

Scaling of distributed energy systems in the Kenyan market

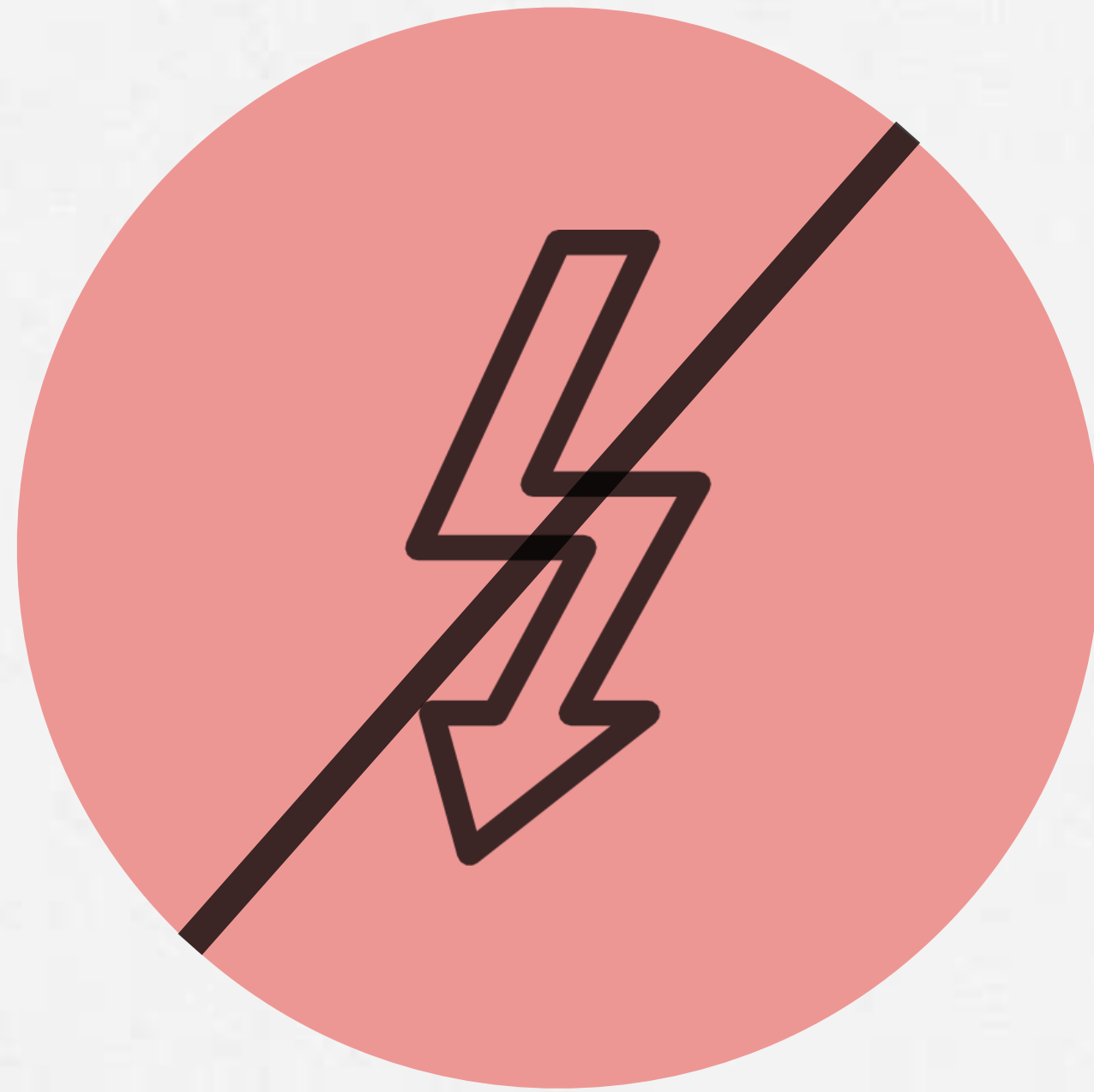
IDA Global Development, Copenhagen
March 25, 2019

David Reerman Dizon, Co-founder & CPO



3 INTERLINKED CHALLENGES

OFF-GRID



HARMFUL



UNBANKED

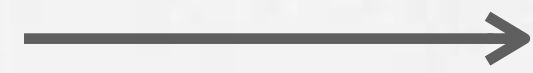




PAY-AS-YOU-GO MODEL



PAY



UNLOCK



ENERGY



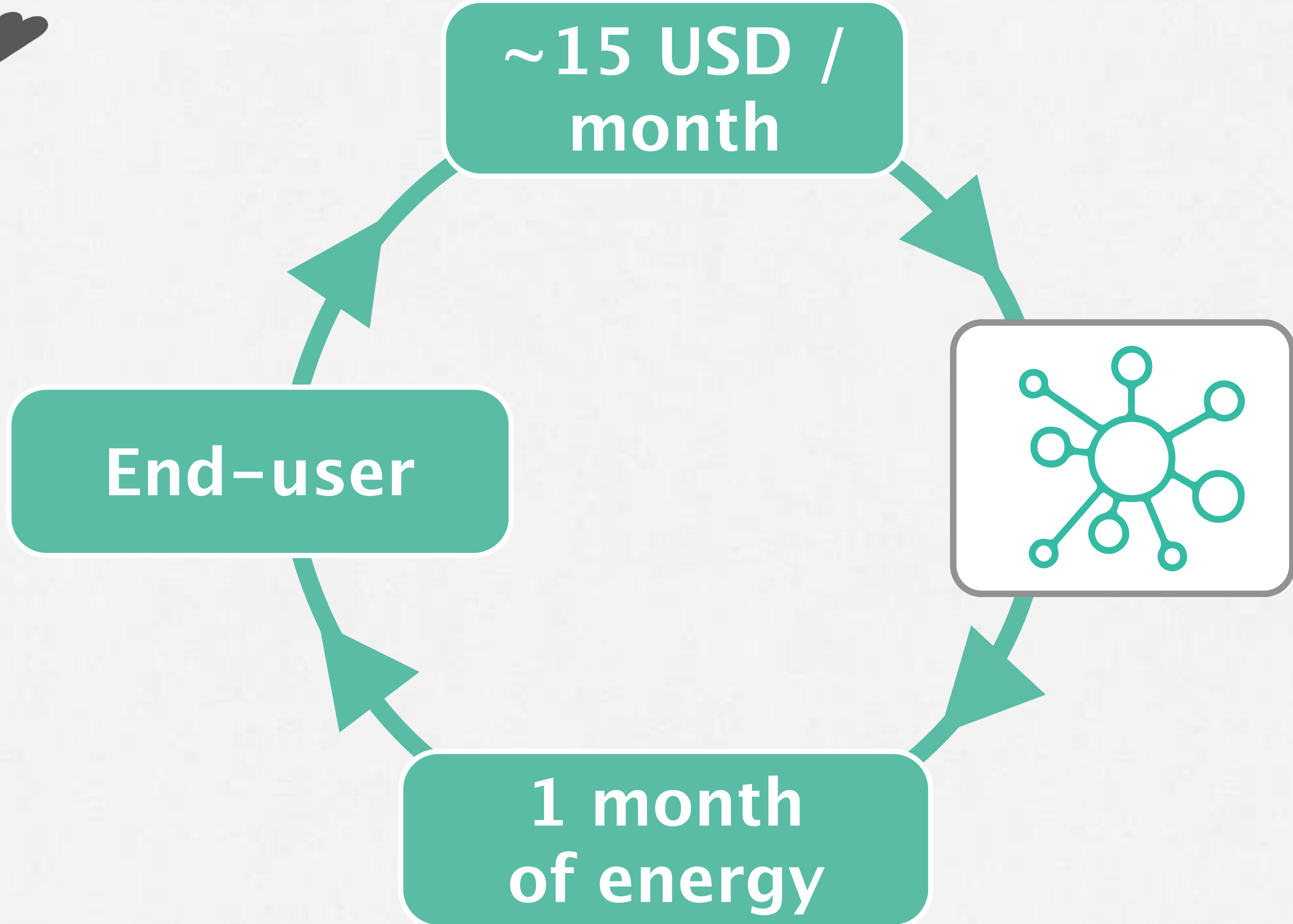
RELAX, you've got
M-PESA
Agent number
3342

