



PAY AS YOU GO: A SUNNY FUTURE?

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BBOXX

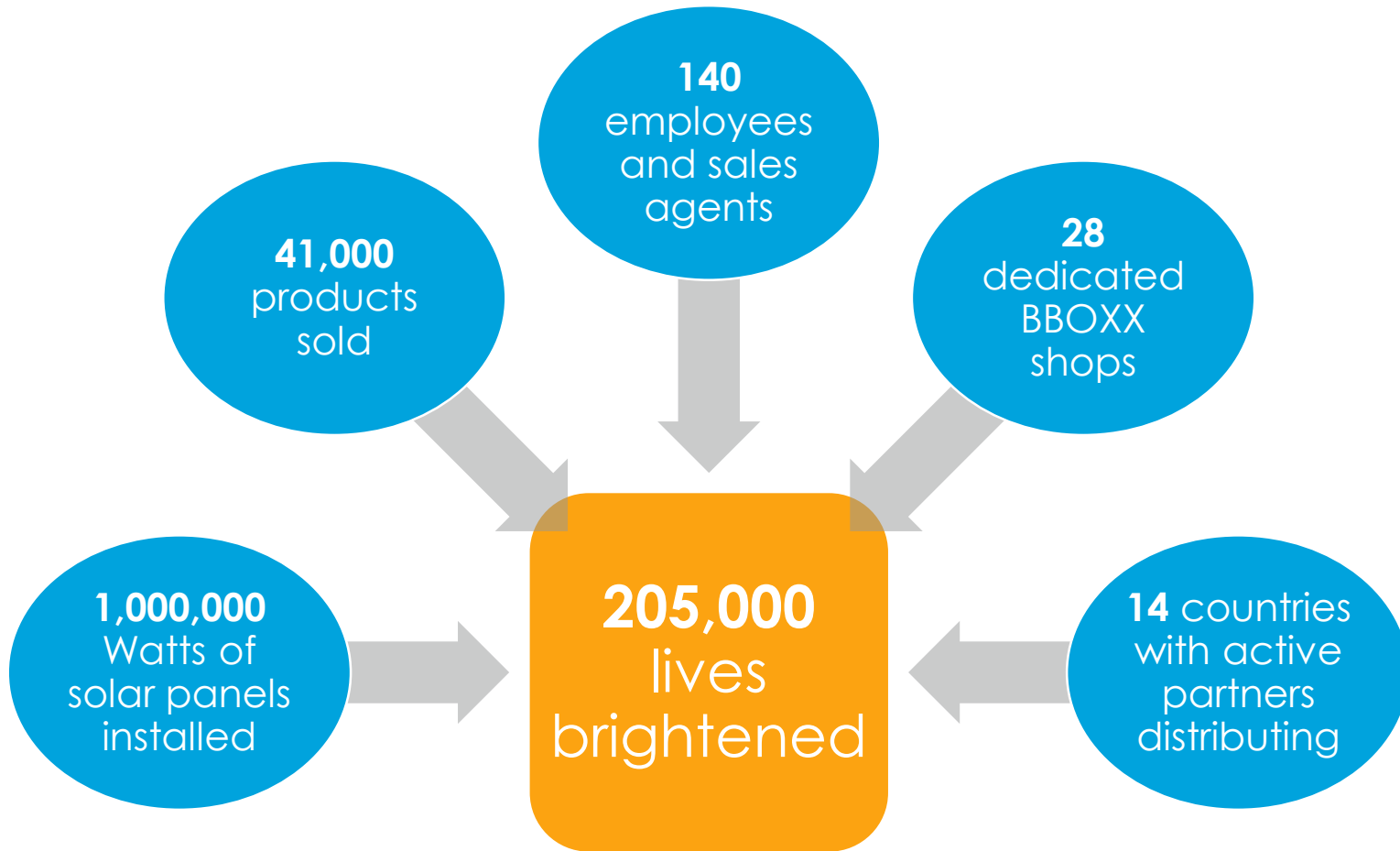
the solar revolution



BBOXX aims to
electrify 20 million
people by 2020.



