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

3 Target Segments

- Low-income Urban Homes
- Rural Households
- Small Businesses

Generation

60% Hydro Generated

The Grid

EGG-Energy Charge & Swap stations

Distribution
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

<table>
<thead>
<tr>
<th>PILOT</th>
<th>EXPANSION</th>
<th>GROWTH</th>
</tr>
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<tbody>
<tr>
<td>1 Station 2009</td>
<td>20 Stations 2010</td>
<td>400 Stations 2011-</td>
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</tbody>
</table>

- More competitions
- Government Programs
- Private Foundations
- Angels

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

- Venture Capital