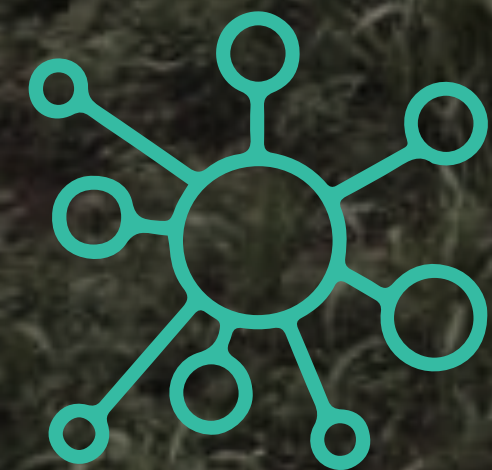


M-PAYG / Presentation

Easy access to renewable energy and finance for bottom-of-the-pyramid customers



M-PAYG

BORDERLESS ENERGY

PROJECT TEAM

An experienced and dedicated team ready to execute the project



Asger Trier Bing
Business
Development



Emil Piper
Electronics
Development



Jes Kristian Colding
Operational
Scaling



Diana Lundgren
Business analysis &
Impact metrics



David Reerman Dizon
Product
Management

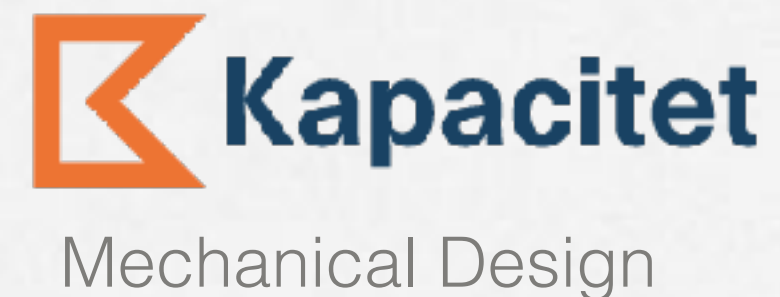


Nicola Girotti
Industrial
Design



Rajesh Veluswamy
IT Back-end &
Monitoring

PRODUCT PARTNERS



ACHIEVED MILESTONES

Design Thinking



Development of IT Platform