M-PESA
M-PESA
M-PESA

Parico

6334

DISTRIBUTOR <> END USER RELATIONSHIP

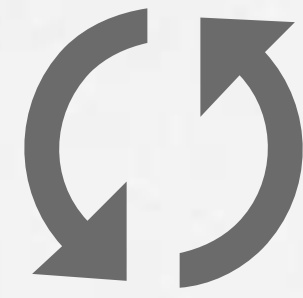


RADICAL AFFORDABILITY

Upfront fee



Instalments



Unlocked

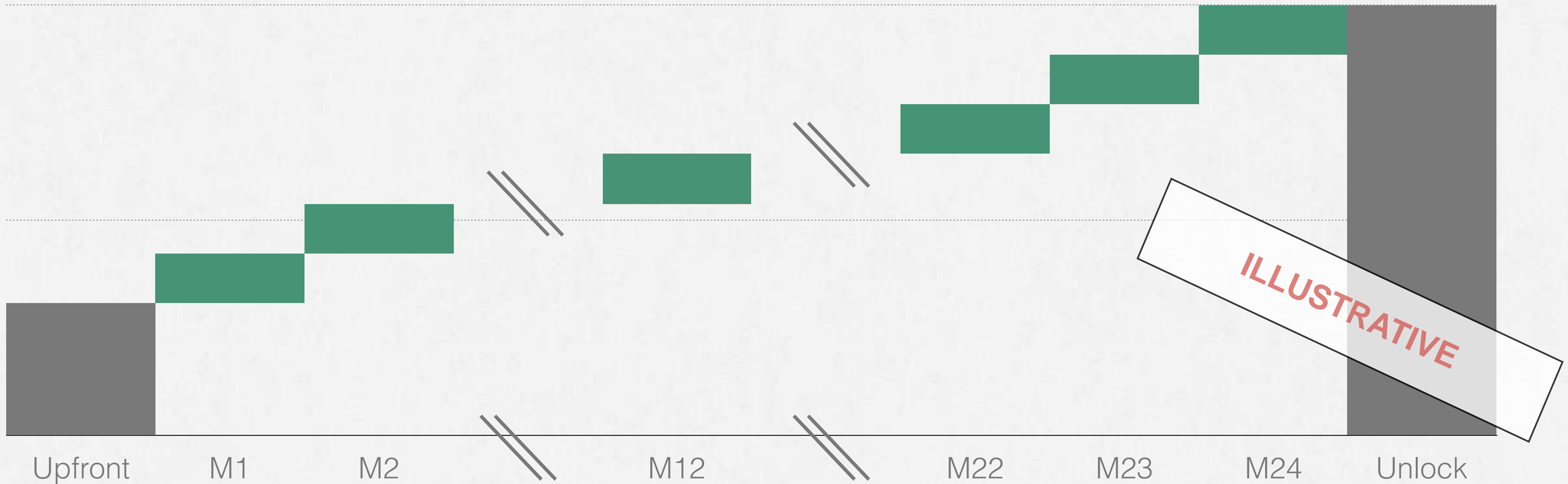
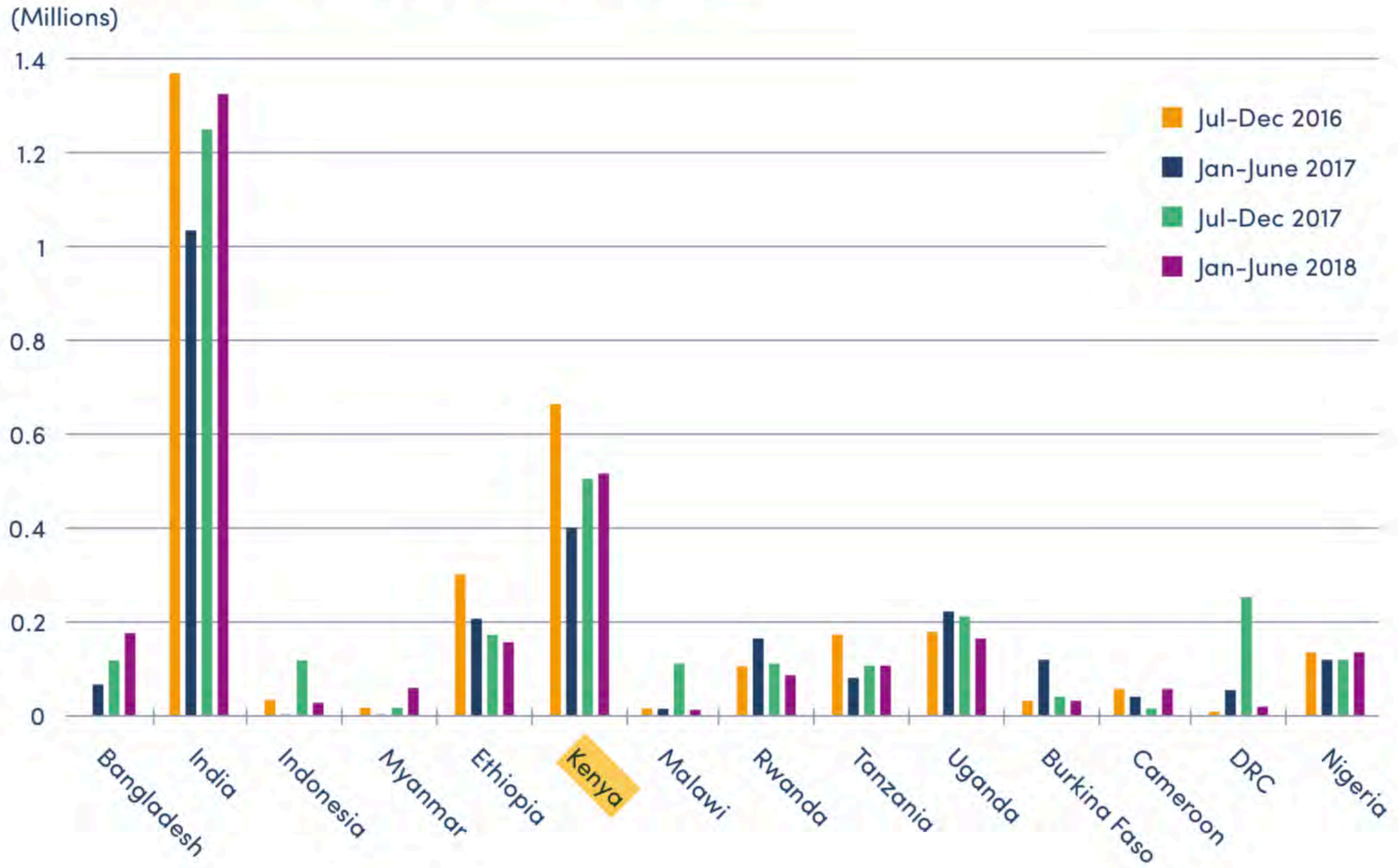