BBOXX ACHIEVEMENTS



THE BBOXX END-TO-END SOLUTION

- Integrated 15W – 1.5kW solar energy systems and appliances.
- Cutting edge remote monitoring technology and upgradeable firmware.

Products

- 28 shops in Kenya (11), Uganda (12) and Rwanda (5)
- 60 shops by the end of 2014
- Close to customers for sales and after sale services

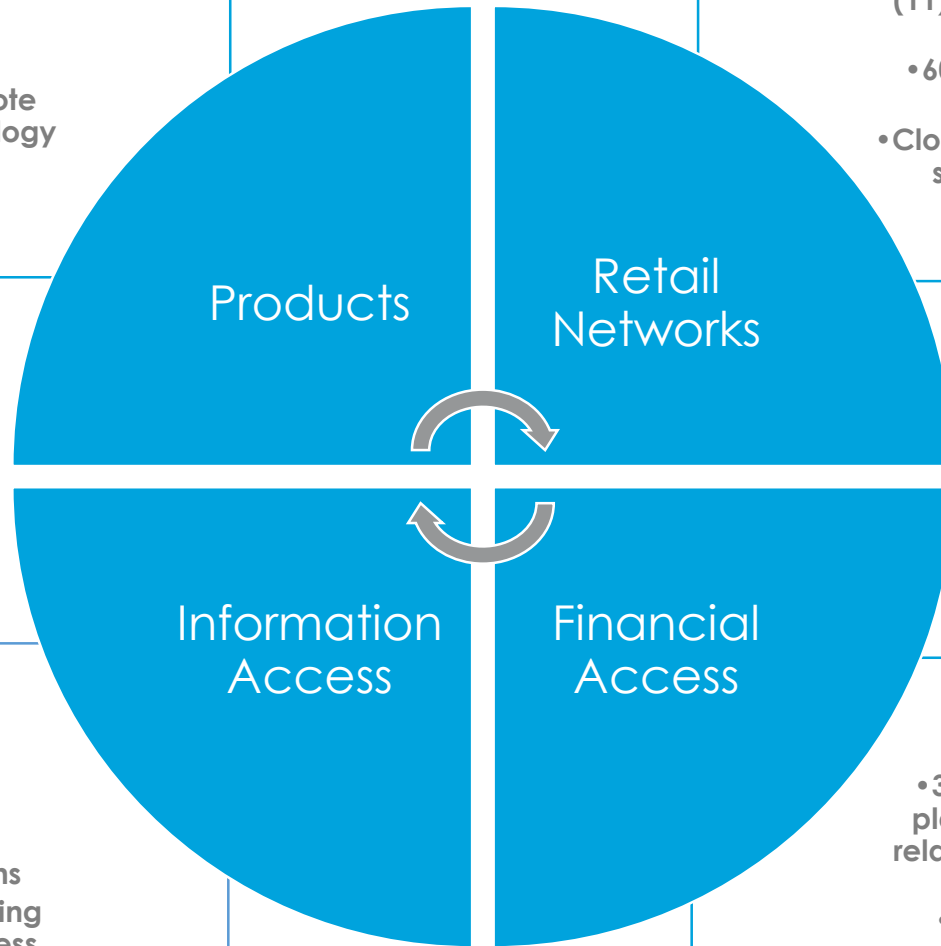
Retail Networks

Information Access

- Battery health analysis leads to extended product lifecycle
- Event-based alarms
- ERP and CRM making an efficient paperless system

