

Asante Sana Energy

The Problem

- 1.2 billion people in the world are unelectrified.
- 35 Million Ugandans live without power
- National Grid has outages of an average of 10 days a month.
- Rural customers want access to electricity but are barred by *financial and geographic barriers*.



Productive uses can increase the local economy.

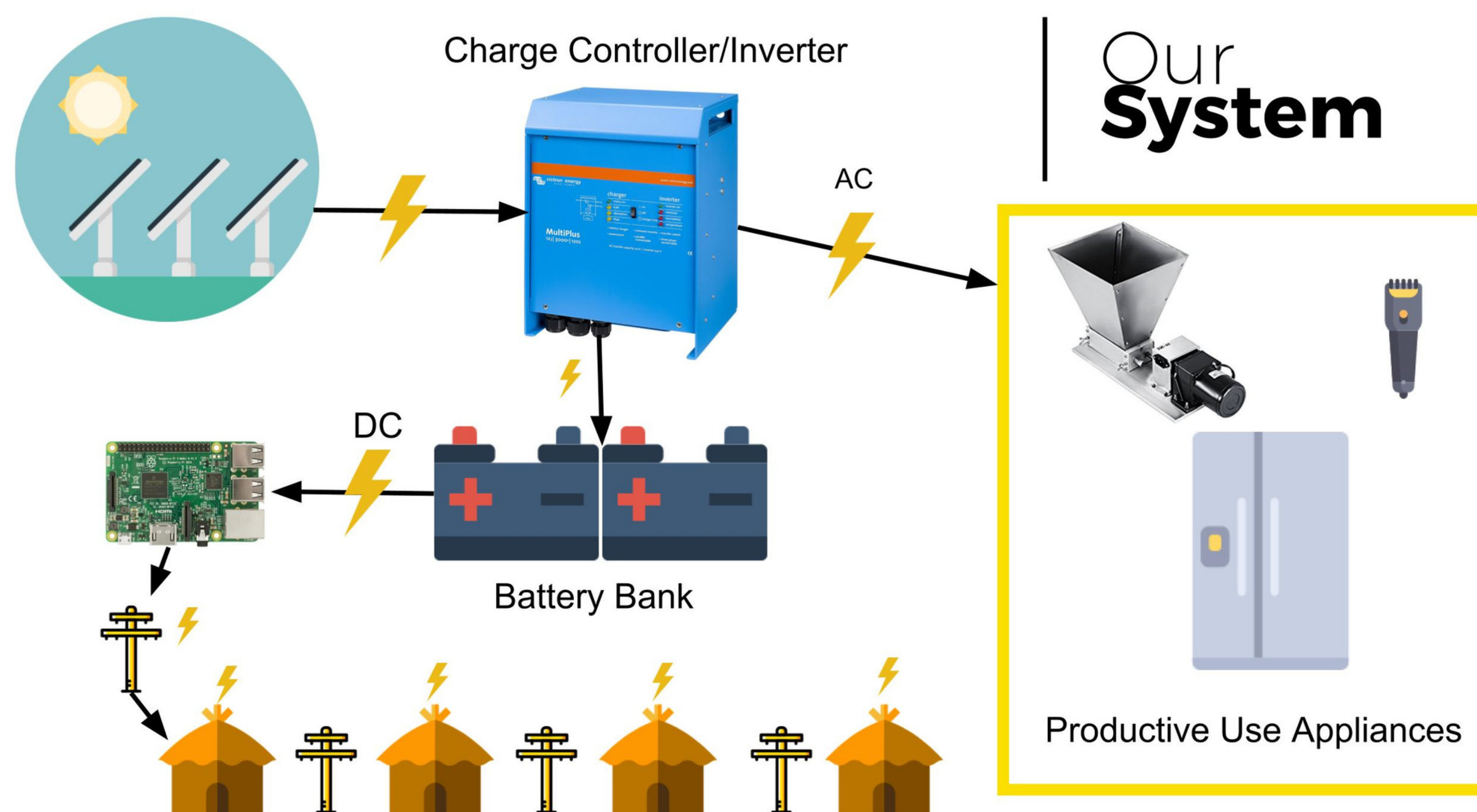
A solar grid can provide cheaper access to electricity.

