

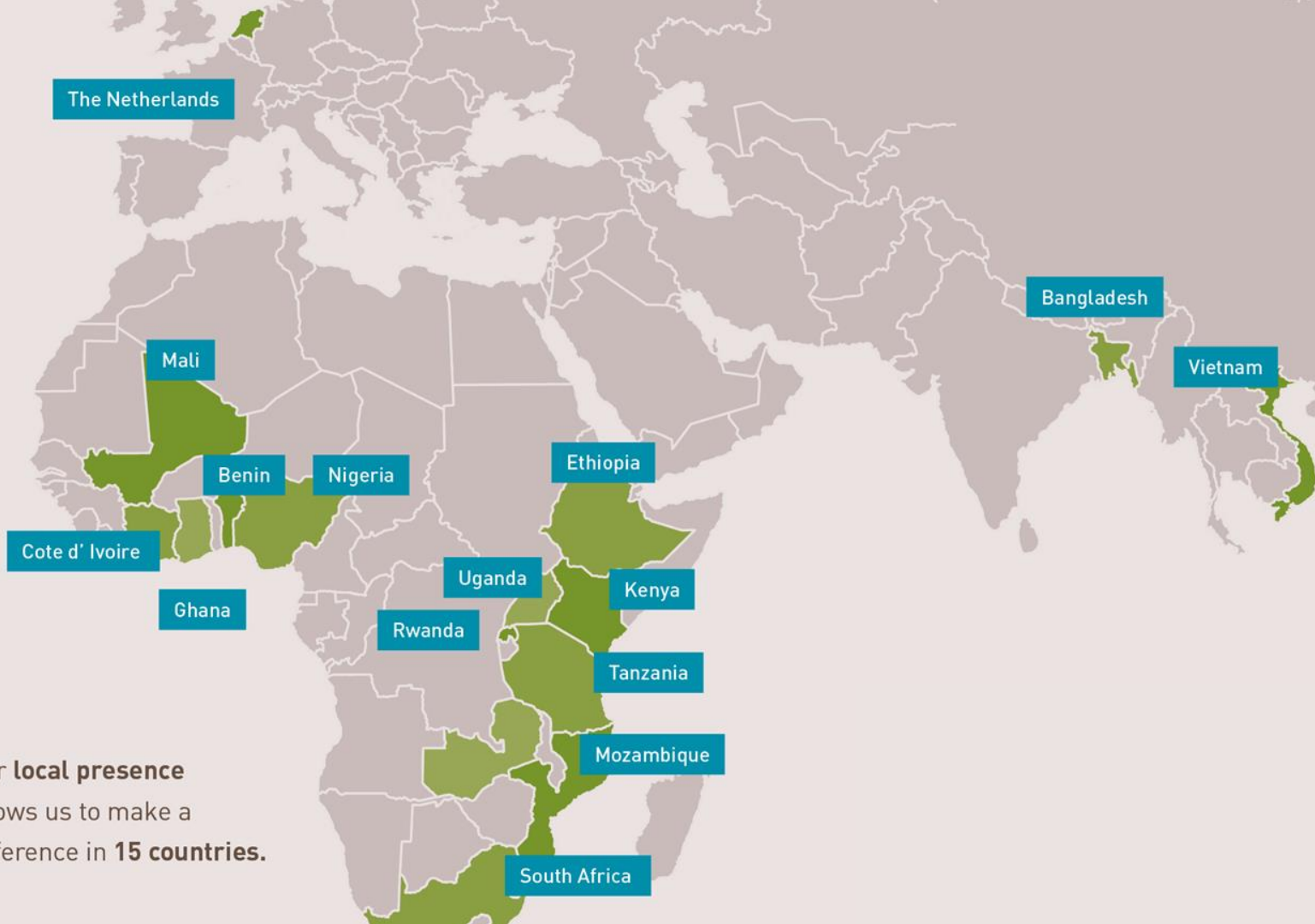
# Solar lights - Distribution

A view by





**We co-build  
inclusive market  
propositions in  
low-income  
markets**



Our **local presence** allows us to make a difference in **15 countries**.

# Three service areas - Client demands

## 1. Inclusive Innovation

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*“I want to develop an innovation for low-income markets, but need support on how to develop it.”*

## 2. Marketing & Distribution

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*“I have a proposition for low-income markets, but need support on how to market and distribute it”*

## 3. IB Empowerment

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*“I want to be successful in the field of Inclusive Business, but need support to develop the right capabilities”*

# Who do we work with?

## Profit



## Non-Profit



# LOOK BEYOND

the solar category when distributing to the BoP



**“Direct salesforces struggle to generate sufficient revenue to pay for the sales agents”**

*If a sales agent can sell only 3 products per day on average, he will request a US\$3-4 commission on each product sold. Such commission level is extremely high for a solar lantern retailing at US\$10.*

Source: Reaching Scale in Access to Energy (Hystra 2017)

# D2D PRO - NIGERIA

Selling PAYG Solar lights through existing multi-product rural sales networks



## Goal

Strengthen existing rural D2D sales networks and enabling access to solar energy

## Partners:

**DFID** Department for International Development



# Results

**15 ladies trained, first sales realized**

**Angaza is great enabler**

**Already request for upsell cookstoves**





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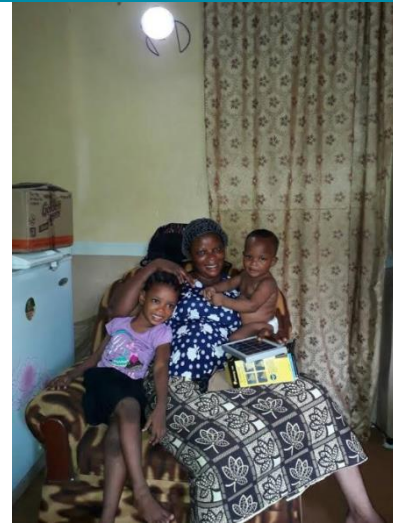


# Challenges

**Find optimal credit terms incl deposit**

**Need working capital - it might cannibalize on existing portfolio**

**Driving volumes - especially SHS**



# BoP INNOVATION CENTER