Financial Access

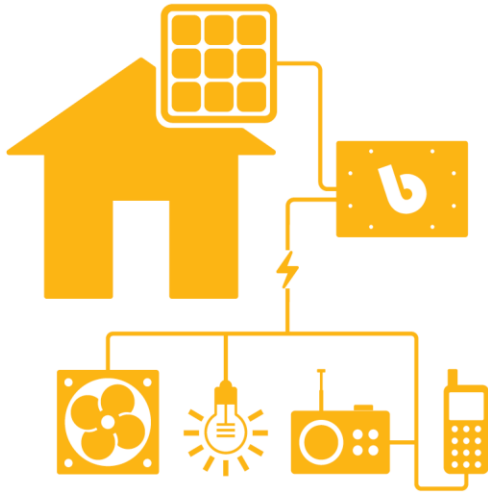
- 36 month payment plans, and a lifetime relationship with *Solar as a Service*
- Mobile payments
- Credit checks



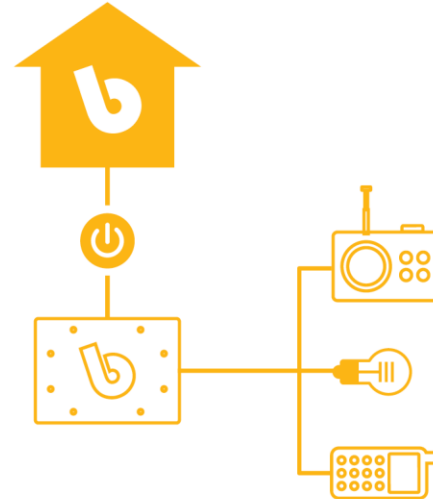


BBOXX SMART SOLAR AS A SERVICE

1. INSTALL KIT



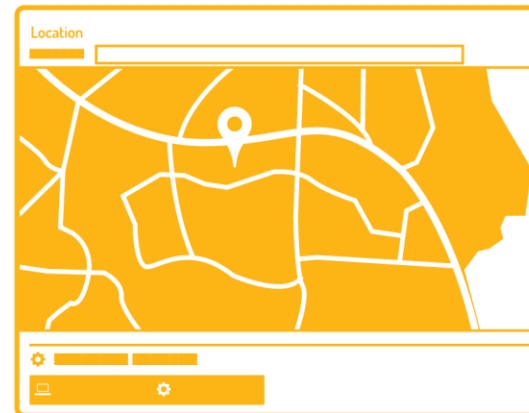
2. CONTROL REMOTELY



3. MONITOR PRODUCT



4. LOCATE PRODUCT



OUR CHALLENGES SO FAR: PHYSICAL ACCESS

PROBLEM

Physical Access

- Only being situated in towns **limits market size** and customer care.
- Difficult to follow up on defaults and faulty products.

SOLUTION

Rural Retail Network

- BBOXX's network of rural shops has been a **cost effective** way of broadening its **customer base**, as well as bringing great **customer service** and efficient repair and maintenance services to our clients.

COMPLIMENTED BY

BBOXX Technology

- Our technicians use **event-related alerts** to quickly service products. They are also supported by the **London-based engineering** team.
- **CRM and ERP systems** allow the shops to record customers quickly and efficiently report sales.

OUR CHALLENGES SO FAR: FINANCING

PROBLEM

Upfront costs

- The cost of a BBOXX kit upfront makes it **unaffordable to bottom of the pyramid**, therefore missing out a large customer base particularly in Africa and some areas of Asia.

SOLUTION

Payment Plans

- BBOXX moved away from a distribution business to a **service** business, where we now own the whole value chain. Selling to and financing the end customer on payment plan allows more people to become BBOXX customers. Our BB7 payment plan is now **as cheap as average monthly carbon expenditure**.

COMPLIMENTED BY

Investment

- Finding the **right investors** has been vital - making sure they understand the vision of the company and to have their **backing to roll out payment plans** using our own credit check processes.

OUR CHALLENGES SO FAR: TRAINING

PROBLEM

Limited education and training

- **Computer and software training** in order to support global reporting.
- **Accounting and business management** to run the retail network.

