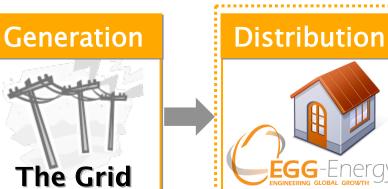


supplying power to rural Africa, battery by battery...



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

# **3 Target Segments**



60% Hydro Generated



**EGG-Energy** Charge & Swap stations



Low-income **Urban Homes** 



**Small Businesses** 



Rural Households

# 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

1 Station 2009

- More competitions
- Government Programs
- Private Foundations
- Angels

## **EXPANSION**

20 Stations 2010

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

## **GROWTH**

400 Stations 2011->

Venture Capital