Integration with the two largest wallets



Pilot project in Tanzania



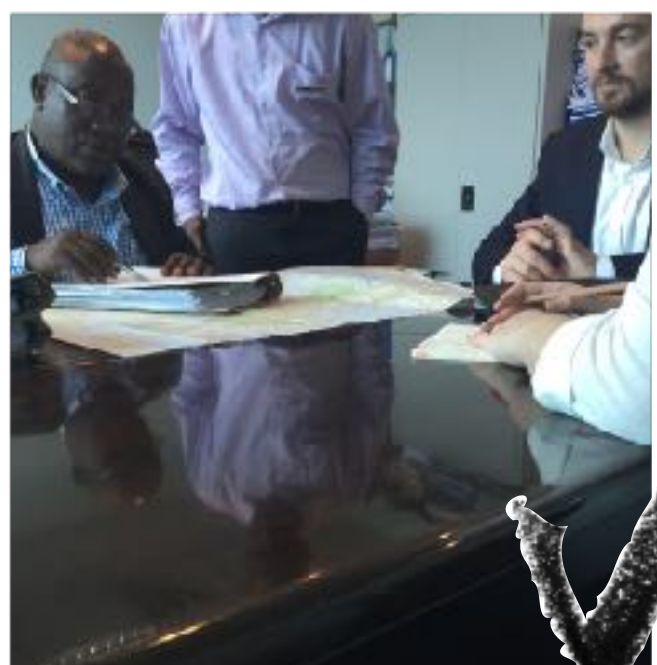
New roll-out partners in Africa



UX research in Tanzania



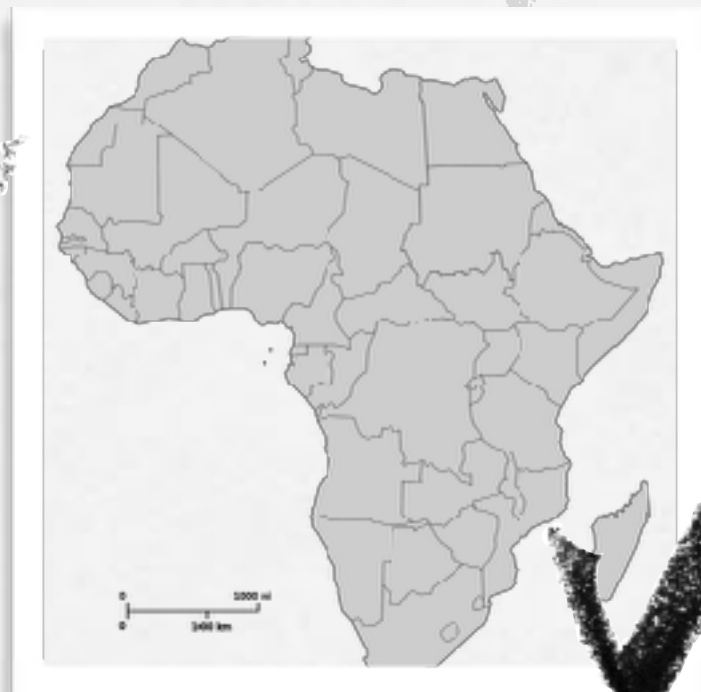
Market-ready prototype



Operational licenses approved



Winner of Danish Design Award



Preparing/ positioning for scale

3 TYPES OF CUSTOMER PAINS

Customers are off-the grid, unbanked and only have access to harmful energy services



1. Off-grid

Disconnected from the official energy grid and limited access to electricity & fuel



2. Harmful Energy

The use of kerosene lamps results in heavy indoor air pollution and severe fire-hazards

