

# (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

























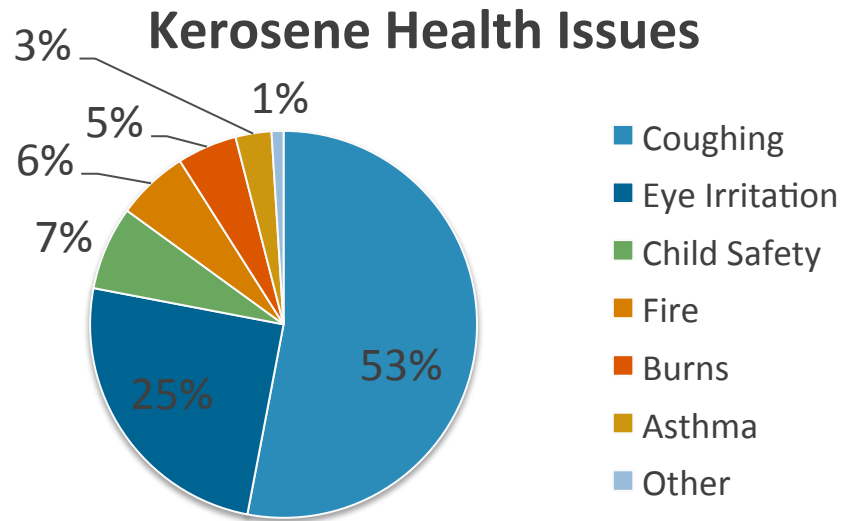








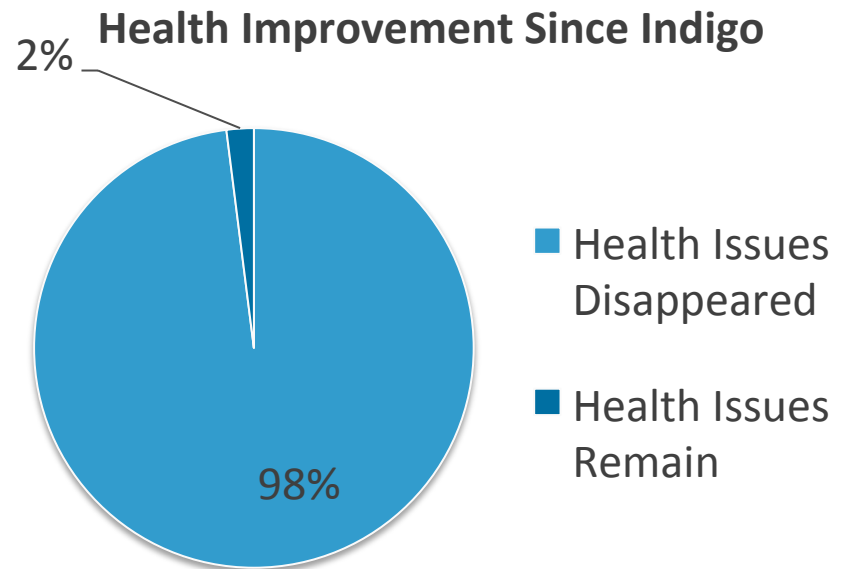
# Customer Impact



93% of the customers feel safer since they have Indigo

- Physical hazards of kerosene
- Weekly payment creates greater financial security

