



solarworks!
POWER BY DESIGN

Critical Factors for Success



- **Company Profile**
- **Mission**
- **Critical Factors**
 - **Operations**
 - **Scale up**
 - **Trust and Confidence**



- **Solarworks! designs, manufactures, and distributes Off Grid Solar Solutions**
- **More than 100.000 products sold in more than 15 countries**
- **Start PAYG business in Mozambique October 2016**
- **Currently more than 2500 households electrified in 12 months**
- **Local footprint of 3 shops and 75 FTE's**



- **SolarWorks! Mission: More service for your dollar**
- **To provide the Mozambican customer with the best economical, technical and social solution for their dollar/metical**
- **150.000 households electrified within 5 years**

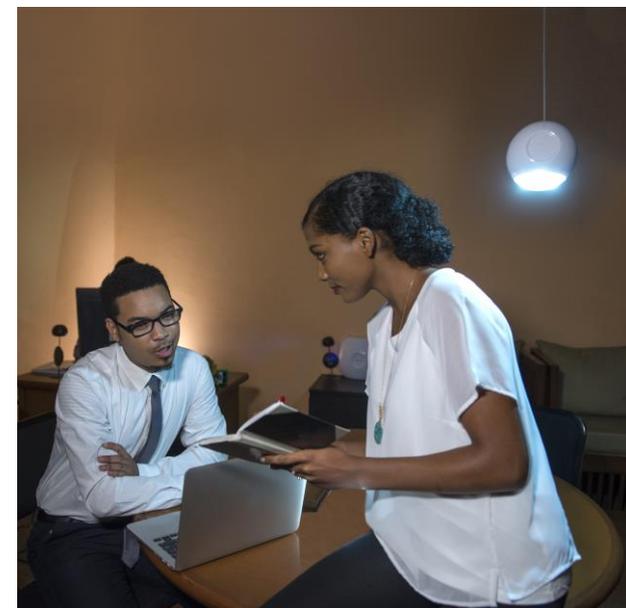


- **Making a plan is not so difficult... execution is**
- **Continuous drive to reduce cost of operation**
- **How?**
 - **Recruitment and training**
 - **Professional management systems**
 - **Solve your transport and warehousing challenge**
- **Challenges**
 - **Where does the grid go?**
 - **Taxes and duties**
 - **Mobile money penetration**



- **Selling 25 units a month is not the challenge – 5000 units a month is**
- **To decrease the average overhead costs**
- **To decrease the cost of capital**

- **How?**
 - **Partnerships**
 - **Plan for big not for a pilot**
- **Challenges**
 - **Capital: Local vs International**



- **Customers trusting companies**
- **Companies trusting customers**
- **Government trusting companies and vice versa**
- **More trust → less costs**

- **How?**
 - **Build data and proof**
 - **Focus on what you are good at**
 - **Long term focus**
- **Challenges**
 - **Legislation**
 - **Short term focus**
 - **Non-market intervention**



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