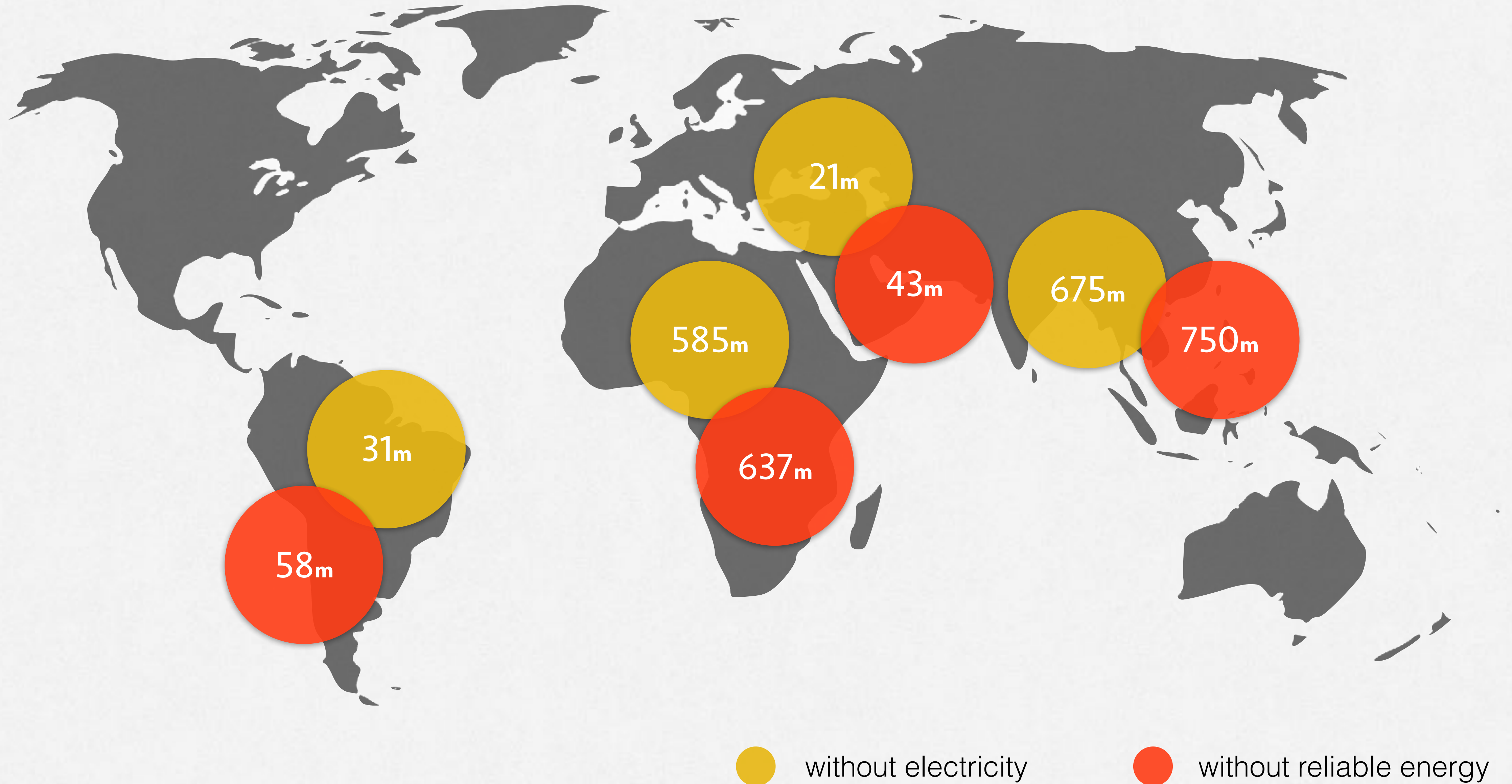


3. Unbanked

Poor financial services makes procurement of modern energy alternatives close to impossible

M-PAYG CATERS TO 1.4 BILLION CUSTOMERS

More than 1.4B live without access to electricity globally



SOLAR POWER →
BEI POA!



WAKALA WA
STEPS SOLAR LTD

WAKALA WA
STEPS SOLAR LTD

WAKALA WA
STEPS SOLAR LTD

WAKALA WA
STEPS SOLAR LTD

UMEME WA JUA
TUNAWAHA BIKIWA YA SOLAR
- SOLAR PANEL BATTERY
- INVERTOR, KILN YA SOLAR
- CHARGER CONTROLLER
- PUMP YA SOLAR