SOLUTION

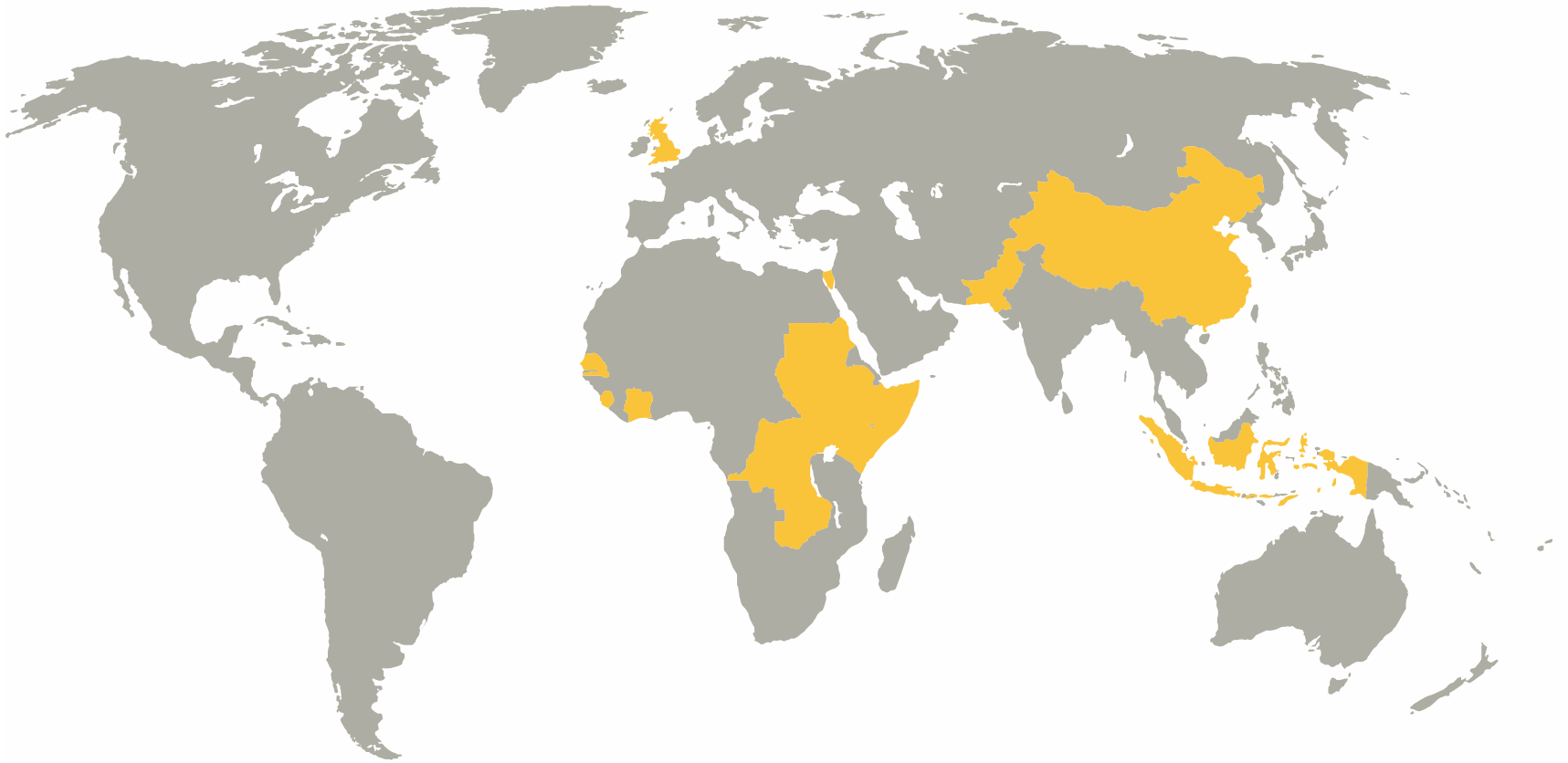
Training Team

- Dedicated team with a **Head of Training** per country and a team of **Business Development Managers** improving processes and teaching material for accounting, IT and business management.

COMPLIMENTED BY

Regular Training Weeks

- Held **every quarter** updates and planning for **strategy and training** take place between staff from the London HQ and the operations managers.



Join the solar revolution

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