

Value Proposition

GreenWize is reinventing the renewable energy market in Africa by providing locally designed good quality products at affordable cost and flexible and innovative payment methods. The products will eventually be assembled locally, allowing faster innovation based on Customer needs.

GreenWize customers are able to cost-effectively continue productive activities after dark, be it running retail outlets or conducting countless small home-based production ventures that exist in low-income communities.

GreenWize continually improves its services based on responses from its customers and offer fast after sale support.

GreenWize has developed its own proprietor Pay As You Go technology and software that can allow for faster innovation of new products.

GreenWize is creating more local jobs for youths by locally designing and assembling its products.

Marketing Strategy

GreenWize is targeting 20 million market in East Africa (75% of whom can afford to pay for its products via installments)- realistically, 300,000 customers by 2018.

GreenWize will rely on various community level groups (mostly women groups) as one of the distribution models.

GreenWize will also contract field sales agents who can have their own distribution networks within rural areas and urban slums.

GreenWize will create awareness campaigns through social media, traditional media, and community leaders.

GreenWize will also create partnerships with governments, financial service providers, telecommunication companies, wholesale distributors and retail agents in various key markets.

MwangaBora V1



MwangaBora V2



MwangaBora V3



Team	Competitive Advantages	Customer Segments
<p>Evans Wadongo – Co-founder & Chief Strategy Officer – Bsc in Electronic and Computer Engineering and has over 10 years experience in renewable energy sector. Awards include- Outstanding Social Entrepreneur in Africa, CNN Hero, and was named among MIT technology review’s 35 under 35 innovators in the world.</p> <p>Edwin Keverenge – Co-founder & Chief Operation Officer- Bsc. in Electrical Engineering and has over 6 years experience in energy, electrical systems and business development in both government and private sector. Previously worked in Ministry of Public Works in Kenya and was also the secretary of the Institute of Electrical and Electronics Engineers (Kenya) in 2014.</p> <p>Felix Marisio – Technical Lead- Bsc. in Electronics and Computer Engineering and is currently pursuing a Masters Degree in Energy Technology. Previously worked as an Engineer in aviation sector.</p> <p>Geoffrey Shimanyula – Senior Advisor – Over 20 years experience in Senior Management level at various technology firms. He previously worked as Managing Director of UUUNET (now MTN Business Kenya), CEO Onecom Ltd, VP Sales East Africa at Spaceom, among others.</p> <p>Matt Pelton, CPA – Advisor and Project Consultant – Masters in International relations from IE Business School, B.A in Finance & International Business. He brings on board several years experience working at KPMG, African Leadership among others.</p>	<p>Cheaper pricing</p> <p>Flexibility on initial down payment allowing more customers to buy the product on credit.</p> <p>Payments of installments (Pay As You Go) are not fixed. The customer is allocated hours of lighting based on amount paid.</p> <p>Ability to promote African designed products will create faster brand recognition and loyalty.</p> <p>Faster and better customer support and after sale service.</p> <p>Proprietor technology, which allows faster innovation of new products.</p>	<p>Individual rural and urban low to middle income households who lack access to electricity.</p> <p>Middle to high income households who require power back up due to the frequent power outages in many countries in Africa.</p> <p>Governments, development agencies and organizations such as NGOs who purchase solar products for their beneficiaries.</p>
Status	Necessary Investment	Revenue Stream
<p>Products design completed.</p> <p>Pay As You Go module and software developed.</p> <p>Pilot sale on going with 100 households.</p>	<p>GreenWize is seeking US \$600,000 in grants and convertible debt for:</p> <ul style="list-style-type: none"> Fixed assets including products manufacturing – US \$350,000 	<p>GreenWize sells following MwangaBora solar products:</p> <ul style="list-style-type: none"> MwangaBora V1- US \$140 via Pay As You Go or US \$50 in cash.

<p>Trademark for MwangaBora obtained.</p>	<ul style="list-style-type: none"> • Operating Expenses including sales & marketing, research & development, and salaries – US \$200,000 • Working Capital – US \$50,000 	<ul style="list-style-type: none"> • MwangaBora V2- US \$10 in cash. • MwangaBora V3- US \$120 via Pay As You Go or US \$35 in cash • MwangaBora Solar Home System- average of US \$1500 <p>The gross profit margin is 80% for each product.</p>
---	--	---