GOLD SUNSHINE
Angaza Maisha

STEPS
WAKALA WA
STEPS SOLAR LTD

moLemon

SOLAR POWER



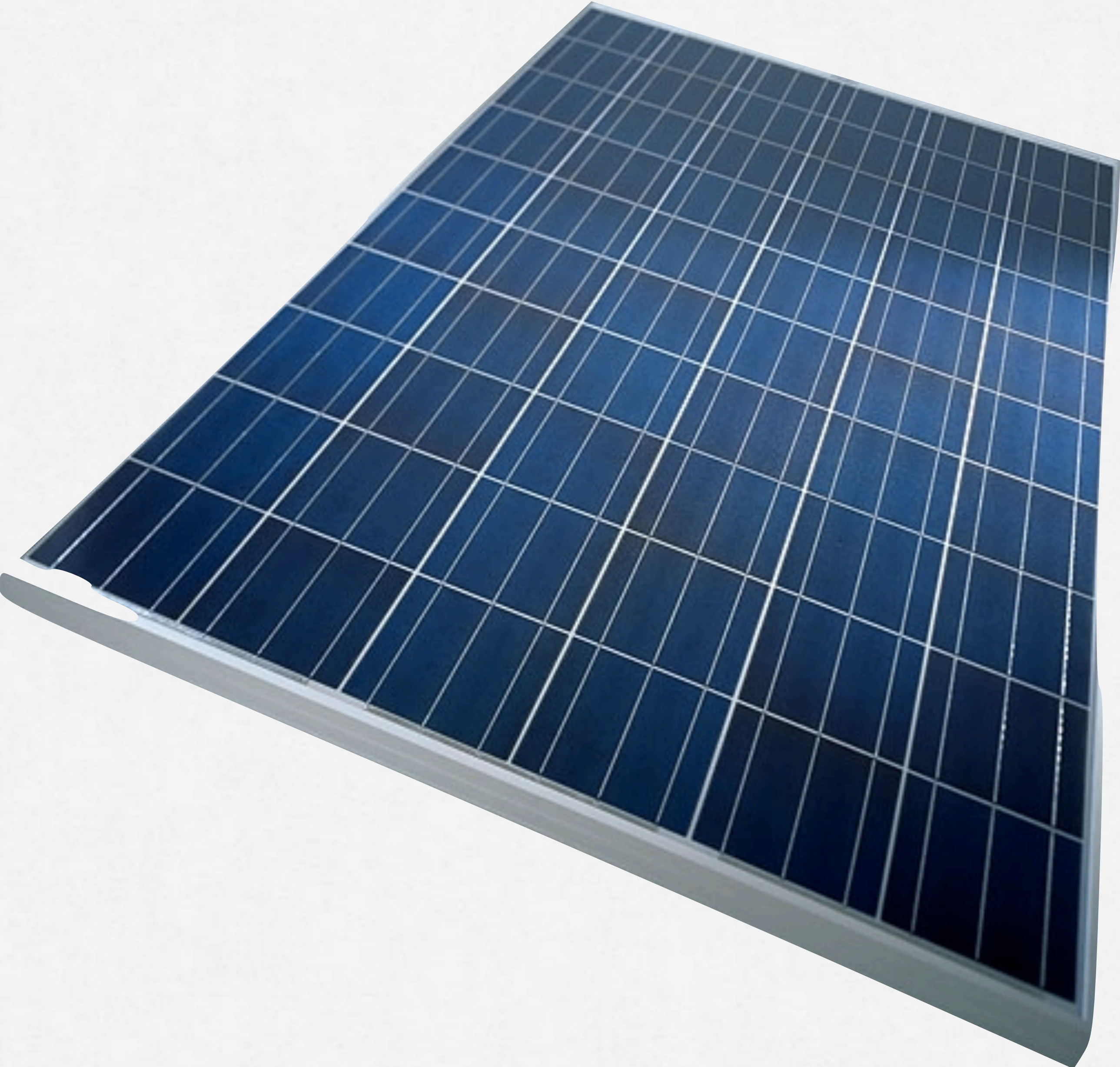








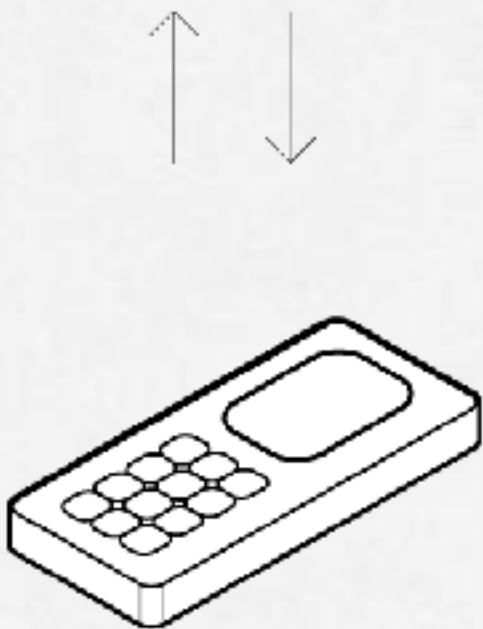
THE PRODUCT



