

# (em)Powering Africa

## PayGo Solar in Africa

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*July 2014*





Azuri – simple PayGo energy

indi  
go

smarter solar power  
2.5W Solar Home System





Key to your safety  
the success of your business  
the peace of mind of your family  
the security of your future

TASADIGI  
Mwaka 2011

Icons: mobile phone, person, document, speech bubble

# Technology that saves money

## Without Indigo

- **\$10/month** for Kerosene
- **\$0.20/charge** for mobile

Total:

**~\$13/month**

## With Indigo

- **\$10** install (one-off fee)
- **\$1.50/week** top-up

Total:

**~\$6/month**

Customer cuts weekly energy spend by **50% or more**

AND

has **8 hours of light** for 2 rooms + **mobile phone charging** too



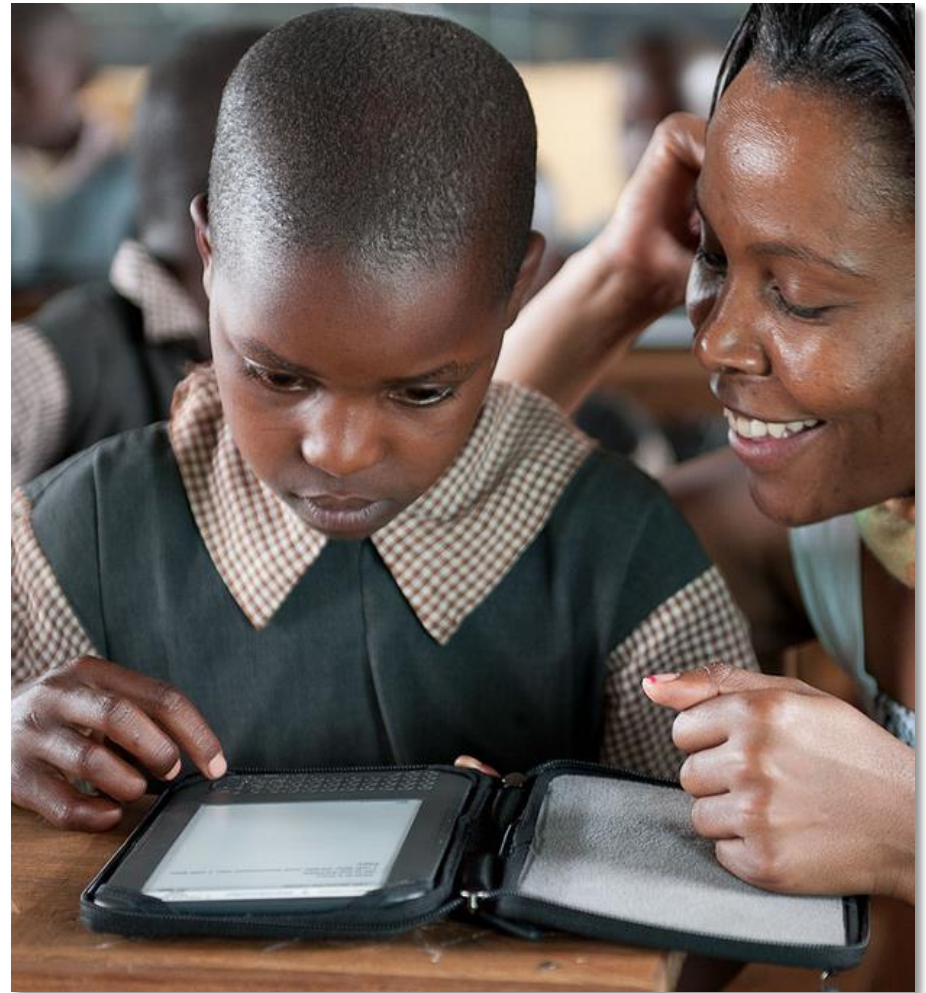
# Impact



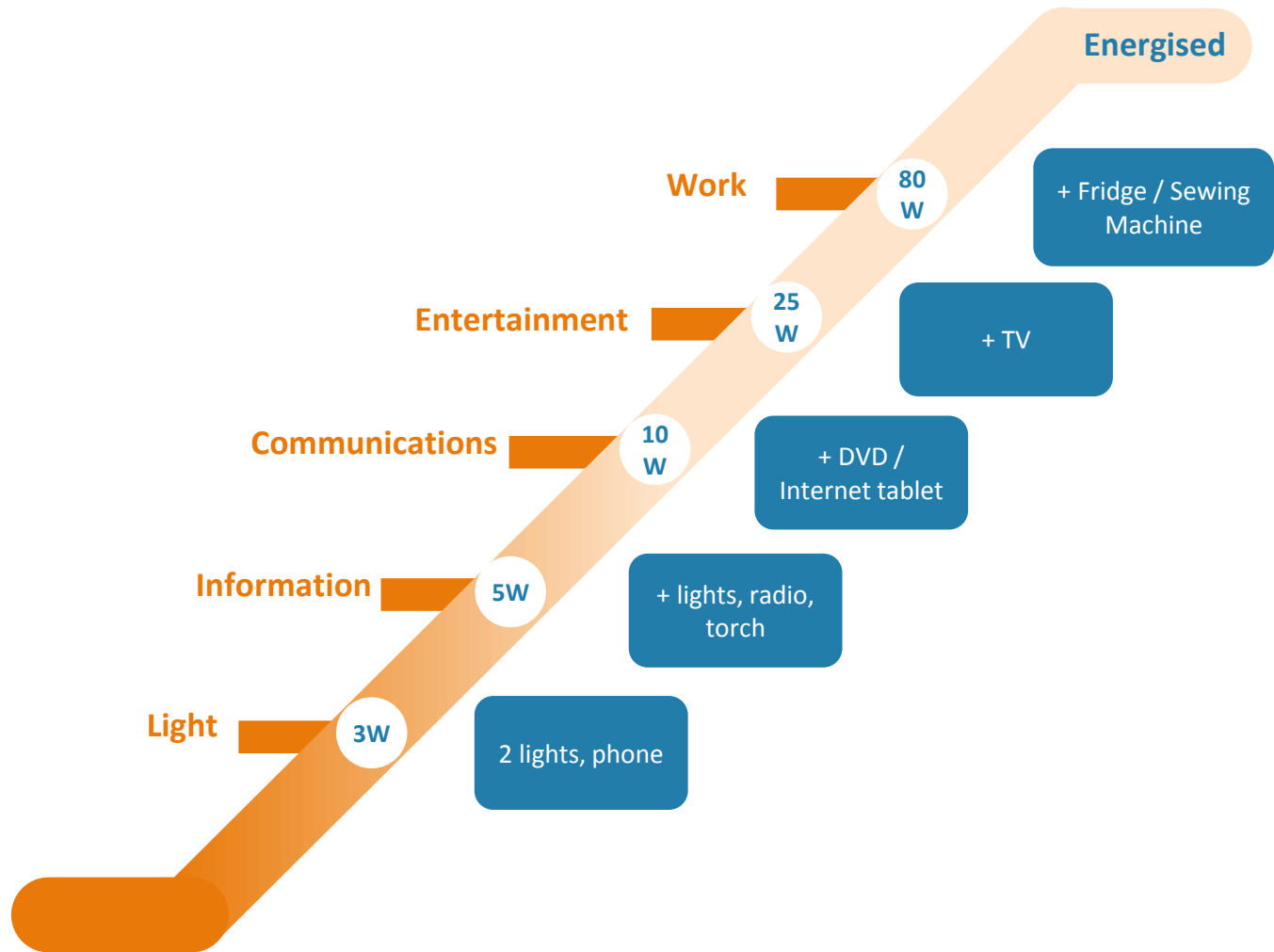
- Productive day extended by up to 3 hours
- Children spend 2 hours on average additional homework
- Eliminates kerosene fumes, fire risk and CO<sub>2</sub> burden
- Saves customers money from the outset

# Beyond lighting – extending the service model

- Unmet demand for affordable consumer electronics
- Information, entertainment, knowledge, entrepreneurship
- Huge opportunity in the knowledge economy



