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**dt power**  
plug in the world

# **PRESENTATION**

## **“PROJECT MOBISOL”**

**2011**

*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***

# CONTENT

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1. OVERVIEW

2. BACKGROUND

3. PRODUCT INFORMATION

4. BUSINESS MODEL

# OVERVIEW

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**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.

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# BACKGROUND

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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

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- **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

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- **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

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- ❖ + 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

# CONTENT

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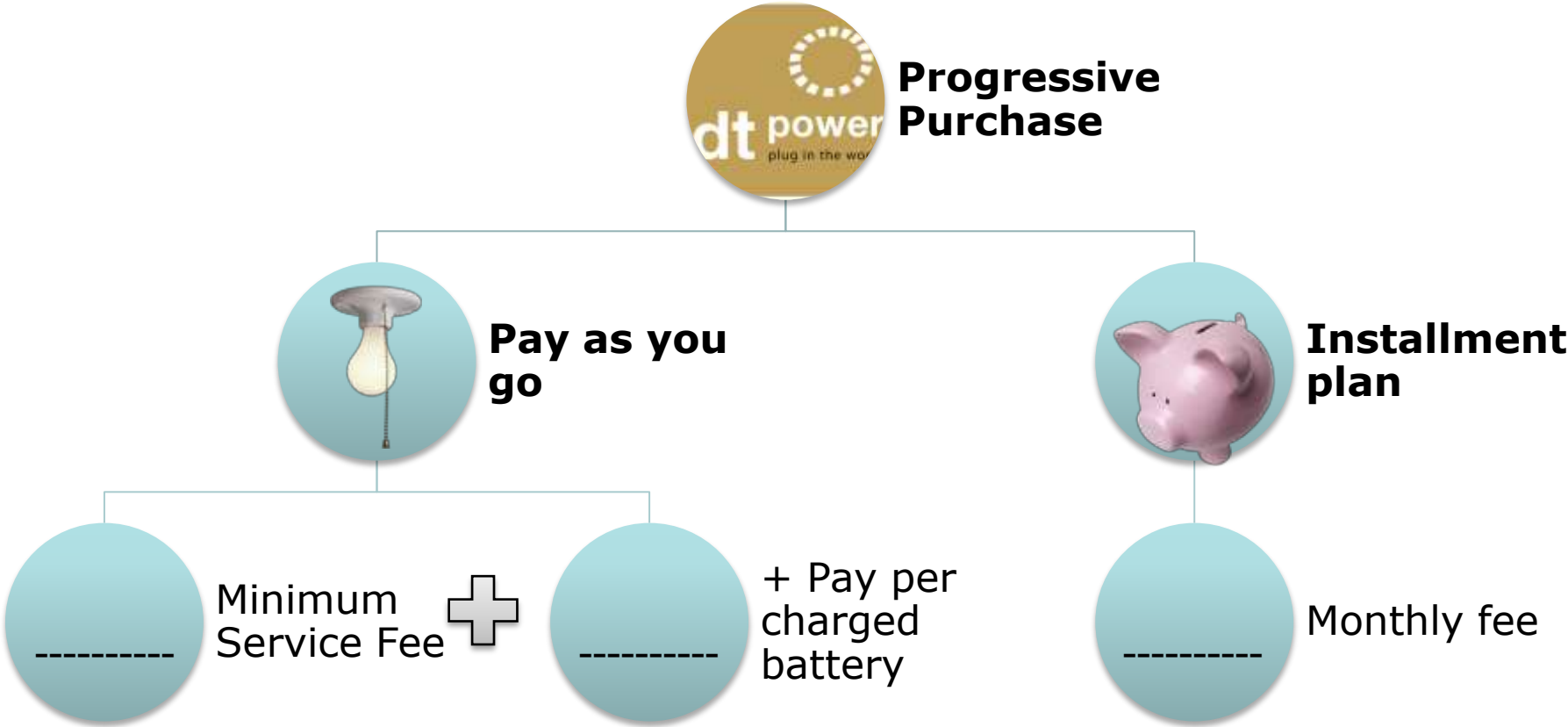
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# Planned Purchasing Models



## BUSINESS MODEL

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- **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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the WORLD