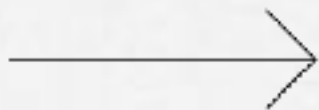


THE M-PAYG CONCEPT

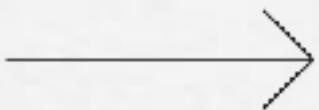
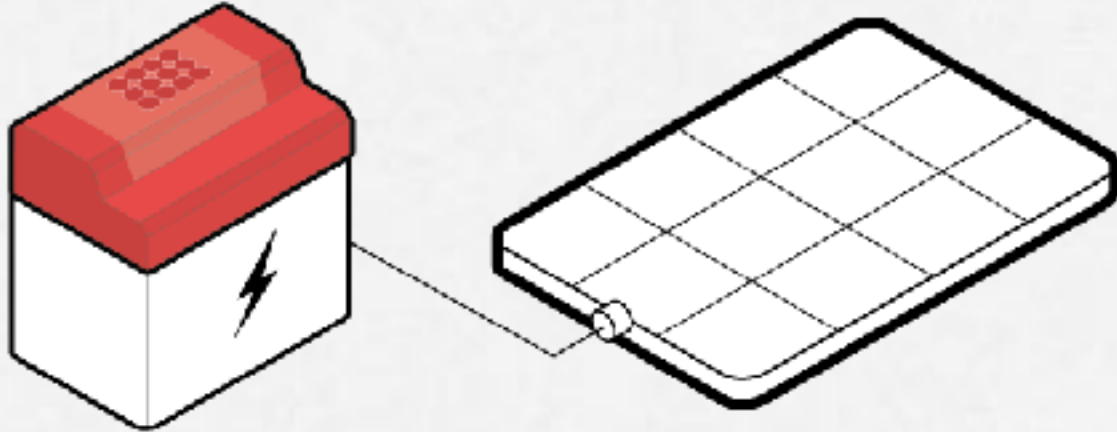
Monthly payments generate system keys that unlocks energy access