Figure 7 – Volume of Products Sold in Top 10 Countries (Historical)



News

21 December 2018 | [In The News](#), [Projects](#)

Off-Grid Energy Has Key Role in Kenya's New Electrification Strategy

Off-Grid energy's tremendous impacts – and potential for more – have been recognized in the newly launched (December 2018) Kenya National Electrification Strategy (KNES). KNES lays out a strategy for achieving universal electricity access for all Kenyans by 2022, which includes grid extension as well as off-grid solutions.

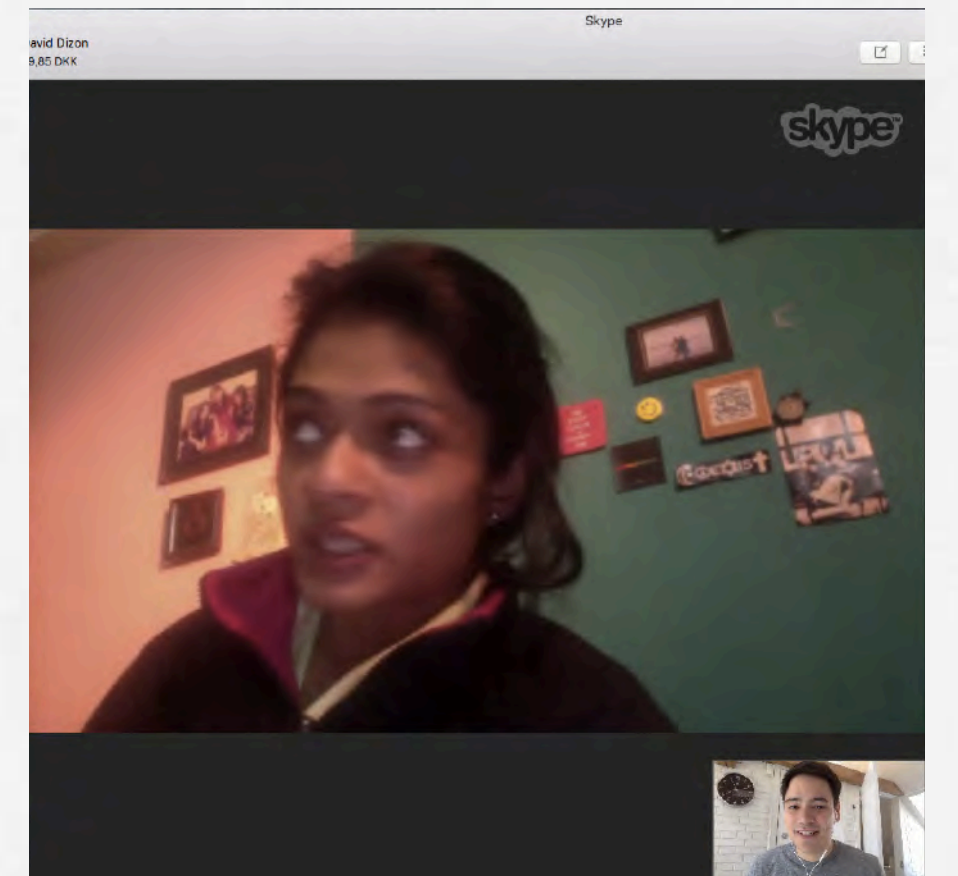
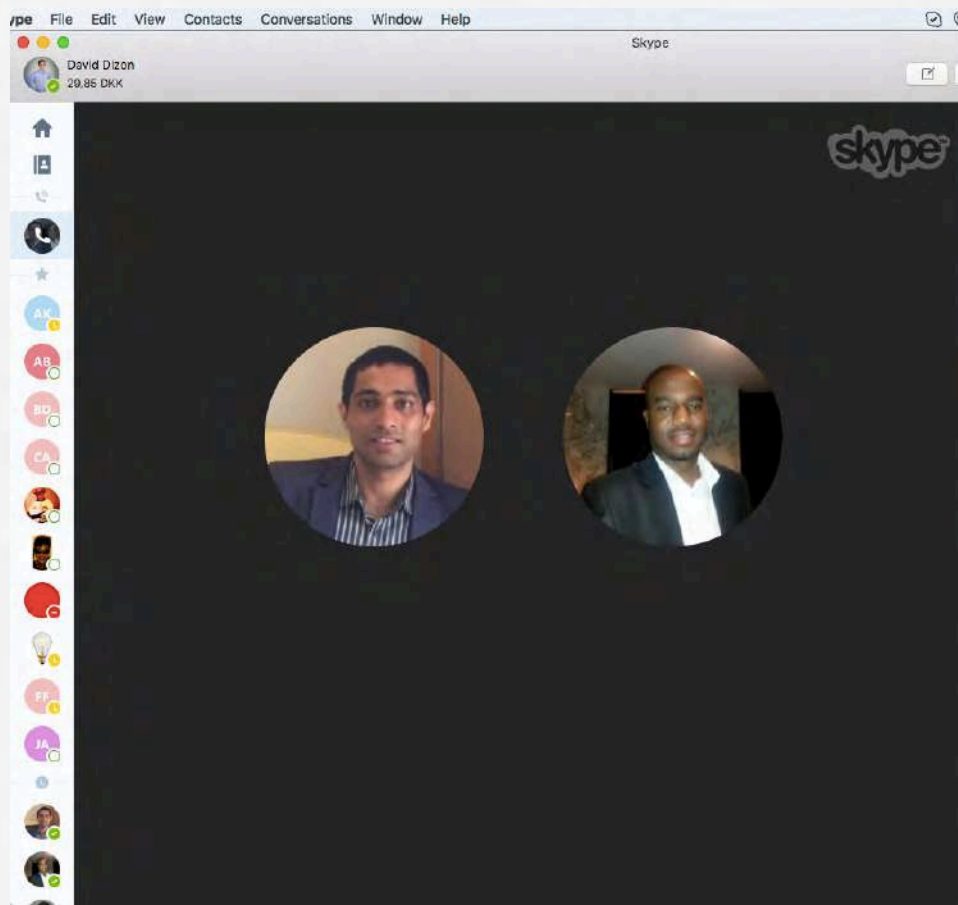
DEVELOPMENT PROCESS

