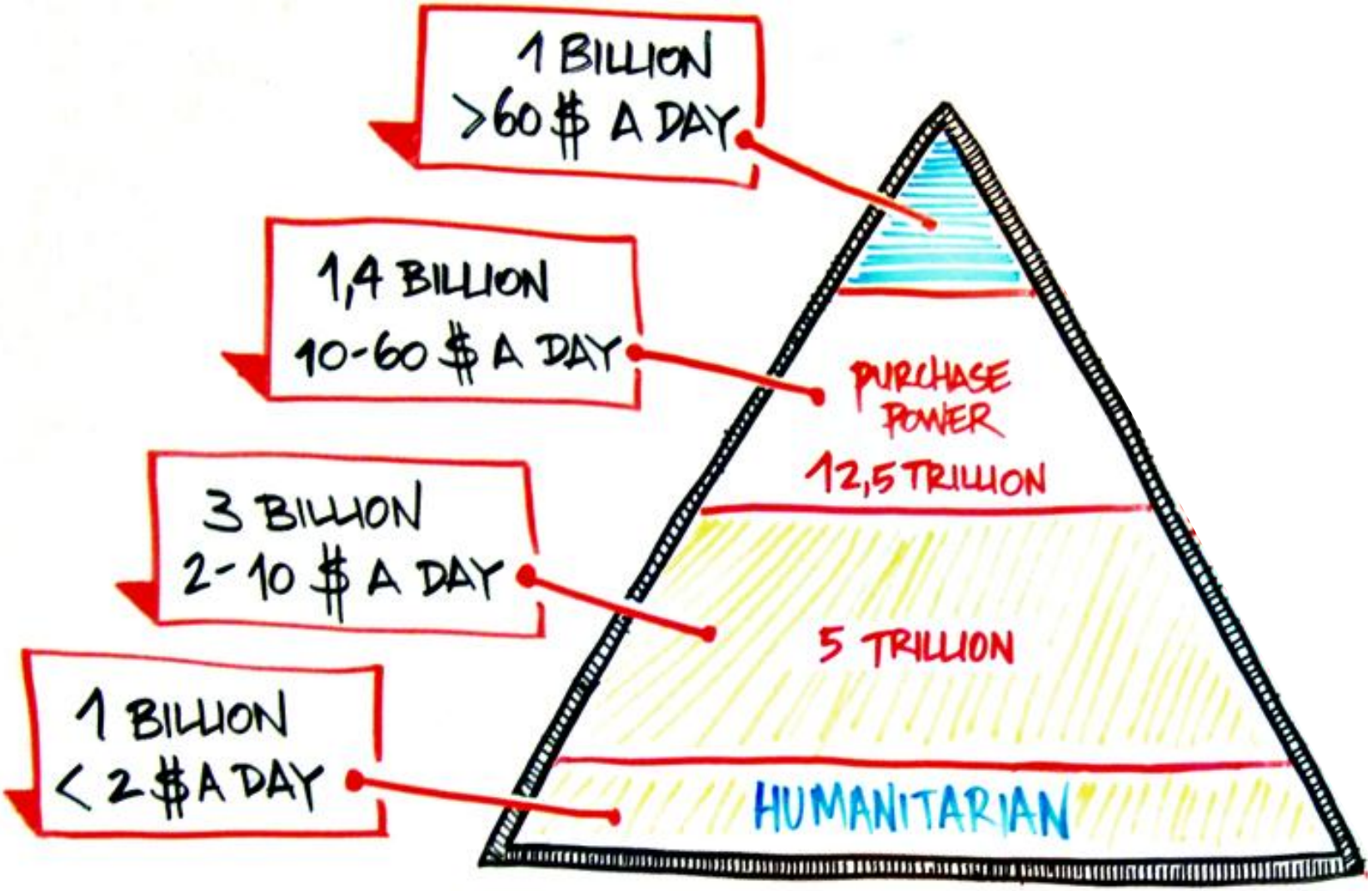


Paul Needham, President
paul@simpanetworks.com
Bangalore, India

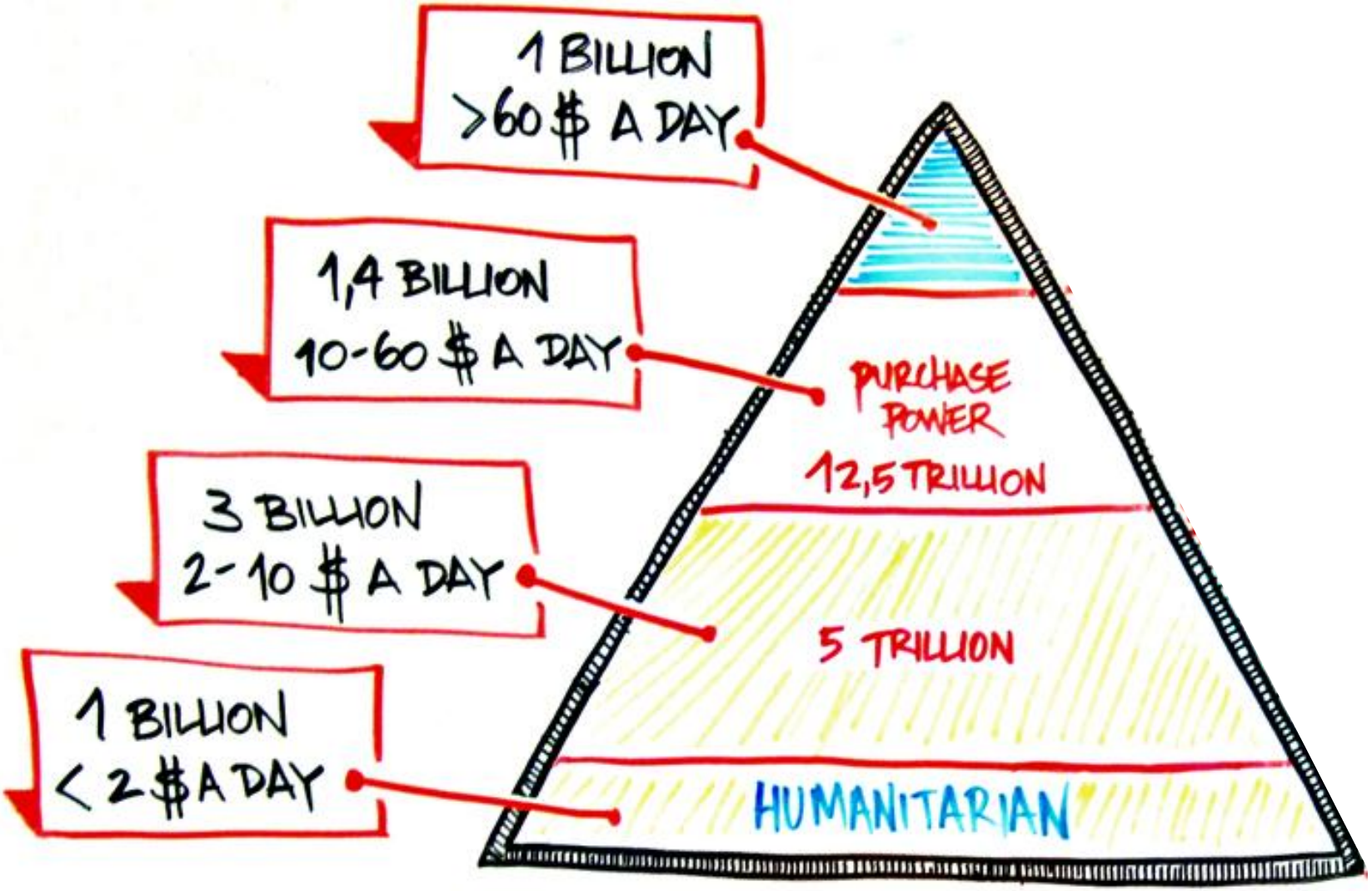

1 BILLION
>60 $ A DAY
1,4 BILLION
10-60 $ A DAY
3 BILLION
2-10 $ A DAY
1 BILLION
< 2 $ A DAY
PURCHASE POWER
12,5 TRILLION
5 TRILLION
HUMANITARIAN