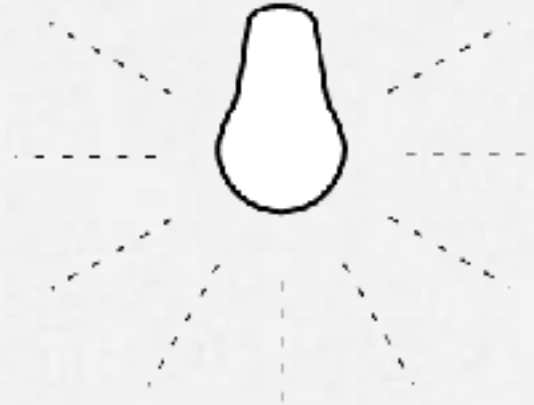
PAY



UNLOCK



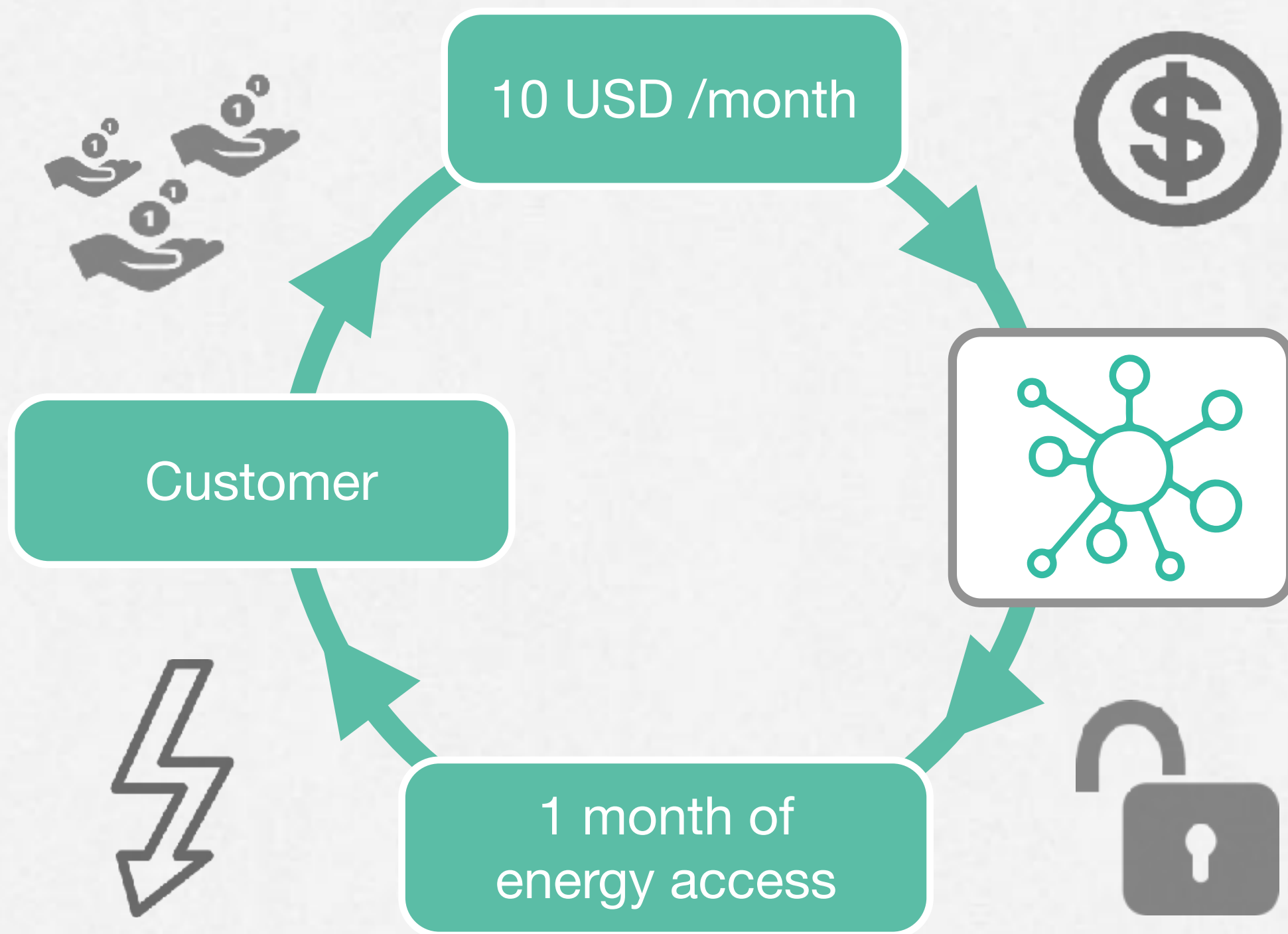
ENERGY



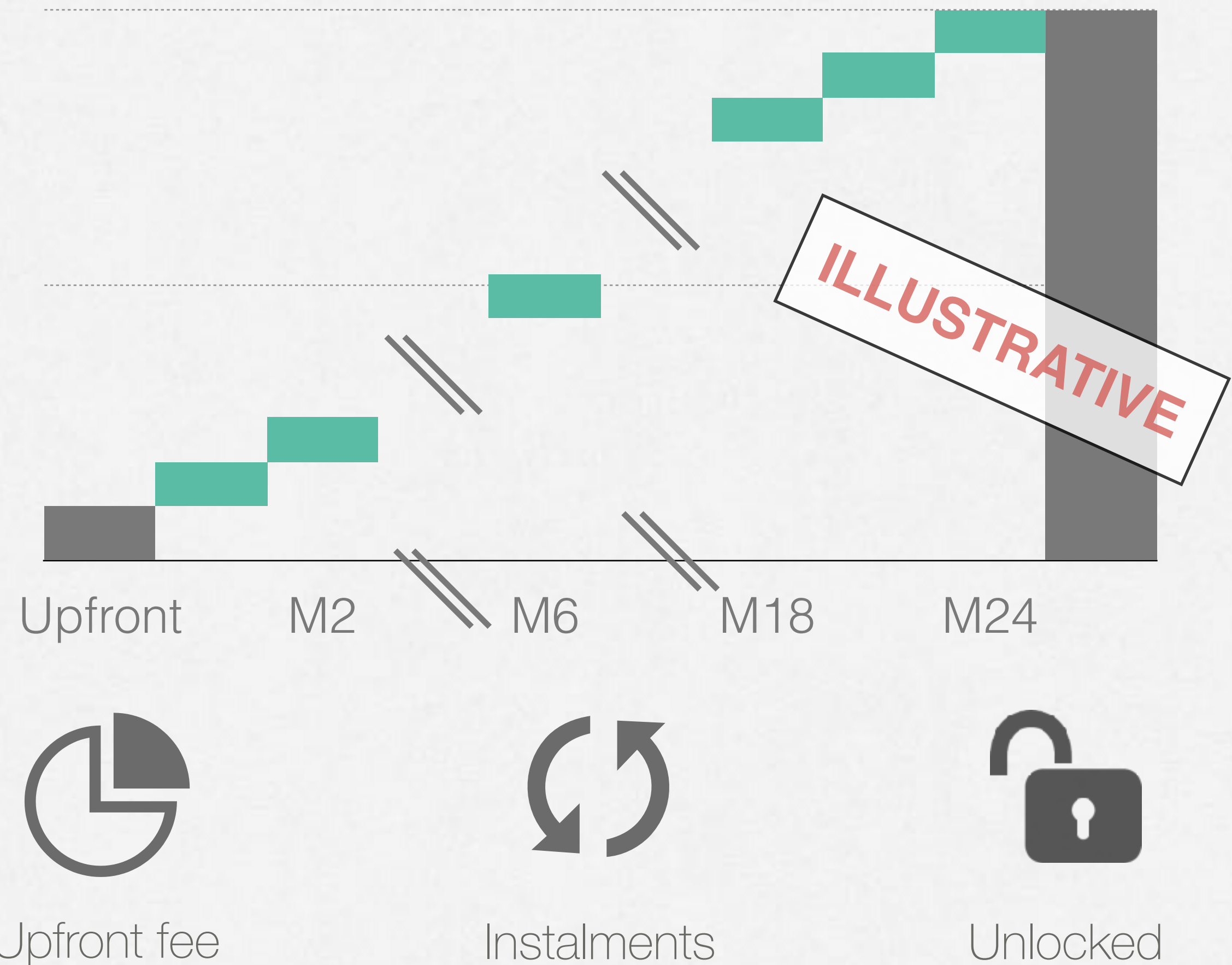
RADICAL AFFORDABILITY

M-PAYG breaks down the payments in affordable monthly bits

Monthly:



2 year maturity:



**Final price points yet to be adjusted based on regional costs*

M-PAYG SALES CHANNEL PARTNERS

M-PAYG is planning to sell through 4 sales channels - examples illustrated below

B2C - Direct sales

Sales where M-PAYG is directly involved in the roll-out operations



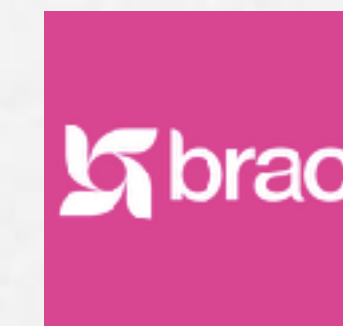
B2C - Partner sales

Sales where M-PAYG provides HW+SW. (microfinance, NGOs, CBOs, etc.)



