



ENTREPRENEURS FOR SUSTAINABLE DEVELOPMENT

ANGAZA

PROVIDING POWER TO THE LAST MILE

DEVELOPMENT IMPACT



People living in poverty cannot afford to use products powered by solar energy because they do not have the cash available to purchase the products with one large payment. **Angaza**, a for-profit social enterprise, created a “pay as you go” technology that enables individuals in emerging markets to pay for beneficial products in small installments. Thanks to Angaza’s technology, people without access to credit or traditional banking services can now access devices, such as solar-powered lights and clean cookstoves, that they could not afford before.

SUSTAINABLE BUSINESS MODEL

- ▶ Manufacturers embed Angaza's pay-as-you-go technology into products targeted at people living in poverty, such as solar lamps. The products are sold by distributors, who track end-client repayment rate and receive reports on product usage from the Angaza Hub, a web platform that monitors the products sold.
- ▶ Angaza generates revenue through a software as a service model (SaaS).

VALUE PROPOSITION

- ▶ Angaza allows people to afford products that they would not normally have access to because it allows them to make small payments as they use the device instead of one large bulk payment at the time of purchase.
- ▶ By alleviating financing constraints, Angaza enables manufacturers and distributors to increase their addressable market.
- ▶ The Angaza Hub allows distributors to understand product usage, track payments and save on servicing costs since it can alert them about problems remotely.

SCALABILITY

- ▶ Angaza has over 150 partners in more than 50 countries and has sold more than 1 million pay-as-you-go equipped devices.
- ▶ Angaza will continue to expand into new geographies and new products.

PROBLEM

1.2 billion people live off-grid, spending over USD50 billion per year on kerosene fuel and battery charging.

SOLUTION

- ▶ Angaza created a “pay-as-you-go” technology that manufacturers embed into solar products. Consumers purchase credit for the products as they do for prepaid airtime for mobile phones. When the credit is used up, the product stops working until the next top-up. This credit system allows the consumers to pay off the solar products over time, instead of in one large payment.

KEY MESSAGES

For social enterprises:

- ▶ Reducing upfront investments can create access to life-changing products for low-income customer segments and therefore, open new markets.

For policymakers:

- ▶ Local and national initiatives to assist or subsidize the asset acquisition of decentralized energy-producing devices for low-income households can provide relief while waiting for grid expansion.



PARTNERS