PRODUCT MARKET FIT



Rumsfeldian Space

Link: <https://www.youtube.com/watch?v=GiPe1OiKQuk>





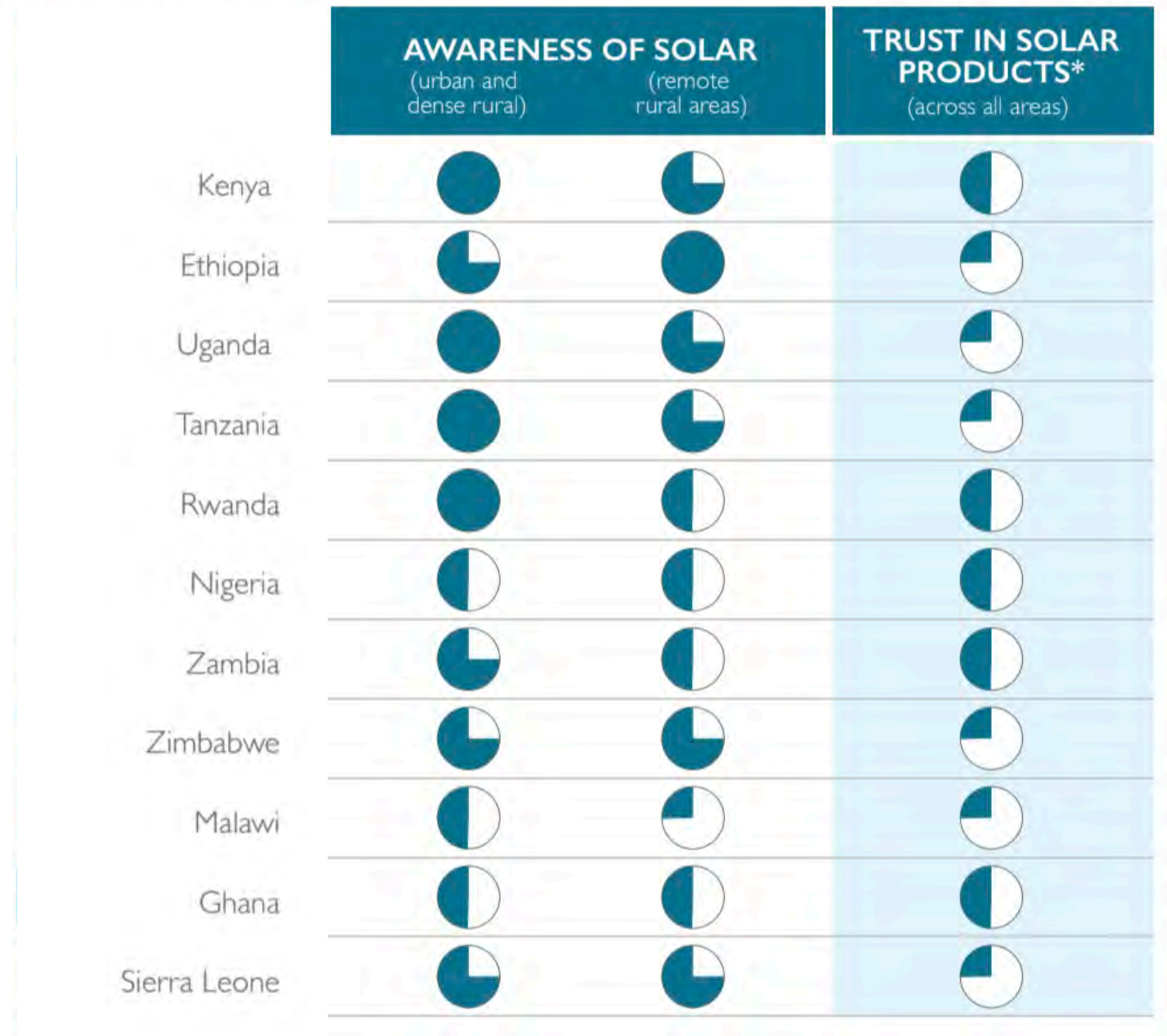




07
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08

07
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08

Comparison between consumer awareness and trust in solar products by country in Sub-Saharan Africa







Victims for
- School
- health
- resources
- welfare?