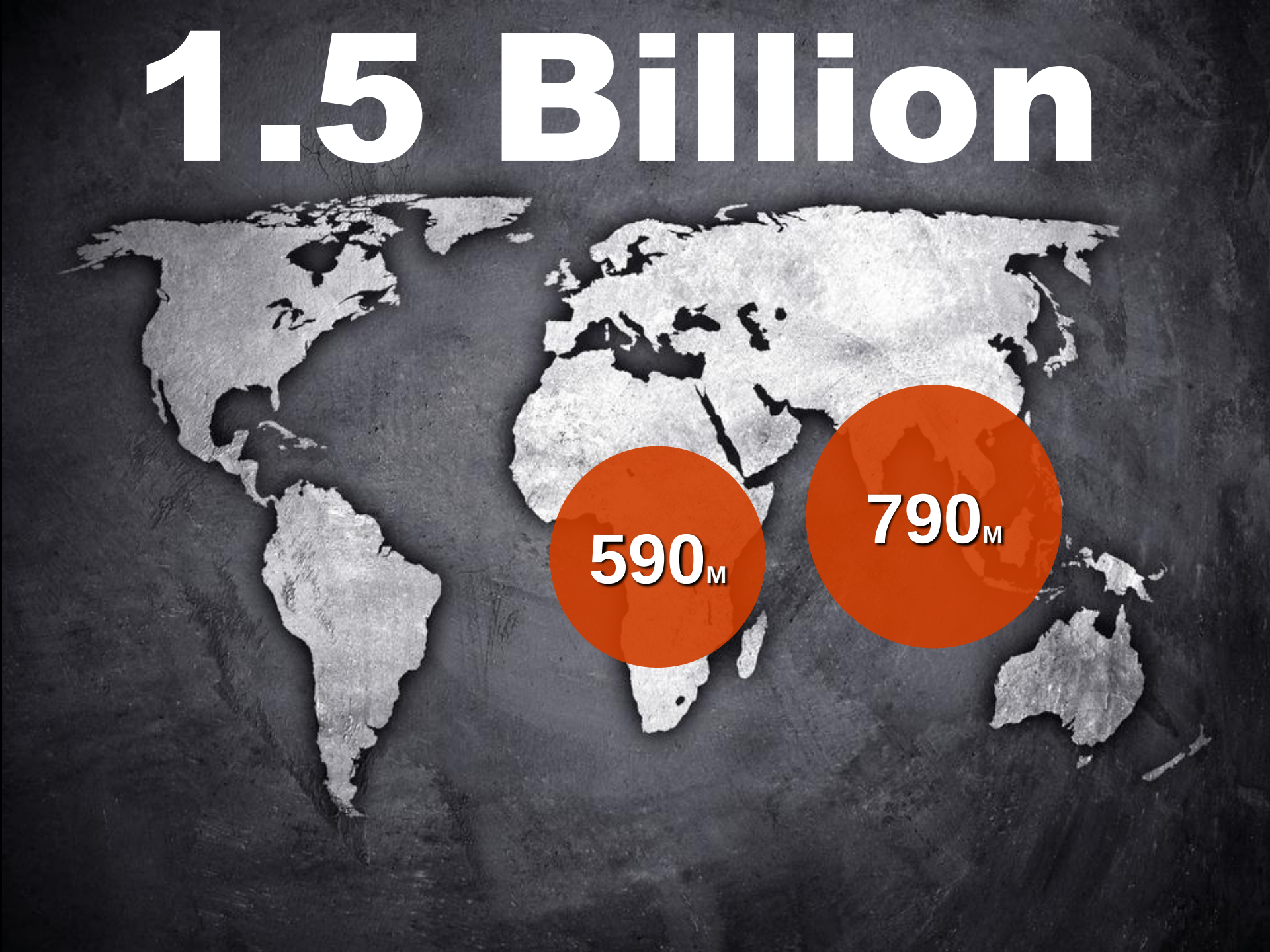







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