Home systems can provide electricity, but at a high price.

Solar lamps can provide light and cellphone charging capabilities.

Candles and kerosene lamps are commonly found in all house holds.

How it Works



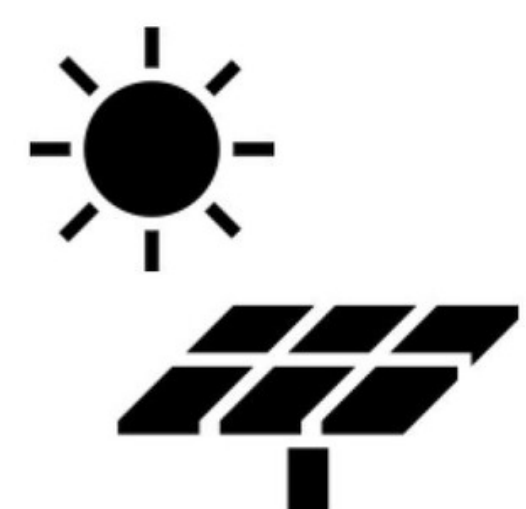
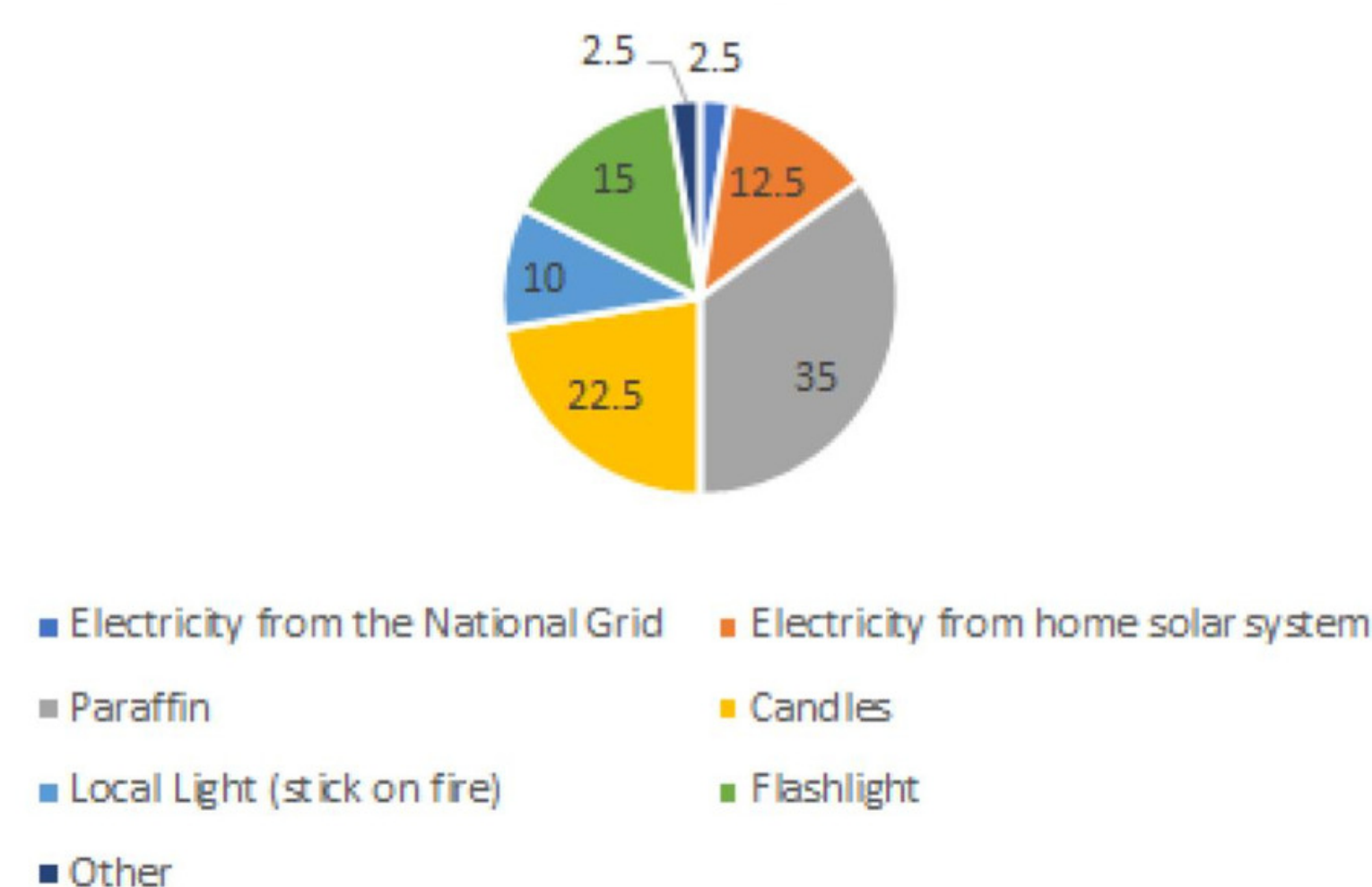
Customers