Membership
in Victims
possible

Successful:
stick
requirements
(policy 1)

School & Victims
page 15

Formation
of Victims

Victims:
March
0-10/2
(Group)
ready?
5-10/2

Victims
- resources
- health
- welfare
- school

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Persona profiles

Ashura (30)

Passive non-user

Henry (34)

Aspiring Solar User

Sophia (45)

Informed aspiring solar user

M-Power user (37)

Unhappy PAYG Customer

Godwin (33)

DIY Handyman



ENERGY FORUM the GRID OFF GRID SUMMIT September 2016 Hotel, Dar Es Salaam, Tanzania BEYOND THE GRID



AFRICA FINANCE CORPORATION

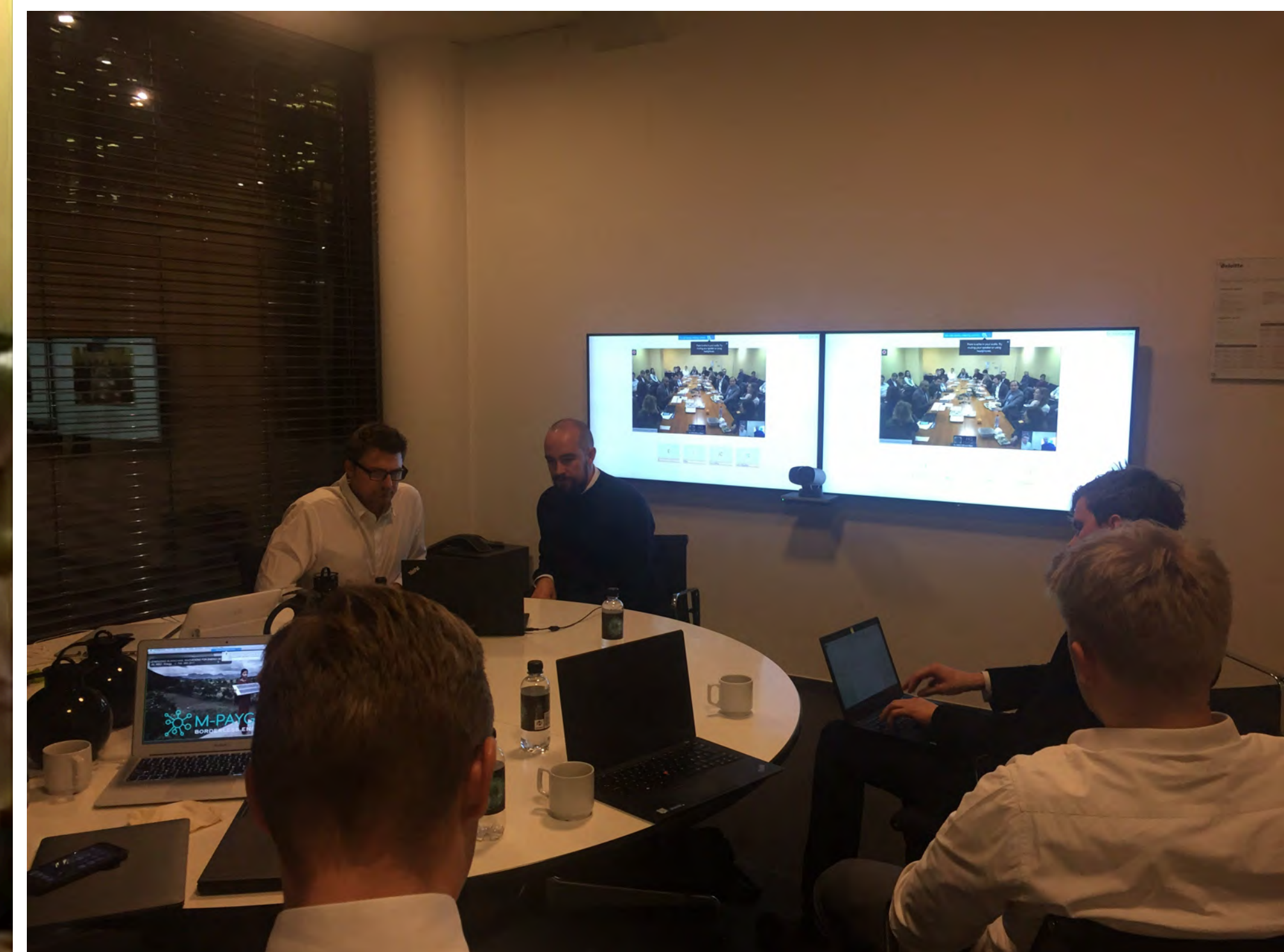
A member of Standard Bank Group

ASSOCIATE SPONSORS

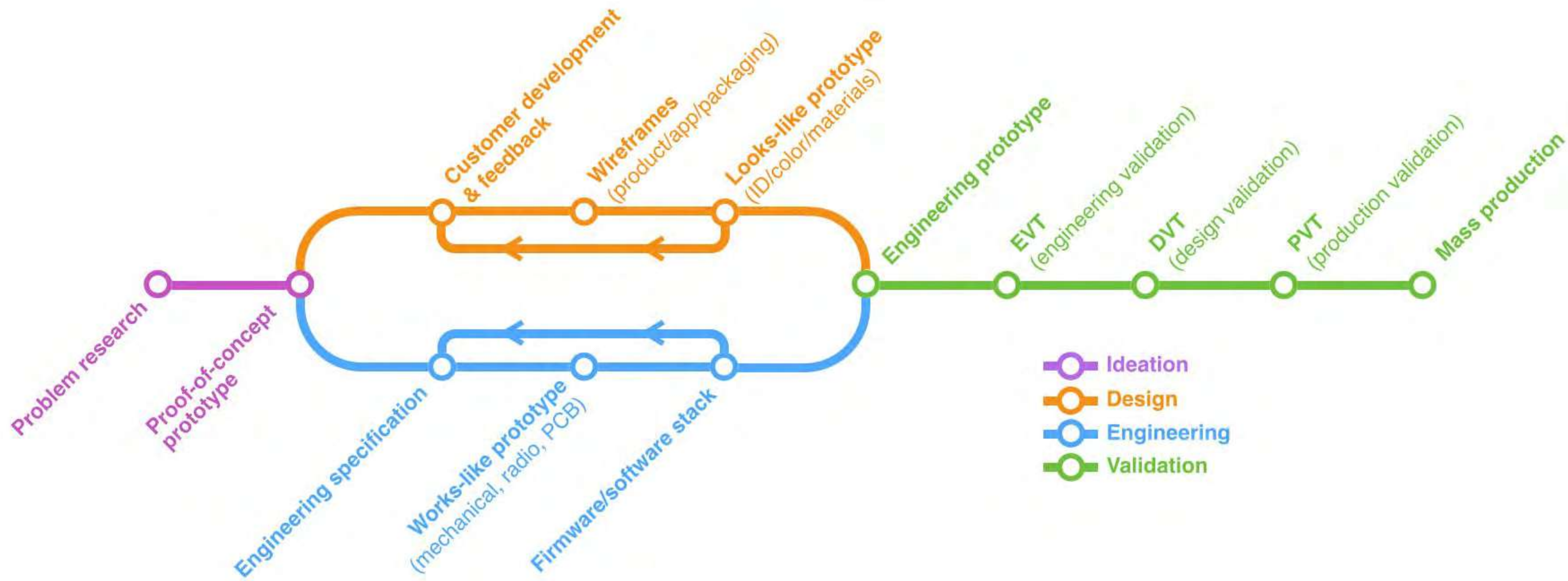


OFFICIALLY SUPPORTED BY





TelePresence systems (internal)