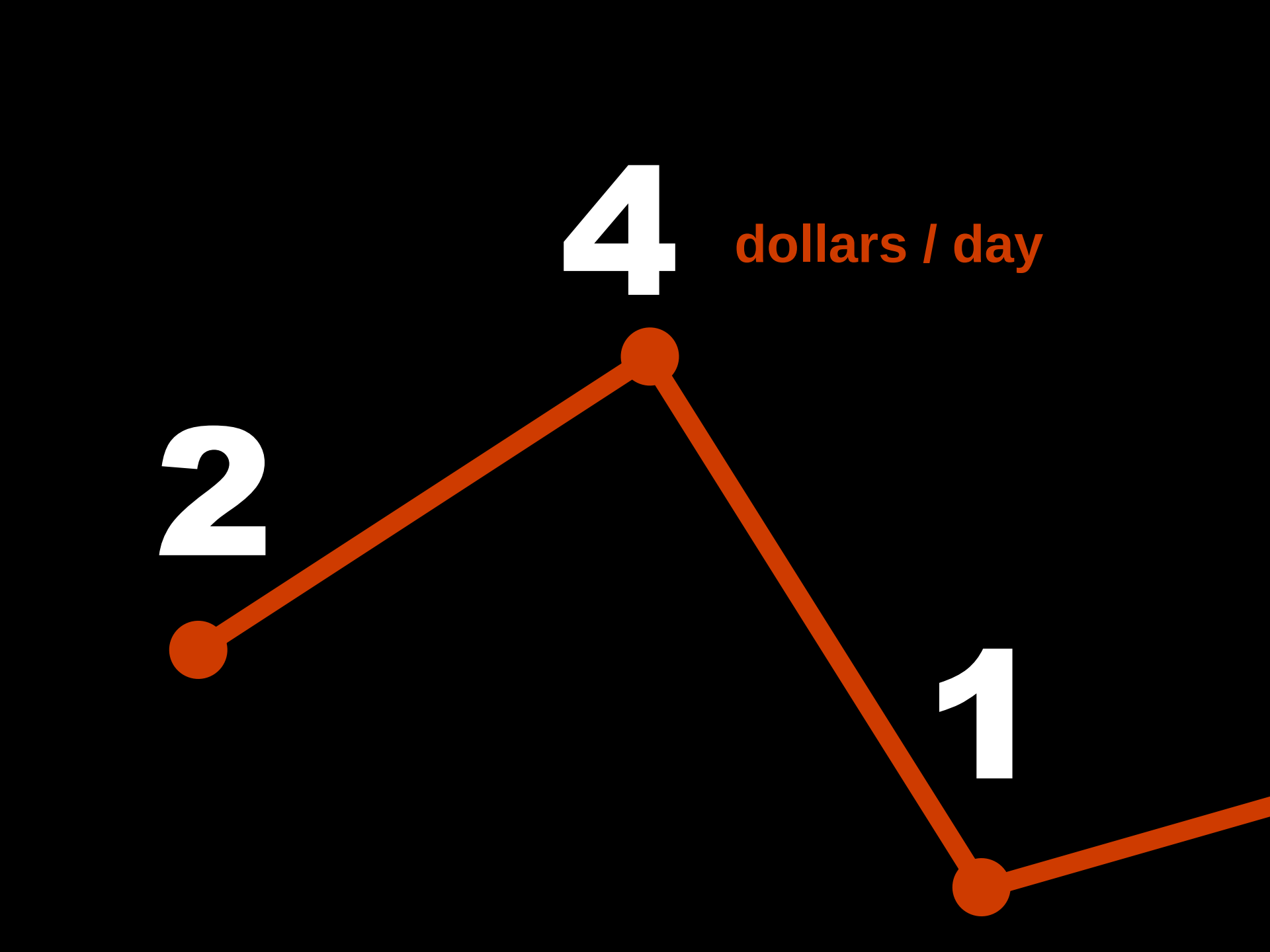
1.5 Billion





