



supplying **power** to rural Africa,
battery by battery...



ENET, October 6th 2009

EGG-Energy Links Low-income Africans to Electricity with a Battery Subscription Service



Early Funding Decision: Which Money to Target

- Triple bottom line
 - Different pools of funders for each
- Decision: For profit first, social good and green second
 - Company structure (Delaware corporation)
 - Parts of value chain we engage
 - Pricing
 - Focus in presentations

Funding History: Competitions and Grants

Business Plan Competitions

Cash Prices: \$40k

- HBS Business Plan Contest
- KLI Africa Business Plan
- MIT IDEAS

In-kind Services: Foley, Bridgespan

- HBS Business Plan Contest

Also losses:

- MIT 100k
- RICE Alliance

Grants

For travel and living expenses:

- Legatum Center: \$1,500
- HBS: 2*\$5,400

Funding Plan Going Forward

PILOT	EXPANSION	GROWTH
1 Station 2009	20 Stations 2010	400 Stations 2011->

- More competitions
- Government Programs
- Private Foundations
- Angels

- Private foundations
- Government Programs
- Corporate affiliated foundations
- Angels

- Venture Capital