GSM Antenna

Solar Panel

GSM Module/Board

MCU Board

Power Controller Board

Battery

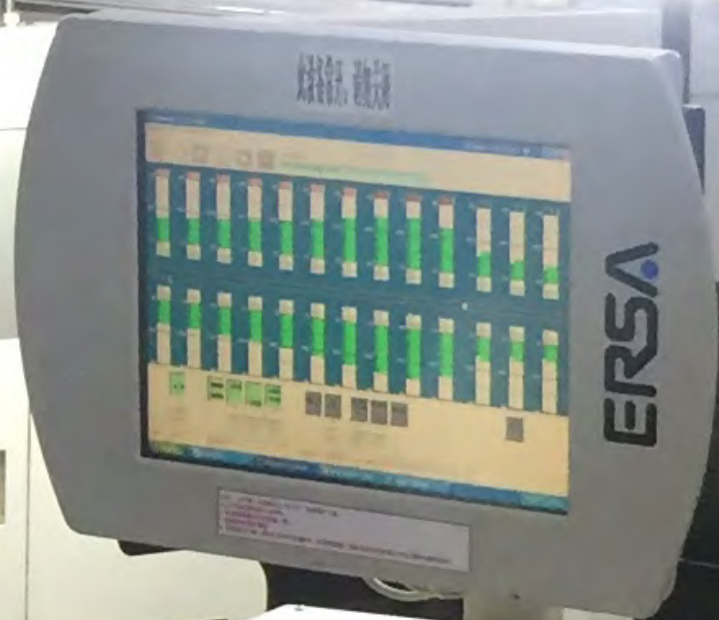






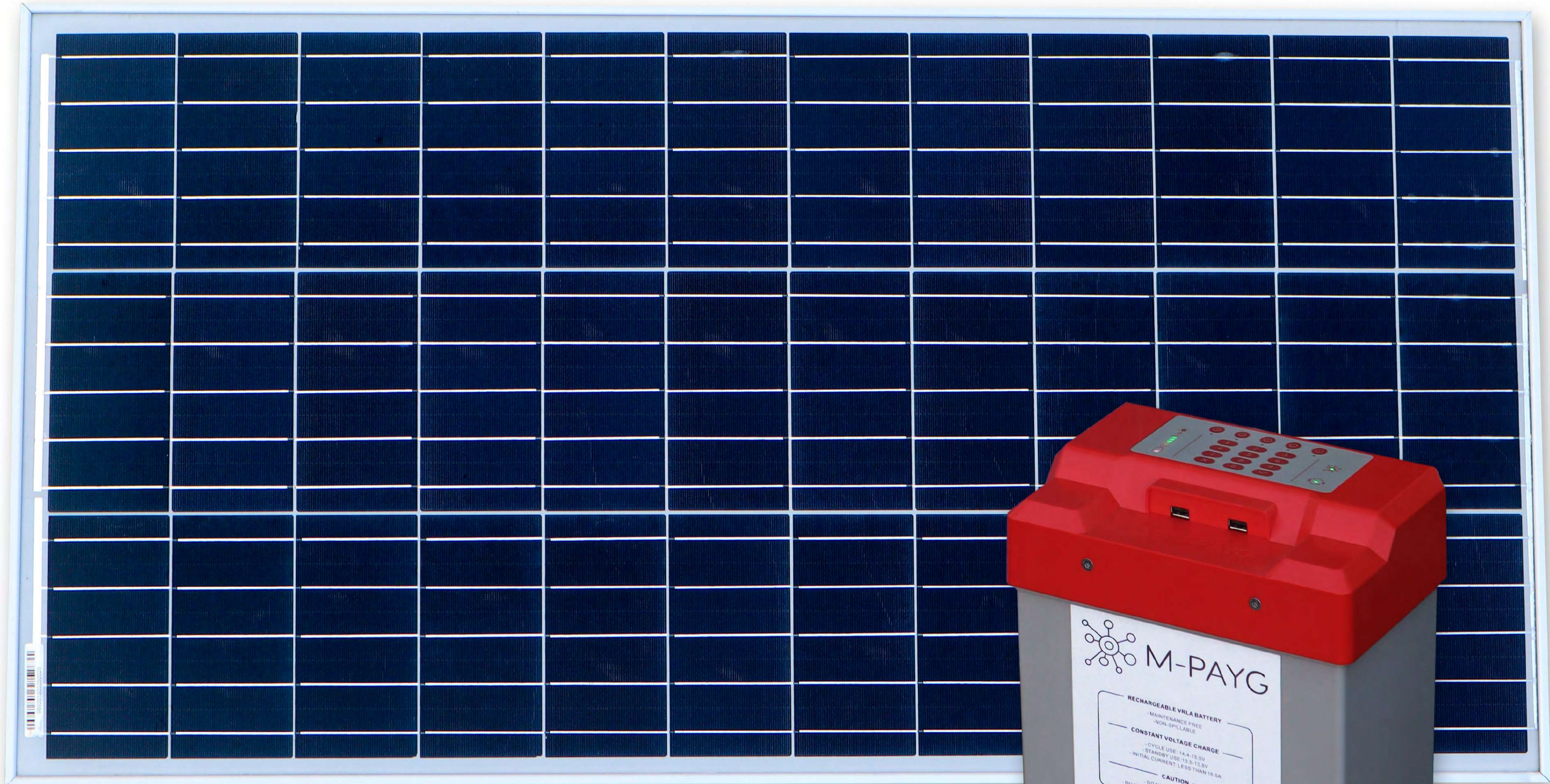
we are all passionate about
committed in what we
decide to do





ERSA





 **M-PAYG**

RECHARGEABLE VRLA BATTERY
- MAINTENANCE FREE
- NON-SPILLABLE

CONSTANT VOLTAGE CHARGE
- CYCLE USE: 14.4-15.0V
- STANDBY USE: 13.5-13.8V
- INITIAL CURRENT: LESS THAN 18 SA

CAUTION
- DO NOT SHORT CIRCUIT
- DO NOT CHARGE IN A SEALED CONTAINER

SEALED LEAD BATTERY
MUST BE RECYCLED OR DISPOSED OF PROPERLY







Teach me
your way
O LORD,
and I will walk
in your truth;
give me an
undivided heart,
that I may
not stray.