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





# “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



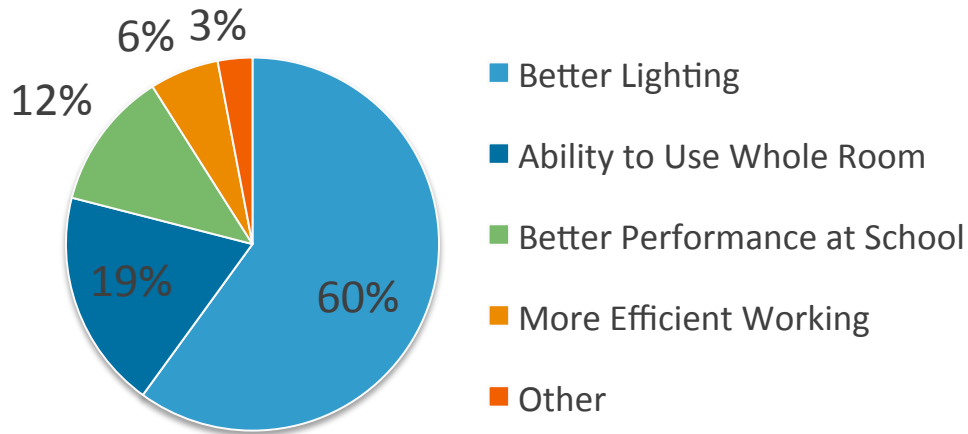
Shop owners can extend their opening hours up to 4 hours and serve a lot more clients daily





# Customer Impact: Education

How did the studying conditions for your children improve?



- 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



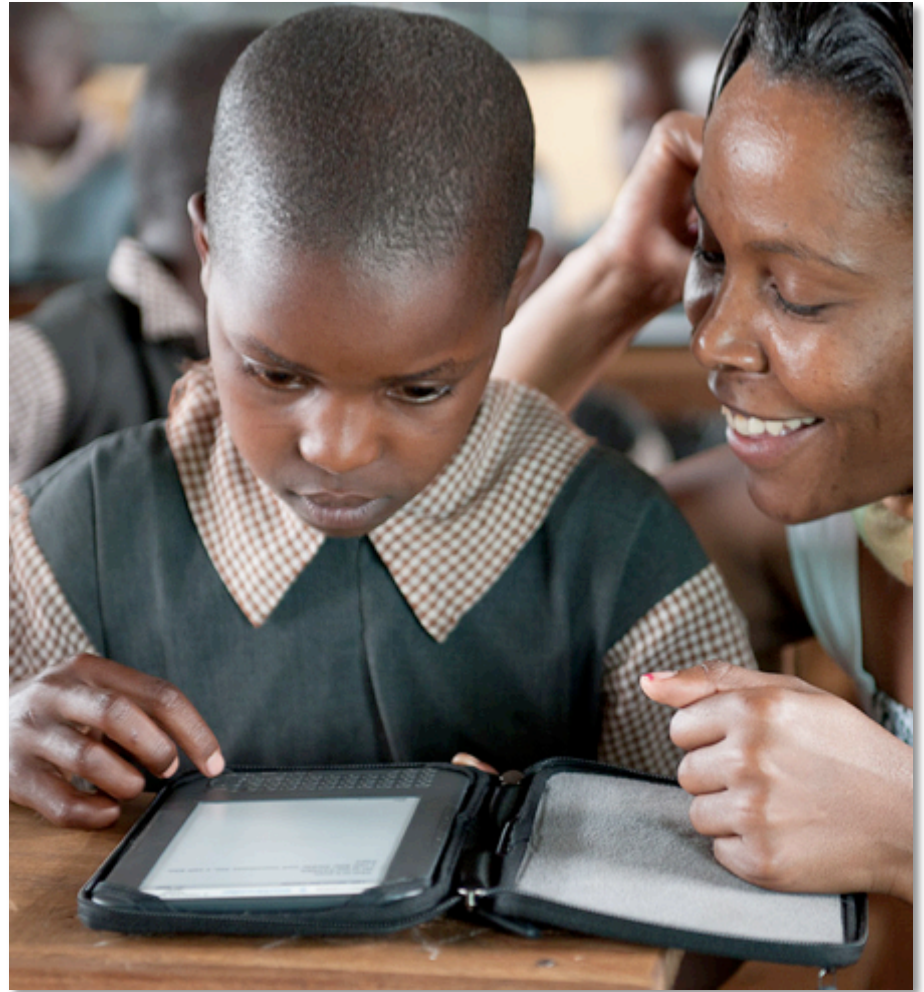






# Beyond lighting

- 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



