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The problem

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Why are we still there?



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The solutions



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Solar Starter Kit - Standard
2 LED Bulbs, 1 Phone Charger,
2 LED Light Cables (5 meters)

Devergy ni Borazaidi

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Solar Standard Starter Kit

devergy 
developing energy

Devergy ni borazaidi



Freedom of Choice

(by Energy Services)

- Rural Households and Micro Businesses
- Enable **choice**, reduce rural gap
- For profit approach
- DC Solar power + smart micro-grids

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Customer Offering

- **24/7 energy access**
No limits to energy usage,
other than spending ability
- **Energy services and appliances**
lighting and phone charging to start
then up to
refrigerators and milling machines





day

Customers' perspective

- Affordable \$20 connection fee
- Prepaid energy bundles from \$0.20/day
- Mobile payments
- Start with lights - grow to more...
- Lease-to-own appliances



Innovation

1. Deploy very little (5W) power per customer, **well below** typical micro-grid requirements
2. Customers pre-pay time/energy-based service bundles
3. Back-end software monitors usage
4. As usage increases, grids capacity is increased to be a step ahead of demand
5. Customers can use energy with effective ***unlimited access experience***





CHINDO 3
PATA VOCHA KWA 500
KINYOZI
KUCHAZI SIMU 300

halotel

halotel

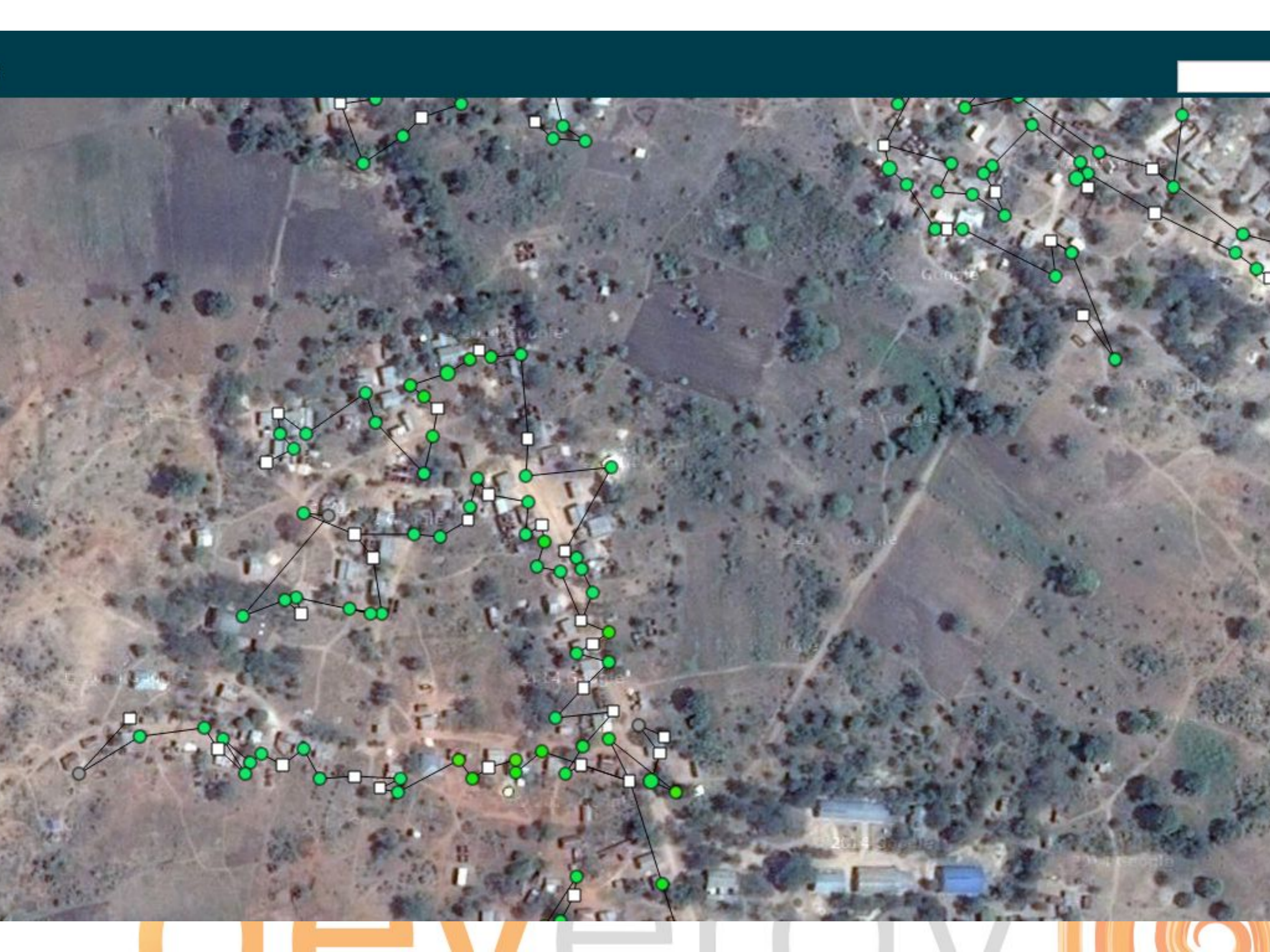


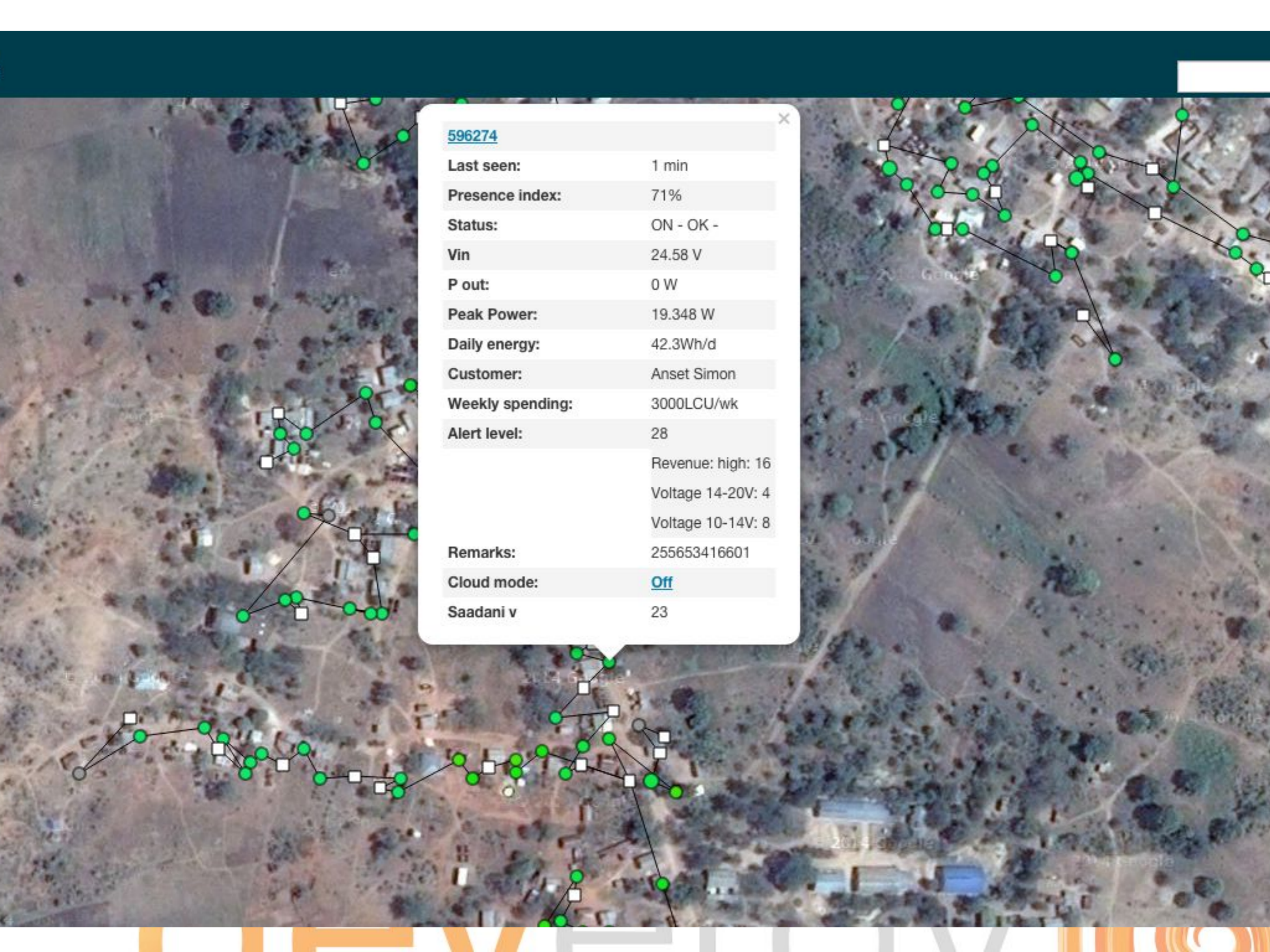
