(em)Powering the Rural African Consumer
Lessons from energy innovation

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If I had to pick one thing to make cheaper and reduce poverty, it would be energy

– Bill Gates
LIVE FOOTBALL TODAY

MAN UNITED $ MAN CITY 7:00 PM 1,000
Customer Impact

Kerosene Health Issues

- Coughing: 53%
- Eye Irritation: 25%
- Child Safety: 7%
- Fire: 6%
- Burns: 3%
- Asthma: 1%
- Other: 3%

96% stated that the air quality in their home improved since they have had Indigo

Health Improvement Since Indigo

- Health Issues Disappeared: 98%
- Health Issues Remain: 2%

93% of the customers feel safer since they have Indigo
- Physical hazards of kerosene
- Weekly payment creates greater financial security

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“Now I can even sit down and have lunch”

► 86% Indigo customers claim that they can work more since they have Indigo

► Customer save 2.3 hours per week from travelling to purchase kerosene or charge their mobile phones

► Farmers can work longer in the field and do household related activities after sunset (cooking, washing, food processing)

► Teachers can prepare their lessons at night or early in the morning, before they go to work

Shop owners can extend their opening hours up to 4 hours and serve a lot more clients daily
Customer Impact: Education

How did the studying conditions for your children improve?

- Better Lighting: 60%
- Ability to Use Whole Room: 19%
- Better Performance at School: 12%
- More Efficient Working: 6%
- Other: 3%

• On average, four children study at home after school
• 97% of the customers claimed that their children study more and are more motivated since they have Indigo
• Parents reported feeling safer allowing their children to study independently

“For me, the most important is that my children can finally study at night. Even when I am not at home.”

- Teacher, Ugunja
Solar Dividend

• Customers save an average of $50
• 120 Million households off grid = $6 Billion of potential saving

37% spend Indigo savings primarily on school fees for their children
28% spend Indigo savings on food & water
20% reinvest the money in their business
Beyond lighting

• 7 out of 10 of the fastest growing countries in 2013 are in Africa

• “African Middle Class” defined by ADB as income of $2-20/day – Azuri’s customers

• Population growing ~3% annually

• 40% of Africans under age of 14

• Huge demand for affordable consumer electronics

• Information, entertainment, knowledge, entrepreneurship

• Huge opportunity in the knowledge economy
Step 1: Smartphone

- Coupled with traditional outreach
- Inverts conventional learning
- Teacher becomes the Coach
- Bring the technology to the customer, not the other way around

- Internet access a great leveller
- Bernard’s Cassava experiment

- Still commercially driven
- Productivity savings greater than costs
Light: 3W
- 2 lights, phone

Information: 5W
- + lights, radio, torch

Communications: 10W
- + DVD / Internet tablet

Entertainment: 25W
- + TV

Work: 80W
- + Fridge / Sewing Machine

Energised