We intend to market to people without access to electricity from the National Grid or Solar Home Systems, which is 85% of the population.

The average willingness to pay is \$5.50 USD; however, there will be payment options of \$3.50, \$5.50, and \$10 for customers.

Share of Method Used



Home Solar Systems

12.5% Market Share



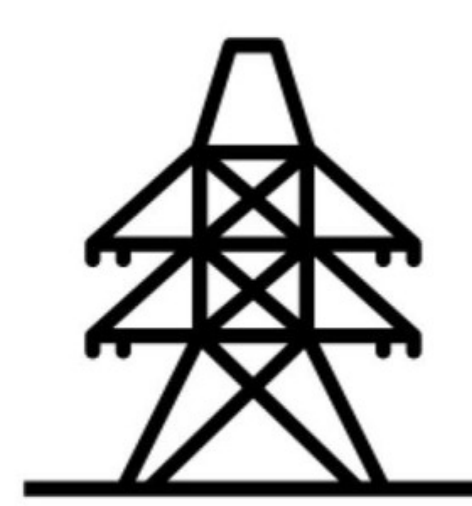
Kerosene

35% Market Share



Candles

22.5% Market Share



Expanding National Grid

Future Competition

Revenue



The Average Villager

\$5.5 per month for electricity

\$20 per year for device sales

\$\$\$ per year for productive use



The Average Village

60 homes per village
\$5,160 revenue per village

5yr Projections

200 Villages



12,000 Homes



105,600 People



\$1,034,000 in Revenue

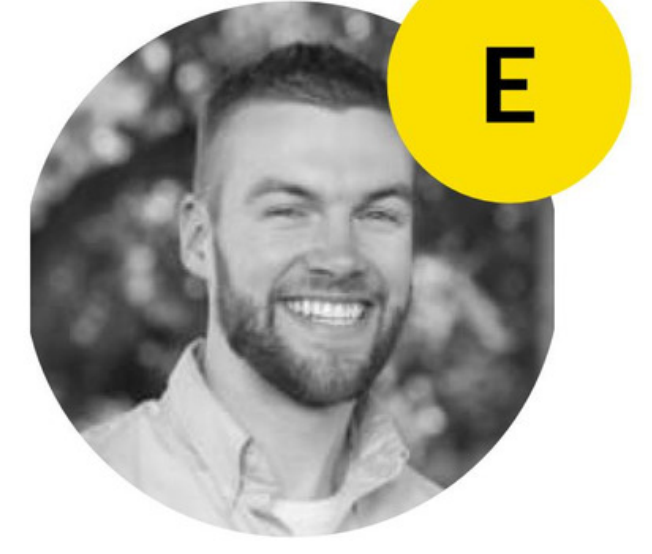
The Team



Keni Herman
Chief Operational Officer



Matt Vanderwerken
Chief Executive Officer



Evan Fuellenbach
Chief Financial Officer

Our Partners