DUKA DAWA

MZEE WAZI BUSALA
0154588191 0186035573

753465012111

187





596274 ✕

Last seen:	1 min
Presence index:	71%
Status:	ON - OK -
Vin	24.58 V
P out:	0 W
Peak Power:	19.348 W
Daily energy:	42.3Wh/d
Customer:	Anset Simon
Weekly spending:	3000LCU/wk
Alert level:	28
	Revenue: high: 16
	Voltage 14-20V: 4
	Voltage 10-14V: 8
Remarks:	255653416601
Cloud mode:	Off
Saadani v	23

Devergy today

- 1000 customers
- 12 villages
- 250W per connection
- 4 years field operations
- 30% saving on energy spending

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Established Operations

- 35 Staff
85% local
- 50% women
- 3 offices
Dar es Salaam, Mbeya, Amsterdam
- Years of experience with local contractors
- Established Training processes
able to quickly scale up field operations in weeks



Tanzania



New Market, New Company

- Easy to setup
Only few weeks
- Accounting firms can help
2 shareholders necessary
- Law and Accounting firms available
- English commonly spoken in business settings
- **Local partner helps!**



Entry Points and Support

- Support by Ministry of Energy and Minerals
- Positive effect of new Magufuli government
- GIZ, Embassies, World Bank, IFC
- Tanzania Investment Centre



Challenges



Why is it hard

- Growing commercial ecosystem
But still not comparable to Europe/North America
- Hard to find talents, often expensive
- Immigration Law latest developments
- Network vastly more important
than in other settings, may take years to build



New Market, New Opportunities

- **Safe!**
- High growth economy
- Growing middle class
- Right place, right time

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