# Energy Escalator



# Access Grid: Azuri Hierarchy of Power



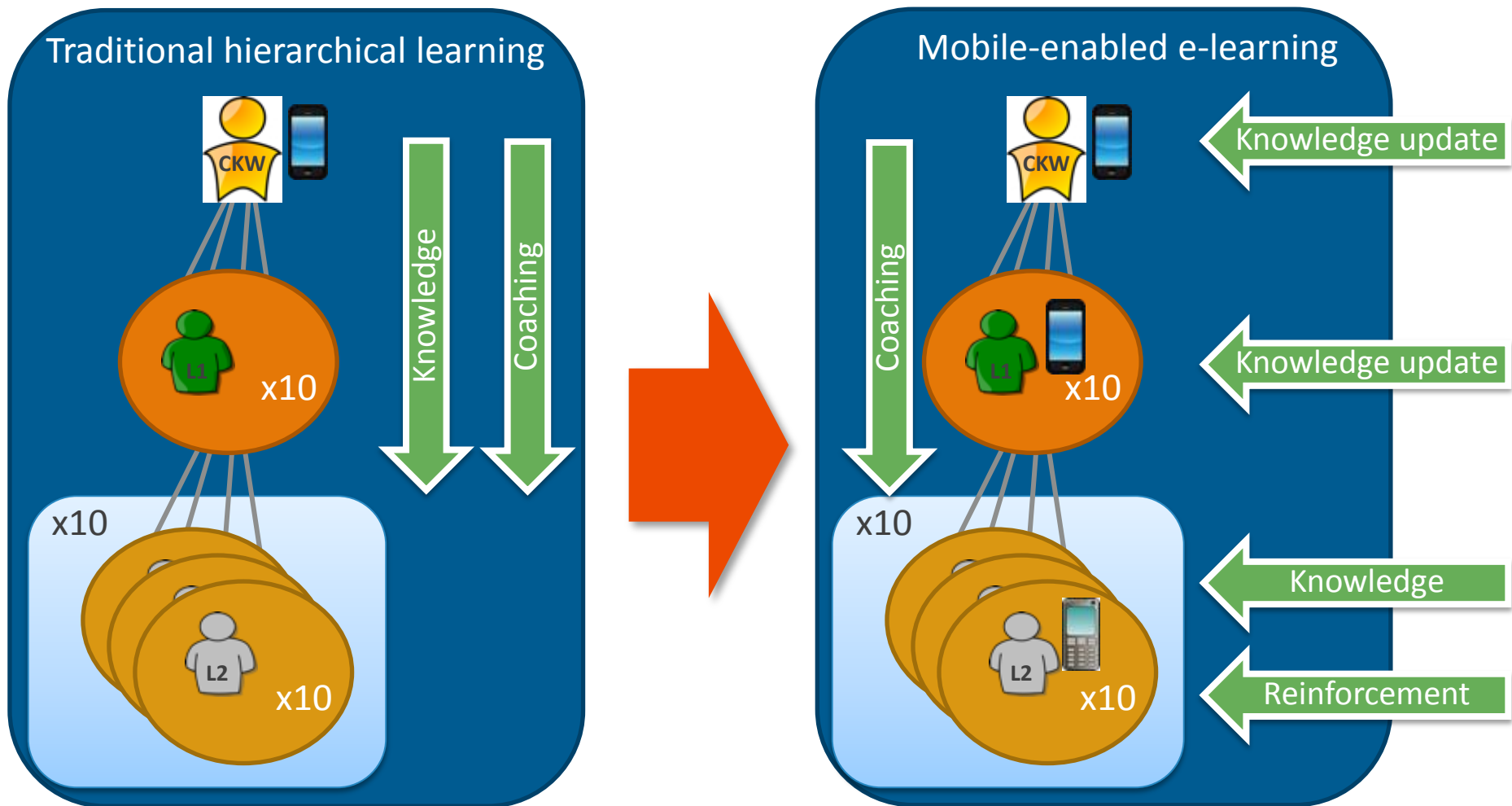
# Radio based information



# Agriculture m-education



# Transforming Agricultural Outreach



**With 40% of Africans  
under the age of 14,  
there is no fear of  
new technology**



# Enabling the next



*“My best subjects are Mathematics and English. I want to become a traffic police officer”*

# Enabling youth employment



# Key learnings

- Power, Mobile & the Internet change the game
  - Mobile cash, Mobile insurance, Mobile loans
- But... danger of worsening inequality
  - 4G in cities but barely 2G in the villages
  - Disenfranchised rural and uncontrolled urbanisation bring risks
- Access levels the playing field
  - Enable innovation outside cities
  - Dramatically change agricultural productivity
- Ecosystem around mobile to serve the last emerging continent