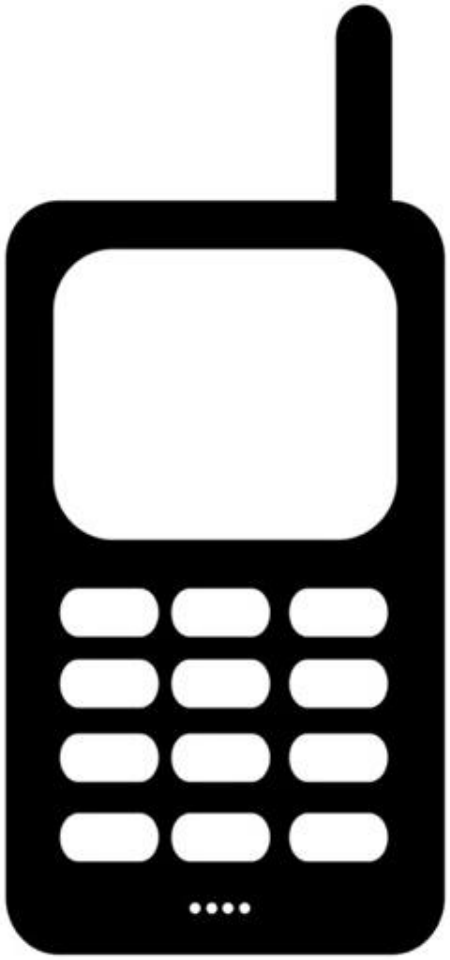


up front cost


4
dollars / day
2
1

Leapfrog





+


MRP Rs 60
Chota Recharge
vodafone
MRP Rs 30
Chota Recharge
vodafone

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small down payment



pay per day



system unlocks


Clean reliable electricity
pay as you go
leading to ownership

Prepaid Metering and Mobile Payments Technology





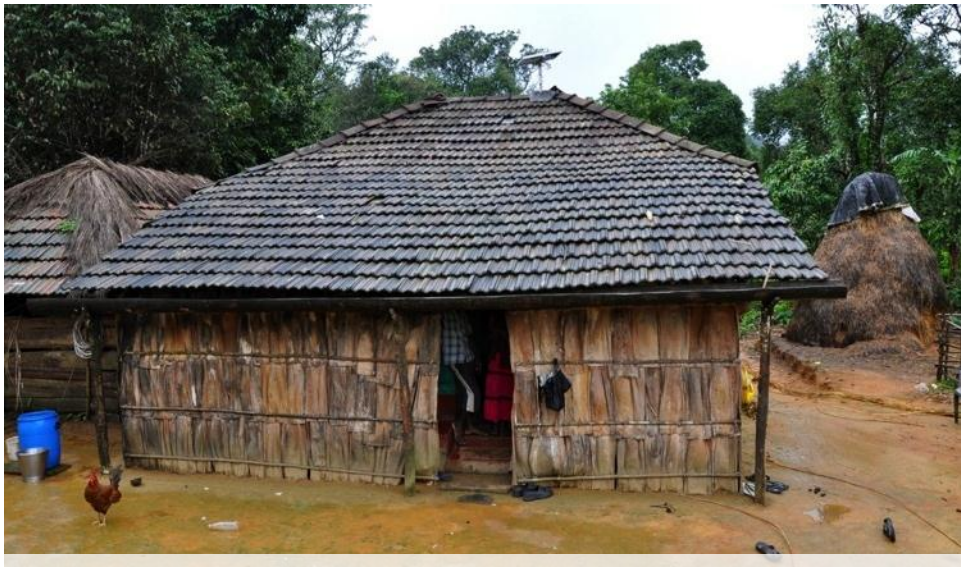


Target Customers



small shops

“I have to shut my shop early”
“I have to close my restaurant most nights”
“I’m losing income”
“I need my mobile for work”