M-PAYG

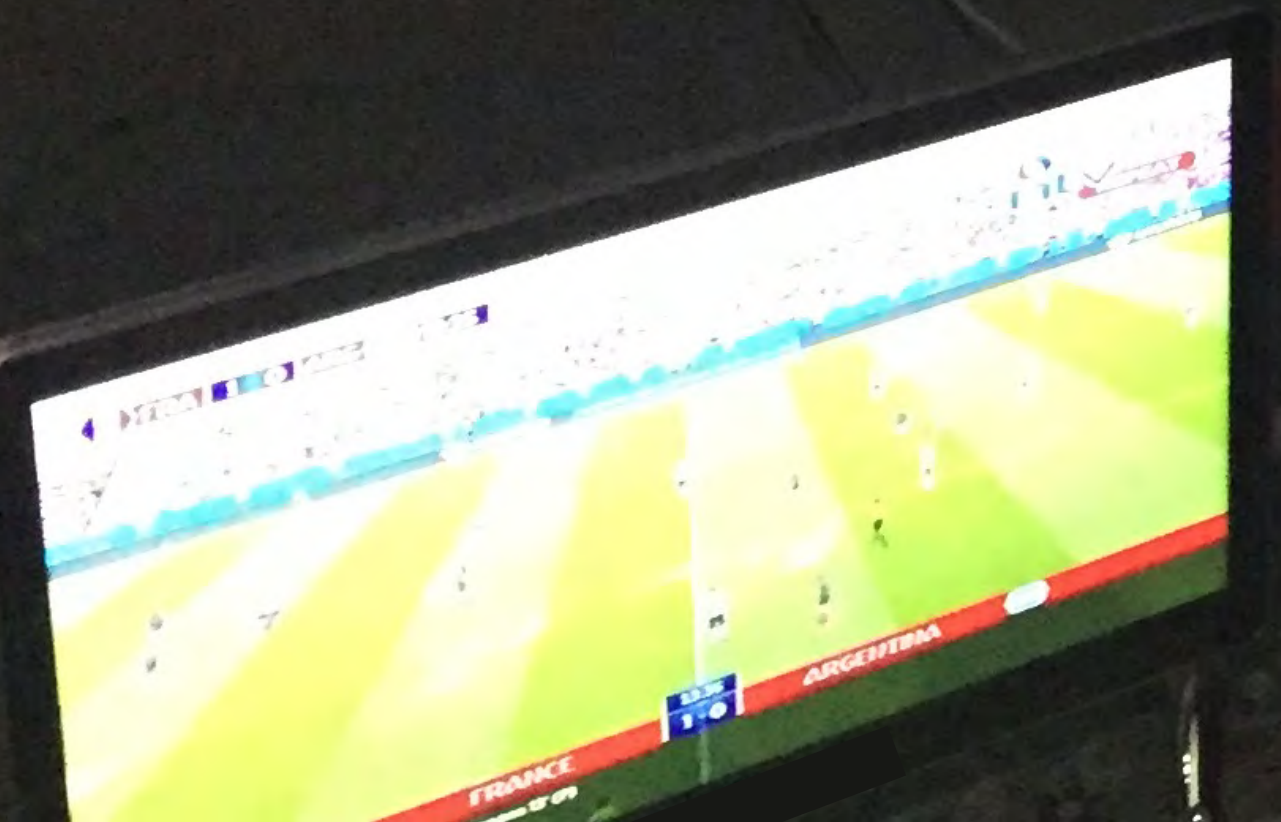
Document with text and a table of terms and conditions.

Section	Content
1. Introduction	These terms and conditions apply to all services provided by M-PAYG.
2. Definitions	The following definitions apply to these terms and conditions.
3. Acceptance of Terms	By using the services, you agree to these terms and conditions.
4. Privacy Policy	Our privacy policy is available at [link].
5. Intellectual Property	All rights reserved. M-PAYG is a registered trademark.
6. Limitation of Liability	M-PAYG is not liable for any damages arising from the use of the services.
7. Governing Law	These terms and conditions are governed by the laws of South Africa.
8. Contact Us	For more information, contact us at [phone number].









M-PAYG

M-PAYG



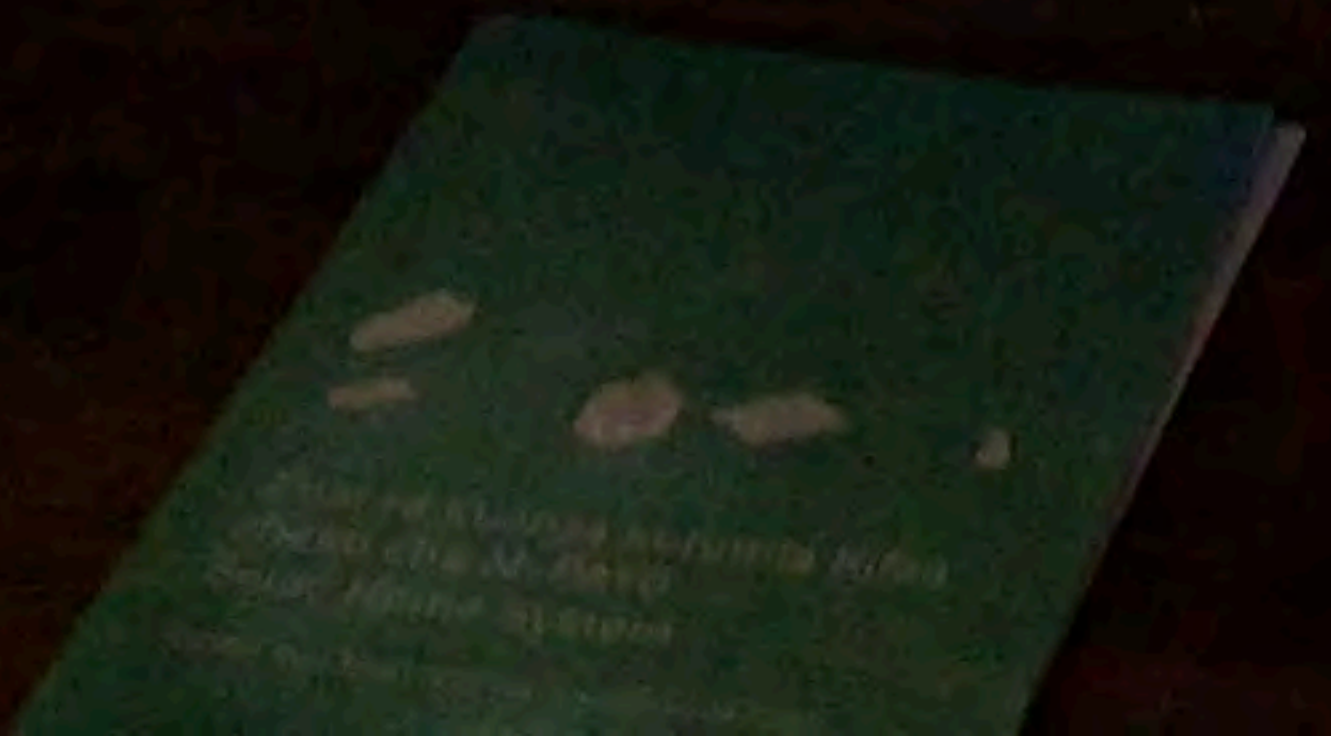
My Humble Home
Dear God, please bless my humble home
and every wall within.
Make it a place of happiness,
a joy to enter in.
Make it a home of peace and rest
with blessings from above.
Let each dear one who dwells within
know thy own loving care.
And kindly give to each, dear Lord,
Thy cup of loving grace.