B2B - sales

Sales done through large partner orgs. (Telcos, Banks, Infrastructure partners)



Tender sales

Sales to international development orgs. (Governments, institutions, dev. Banks)



THE IMPACT



NEXT STEPS

M-PAYG is set to scale sales from 2018

2018
(#10.000)

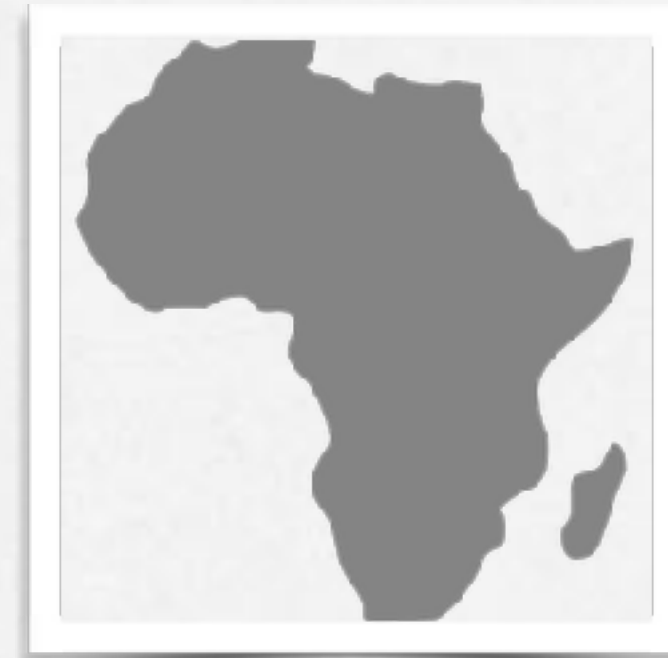
2019
(#52.000)



Final product



Right partnerships

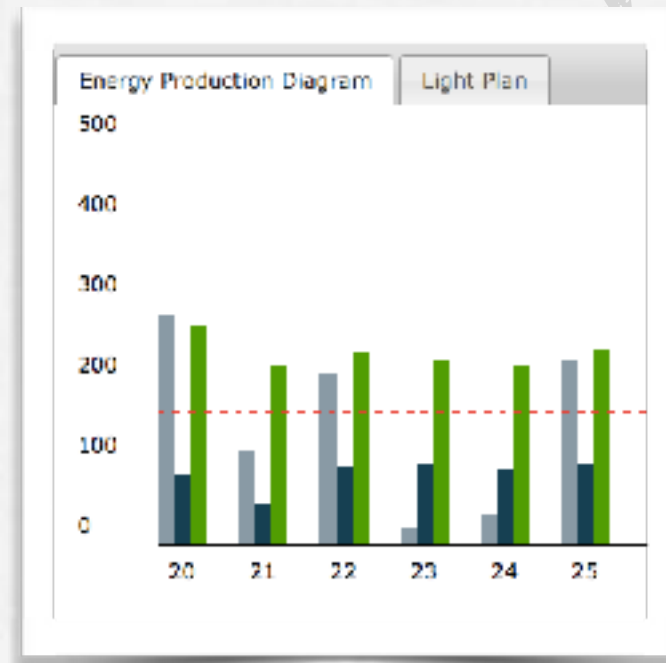


+ 2 countries



Larger B2B

Scale operations



Scalable IT



Full Launch TZ



CAPEX Solution



50M / Dev. Banks

TIME

THE OPTIMISTS

**EDITED BY
BILL GATES**

WITH
WARREN BUFFETT
MALALA YOUSAFZAI
JOHN LEWIS
AVA DUVERNAY
TREVOR NOAH
LAURENE POWELL JOBS
MARCUS SAMUELSSON
BONO & MORE

**A NEW ERA
FOR WOMEN**
BY MELINDA
GATES

WHY THE
WORLD
SHOULD
CELEBRATE
**MOHAMAD
NASIR'S**
5TH BIRTHDAY



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M-PAYG

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