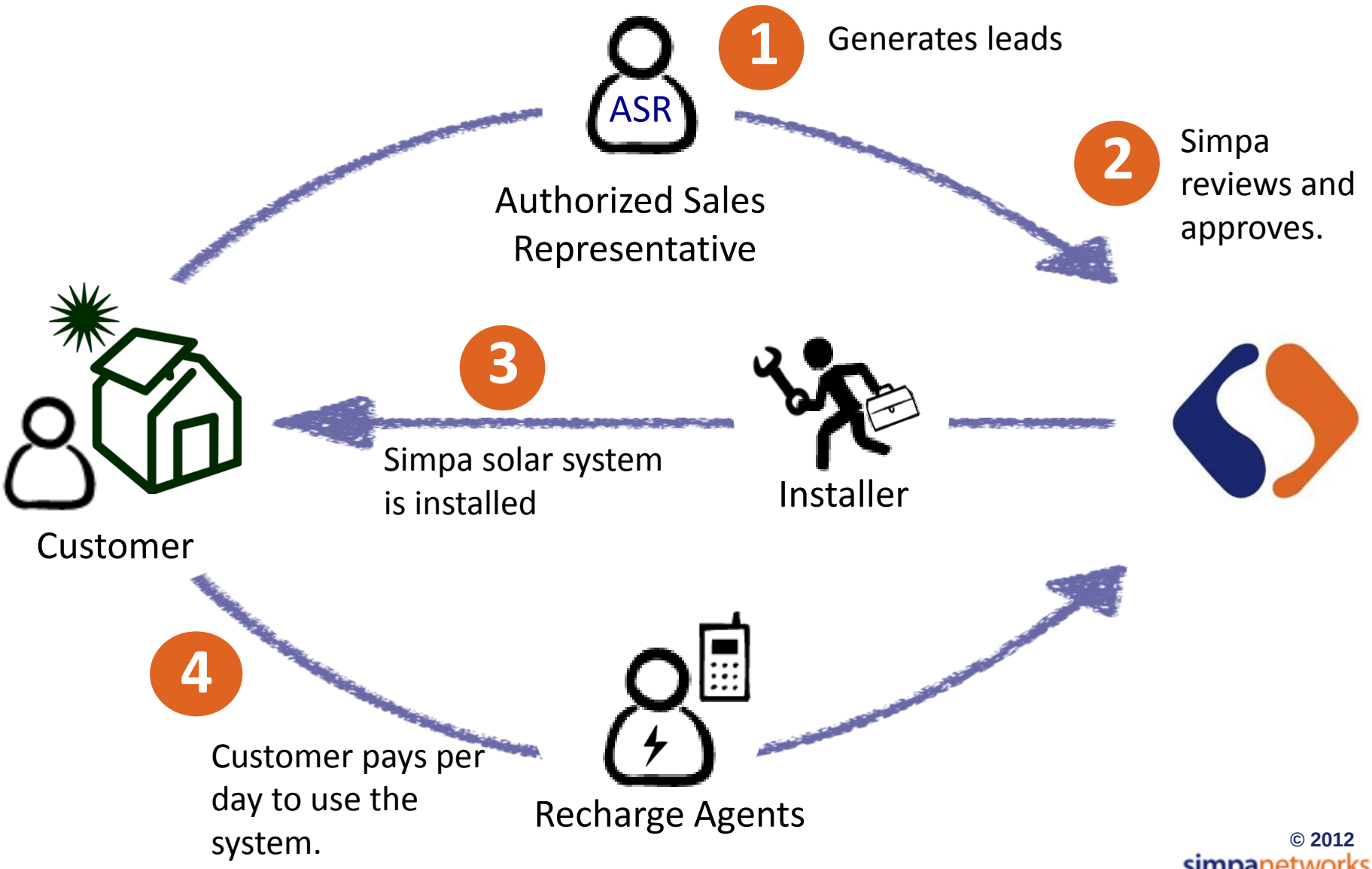


rural households

“I can’t keep my mobile charged”
“I have to walk 5km to charge phone”
“I can’t do anything after dark”
“I’m worried about safety”

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Solar-as-a-Service Model



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- Easy low-risk value proposition
- ARPU Rs 300-600/mo
- Mobile stays charged and active
- More revenue for retail points
- More rev for Recharge Agents
- Deeper customer engagement

