PRESENTATION
“PROJECT MOBISOL”

plug in the world
A New Product for Off-Grid Solar Application

Merging solar electricity generation and mobile communication technology for gaining a competitive advantage in off-grid regions

DT Power
1. OVERVIEW
2. BACKGROUND
3. PRODUCT INFORMATION
4. BUSINESS MODEL
OVERVIEW

**DT Power** has designed a solar electricity home system suitable for off-grid, low-income customers.

The solar home system comes integrated with a flexible, pay-as-you-go plan accessible via a mobile phone application.

The product is known as “Mobisol”. It targets low-income households living off-grid but within mobile phone range.

**DT Power** is currently seeking strategic partnerships through which to implement the product.

Product development continues.
CONTENT

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BACKGROUND

1.6 billion people in the world off-grid

Traditional fuels costly over time, unhealthy, harm climate

Mobile phone revolution: access to communication increased greatly
THE PROBLEM

• **At the end of the day, a lot of money is being spent on energy.** The target group spends USD 14-30 each month on candles, kerosene, paraffin and other energy sources.

• While solar home systems offer a clean and efficient alternative to households living off-grid, high upfront costs have until now made this product unaffordable.
THE SOLUTION

• Mobisol makes it possible to direct this money into a flexible, pay-as-you-go plan enabling users to purchase their solar home system outright over a longer period of time.
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ADVANTAGES OF MOBISOL FOR CUSTOMER

- + User-friendly
- + No restrictive initial costs
- + Flexible payment system
- + Supports user independence from fossil fuels
- + Low maintenance needs
- + Environmental and health benefits
- + Sustainable
- + No or low operating cost, high savings
- + Amortization within 1-3 years
- + 70-90 % of energy cost are saved after amortization, that creates 20-30 % more disposable income
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Planned Purchasing Models

- **Progressive Purchase**
  - **Pay as you go**
    - Minimum Service Fee
    - + Pay per charged battery
  - **Installment plan**
    - Monthly fee
BUSINESS MODEL

- **DT Power** provides the finished Mobisol systems to the distribution and service partners (DSPs).

- DSPs will distribute and install Mobisol systems. They are also responsible for maintenance of unit hardware.

- Mobile operator – Mobile network & mobile money

- **DT Power** will oversee and coordinate the interaction and communication between users, DSPs and mobile operator. We will analyse user behaviour data for ongoing product and service refinement.
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