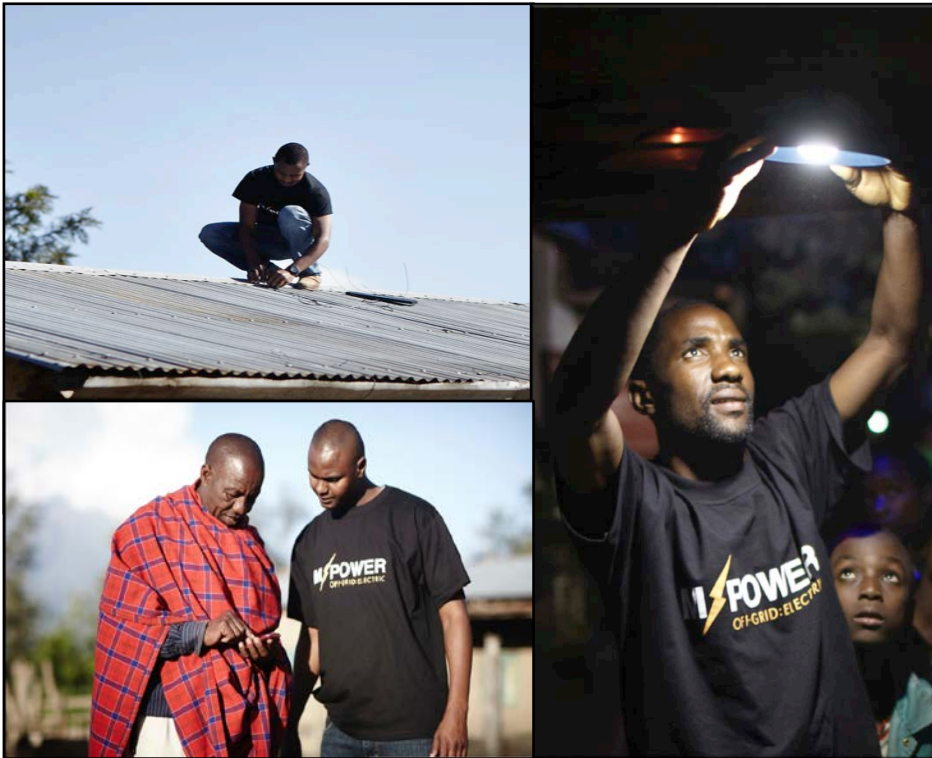




Off Grid Electric makes an
aspirational modern energy
lifestyle **accessible** and
affordable to everyone

Off Grid Electric provides a complete technical, operational and financial solution

Pre-paid Solar via Mobile Money: Solar as a Service



- Off Grid Electric installs and maintains solar home systems that power lights and small appliances (known as M-POWER)
- Customers pay for the electrical services generated, as little as one day at a time
- Service levels start below the cost of kerosene and grow from meeting customers' basic needs to more aspirational offerings
- Solar as a service offers dramatic cost and risk reductions



Four barriers have limited the widespread adoption of solar as an energy solution

Upfront Cost

Customers have to pay for a lifetime of energy upfront

Risk Aversion

Customers are extremely risk averse as the purchase of a poor-quality can be devastating

Service

Customers are often unable to install or repair a system themselves and there are few local experts

Distribution

Customer often live beyond the “last-mile” which presents challenges delivering products and services



Off Grid Electric has built its model to directly address each of these

Upfront Cost

Off Grid Electric manufactures and finances M-POWER systems centrally

Risk Aversion

Off Grid Electric's pay-as-you-go approach gives customers flexibility while also allowing hardware customization or changes at any time

Service

Off Grid Electric provides dedicated customer service via its agent network and centralized support, thereby ensuring M-POWER systems remain active

Distribution

Off Grid Electric leverages existing infrastructure and a network of local entrepreneurs to distribute and install systems in customers' homes



Off Grid Electric's core offering focuses on service as a path to a modern energy lifestyle

Range of Energy Services

Services levels start below the cost of kerosene and cover a range of needs

Level	Service
1	2-3 lights, phone charger
2	4-6 lights, phone charger x 2, radio
3	4-6 lights, phone charger x 4, radio, television, DVD, satellite
4+	Additional levels in development

Pillars of Customer Service

- **Agents:** Commission structure incentivizes growth and service
- **Call Center:** 7-day-a-week assistance
- **Agent Support:** Agents receive weekly calls, trainings and monthly visit from Agent Success Team
- **Centralized Repairs:** Systems are swapped in homes, repaired centrally and redeployed
- **Logistics:** Replacements/upgrades sent to and from customers efficiently

Payment Structure

A simple, transparent payment process that matches customer cash flows

Structure	Offering
Method	Mobile money, directly to company (no leakage)
Unit	Days of M-POWER service
Frequency	Flexible, at the choice of the customer (daily to several months)

World-Class Technology

- **Controller & Metering:** World's most advanced; custom-built for Off Grid Electric
- **Power Generation:** High-quality PV panels
- **Storage:** Lithium batteries; 10x industry standard
- **Lighting:** Highest quality LED's; produce 150 lumens per watt
- **Software:** Internally developed platform and mobile app for advanced analytics



Off Grid Electric's service results in multiple economic and environmental net benefits

Customers

Energy Savings of \$195 per HH per year

Household Energy Expenditure		
	Status Quo	M-POWER L1
Light	\$4.20*/week	\$1.25/week
Phone	\$0.75*/week	
	\$260 per year	\$65 per year

C02 Emission

CO2 Reduction of 110kg per HH per year

Environmental Impact (C02)		
	Status Quo**	M-POWER L1
# of lights/HH	2 lights	68% observed reduction
Kerosene/light	3-4 liters	
C02/L of kerosene	1.9kg/month	
Total	160kg per year	51kg per year

Agents

Agent Income of \$1,300 per year

Agent Income	
Customer Acquisition	Service Commission
\$6-9 per new HH	~\$0.62 per HH
X 10 new HH per month	X 65 active HH
\$900 per year	\$484 per year

Black Carbon

Black Carbon Reduction of 3.8kg per HH per year

Environmental Impact (Black Carbon)		
	Status Quo	M-POWER L1
Black Carbon / L of kerosene	56-76g/month	68% observed reduction
Total	5.5kg per year	1.8kg per year

*2 kerosene lights at 1.3 liters per week per light and \$1.62 per liter; 3 charges at \$0.25 per charge

**Same baseline of 2 lamps per HH and 3-4 liters kerosene burned per lamp