NETFLIX



M-PAYG

RECHARGEABLE BATTERY
CHARGE TIME
OPERATING TIME
CHARGE TIME
OPERATING TIME
CE



PARTS OF THE BODY

head

nose

ear

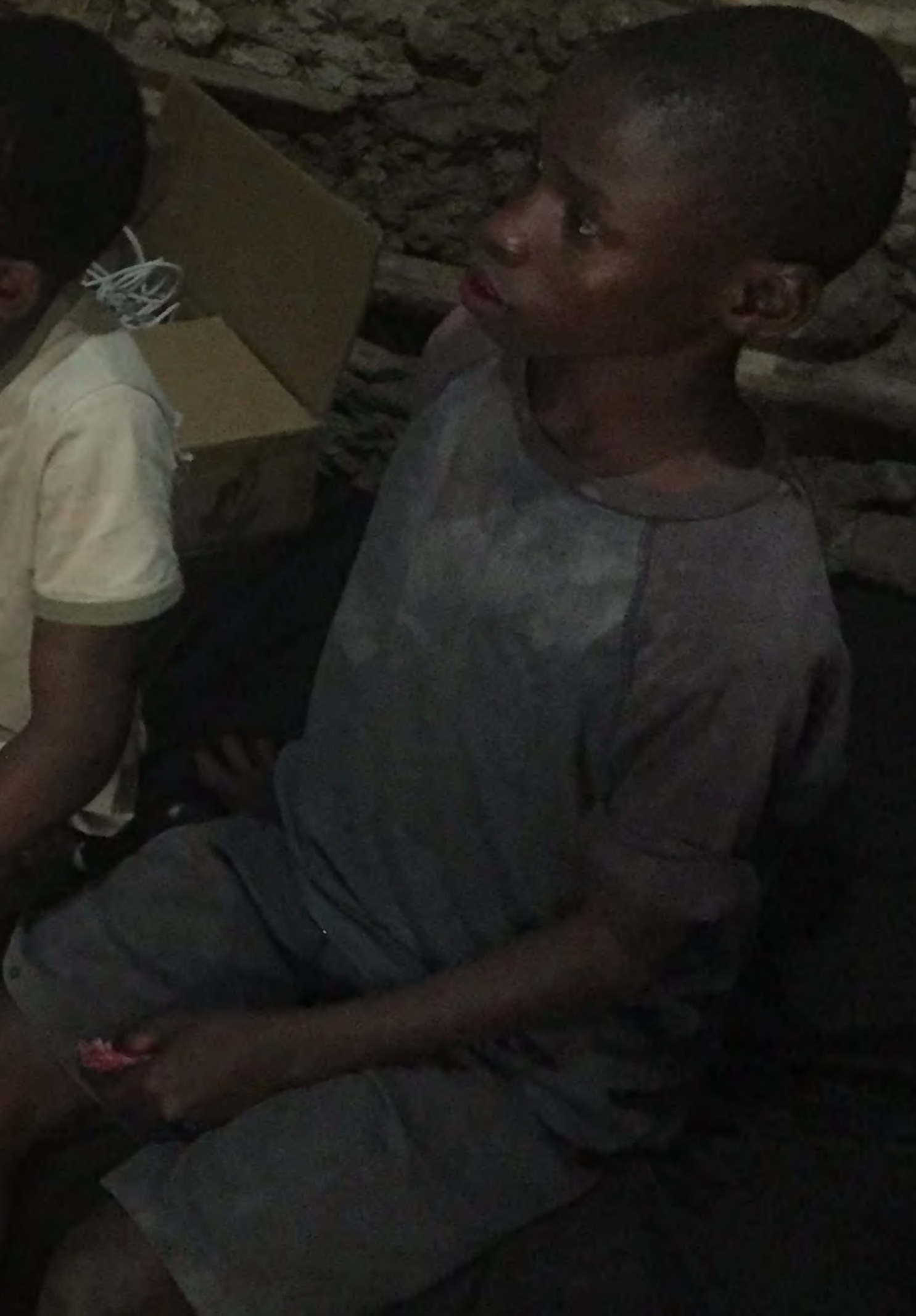
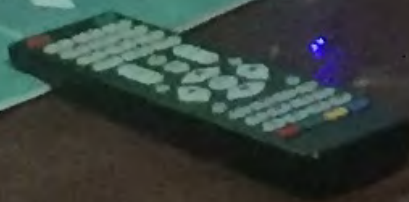
neck

...

hair

forehead

6



APPLIANCES > SOLAR HOME SYSTEMS

(DC) APPLIANCES ARE THE KEY DRIVER FOR SALES

PRODUCTIVE BUSINESSES



Productive business use = income generation

David Reerman Dizon
Co-founder & CPO
david@mpayg.com

facebook.com/mpayg

