

# SOCIAL IMPACT REPORT

## #1 NOVEMBER–JANUARY 2014/15



### THE STORY SO FAR

The pilot\* launched in **November 2014**, following a successful **€10,175** crowdfunding campaign, involving **97** European donors.

We're now using that money to provide the initial capital for Solaris devices which village entrepreneurs in the Mwanza region (Tanzania) are renting from us.

Without this initial capital we wouldn't be able to provide the devices to these willing entrepreneurs; and without such a credit-based approach to energy access, these entrepreneurs would never be able to afford a one-off payment for a solar device.

\*Also known as 'Luc' pilot

*Energy spending doesn't generate income*



Generation of sufficient income for lighting, phone charging and basic needs



Access to safe, affordable energy for lighting and phone charging

*(Safe) energy costs too high*

### THE SOLARIS PROCESS



Register via local partner retailer or *Solaris Rafiki*



Receive Solaris and initial coaching



Activate via mobile money transaction



Weekly (\$US5.8) or monthly (\$US21) payments before buy-out after 1 year



Solaris Rafiki provides mentoring throughout the year to help generate maximum income

### LOCAL IMPLANTATION



2 local positions created

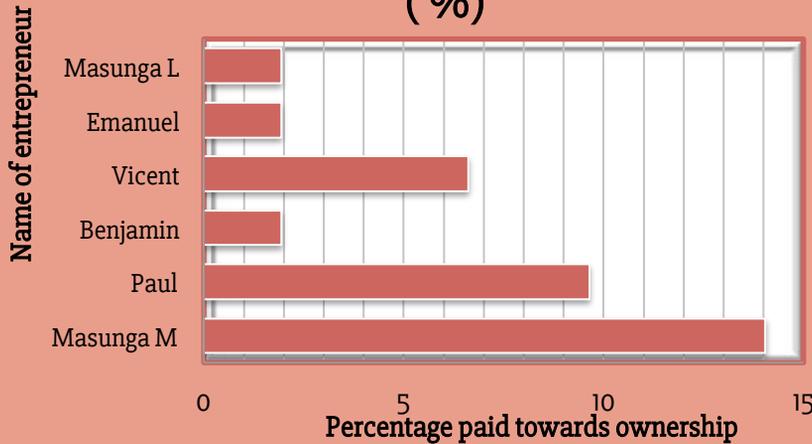


The first **Solaris Rafiki** (mentor), **Haleluya**, has visited each entrepreneur at **least once a month** and is a direct point of contact between the entrepreneurs and Eternum Energy. He also liaises with the first two **Solaris retailers** – electronics retailers in commercial hubs. They have surpassed predictions and generated **more than half** of the new entrepreneur registrations in the first quarter, and in return have been paid a full commission.

Our new **country manager, Brian**, is also a Tanzanian national, who fully understands the unique business ecosystem in this area.

# PROGRESSION OF ENTREPRENEURS

## Payment progression of top 6 entrepreneurs (%)



The Solaris device allows local entrepreneurs to sell energy access to their neighbours with a device which they rent on a pay-as-you-go basis for 12 months before buying it out and becoming independent Solaris owners.

**1/3** of current entrepreneurs have either directly registered a higher wattage device than the basic offer, or upgraded within the 1st quarter (from **20W** to **40W** or **60W**). This allows for a higher energy yield, greater turnover for the entrepreneur, and increased profitability for the Solaris business model.



**1,481** kg of CO<sub>2</sub>eq have already been avoided through Solaris use (primarily from harmful kerosene lamps). This equates to **7,900 km** covered in a standard passenger vehicle.

## A SOLARIS ENTREPRENEUR



Masunga, a married grocery shop owner of **32** with two young children, was the first Solaris entrepreneur to activate his device and begin selling solar energy to his neighbours.

He activated a **20W** device on the **24th November 2014**.

He upgraded to a **40W** device on the **30th January 2015** because he had a high demand for phone charging.

He is already **14%** of the way to owning his Solaris device and each month he increases his customer yield, complementing his daily grocery shop revenue of **\$US2**.

## QUARTERLY CONCLUSION

We have thereby already equipped the first **village entrepreneurs** with knowledge and technology to generate **sustainable income**, directly created 2 employment positions in Mwanza and provided extra income to the **local electronics retailers**. The successes of the 1st quarter will bear their fruit over the next few months of the pilot, all the while ensuring maximum **profitability** for our business model, and rigidity of financial viability for investors.