



Strathmore
Energy Research Centre



Sept 15, 2015





Over **\$100 million** invested in **off-grid solar** in the last six months...



Source: 3rd Off-Grid Energy Access Investor Conference. March 18, 2015, New York.

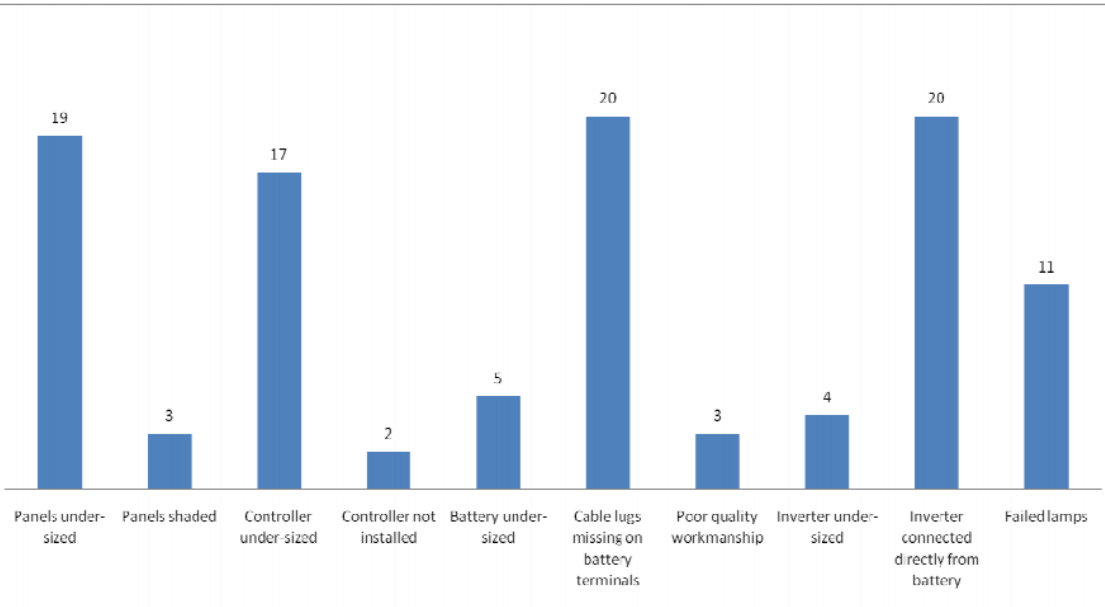
..Yet A Crisis of Trust In Solar

We have found that **over half** of all solar home systems eventually break or need to be serviced, yet consumers in rural areas lack affordable, quick servicing options. Thus they see it as a wasted investment and go back to kerosene, leading to community distrust and opposition to purchasing new solar products.



Lack of Expertise

Quality of solar installations out of 24 SHS
(Source: GIZ solar market study report 2014)



Lack of Quality Components



Benefits of a Solution

RURAL HOUSEHOLDS & BUSINESSES

- Increase trust and investment in high quality solar products.
- Allow for out-of-warranty repairs for the first time for most products.

SOLAR MANUFACTURERS & OPERATORS

- Decrease time and costs on in-warranty repairs of off-grid products.
- Decrease installation and maintenance costs on larger systems.

YOUNG RURAL MEN & WOMEN

- Reduce youth unemployment through technical skills and entrepreneurship.





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CREEC KEROSENE LAMP EMISSIONS TEST

Village

ENERGY

BETTER ENERGY • BETTER COMMUNITIES





Integrated Pipeline

Trusted Technicians

1. Recruitment
2. Training
3. Setup
4. Supply
5. Support

Trusted Parts & Products

1. Sourcing
2. Importing
3. Testing
4. Certification
5. Distribution



Technician Model

RECRUIT

Working with community leaders and educational institutes to identify and recruit young men and women.



TRAIN

Technical and business curriculum, with testing and certification by CREEC and SERC. Top graduates are recruited by Village Energy.



SETUP

Re-branding shop, providing initial inventory/tools on credit, and conducting business launch events with marketing and advertising.



SUPPLY

Supply chain of parts and new products with rigorous quality testing, along with implementation of CRM and inventory-tracking platform.



SUPPORT

Ongoing marketing and community outreach efforts, measurement and monitoring, and subcontracting servicing work.

The Potential For Women

Our model has the potential to transform women's lives in **income generation**, and access to products that will **save time & labor**, as well as **improve access to information, education, and other resources**.

1.

Access by Women and Girls to Solar Energy

Increasing of solar, with all the documented **economic, health, safety, environmental, labor-saving** and **civic** effects that will particularly benefit women and girls.

2.

Role Models in Tech & Entrepreneurship

Educating and supporting young women as **technically skilled entrepreneurs** who will also be **role models** for younger girls in rural communities.

3.

Expansion into Water & Cookstove Technologies

Our technician network and supply chain can become a platform for adoption and **sustainable maintenance** of cookstove and water technologies.

EOY 2017 Goals

3,000 technicians

Active with sustainable incomes, of which **>50%** are female.

500,000 people

Gain/regain access to energy through **100,000** systems fixed/sold.

National Standards

In training and product testing in both Kenya and Uganda

Key Focus Areas

DEVELOPING EXPERTISE

- Solar Technician Recruitment and Training
- Entrepreneurship Training
- Business Model and Market Development Support

DEVELOPING SUPPLY CHAIN

- Product Testing Facilities
- Developing National Standards/Labeling
- Developing Spare Part Supply Chain: Manufacturers, Generic wholesale brands

DEVELOPING GOVERNMENT POLICIES

- National technician testing and accreditation standards
- Product and part testing certification
- Duty free import of individual components and batteries





THANK YOU