



Pioneering the next Wireless Evolution

MSRA Conference, 8th September, 2016

M-KOPA: The Wireless Evolution



- ▶ M-KOPA Solar, headquartered in Nairobi
- ▶ Market leader of "pay-as-you-go" energy for off-grid customers
- ▶ Founded by former executives behind M-PESA
- ▶ M-KOPA (M= mobile, KOPA= to borrow) combines **mobile payments with GSM sensors** to enable consumer financing of solar power systems
- ▶ Established on belief that mobile technology will **revolutionize energy services in emerging markets** - same way it has already changed communications and banking.



Our Product

M-KOPA SOLAR



How it works

M-KOPA SOLAR

1



Acquire
M-KOPA
Solar system
for 3500/= deposit

2



Stop
spending
80/= per day
on kerosene,
divert this
towards solar
instead

3



All payments
made
conveniently
by mobile
money top up

4



Solar unit is
monitored in
real time by
GSM chip
(Internet of
Things)

5



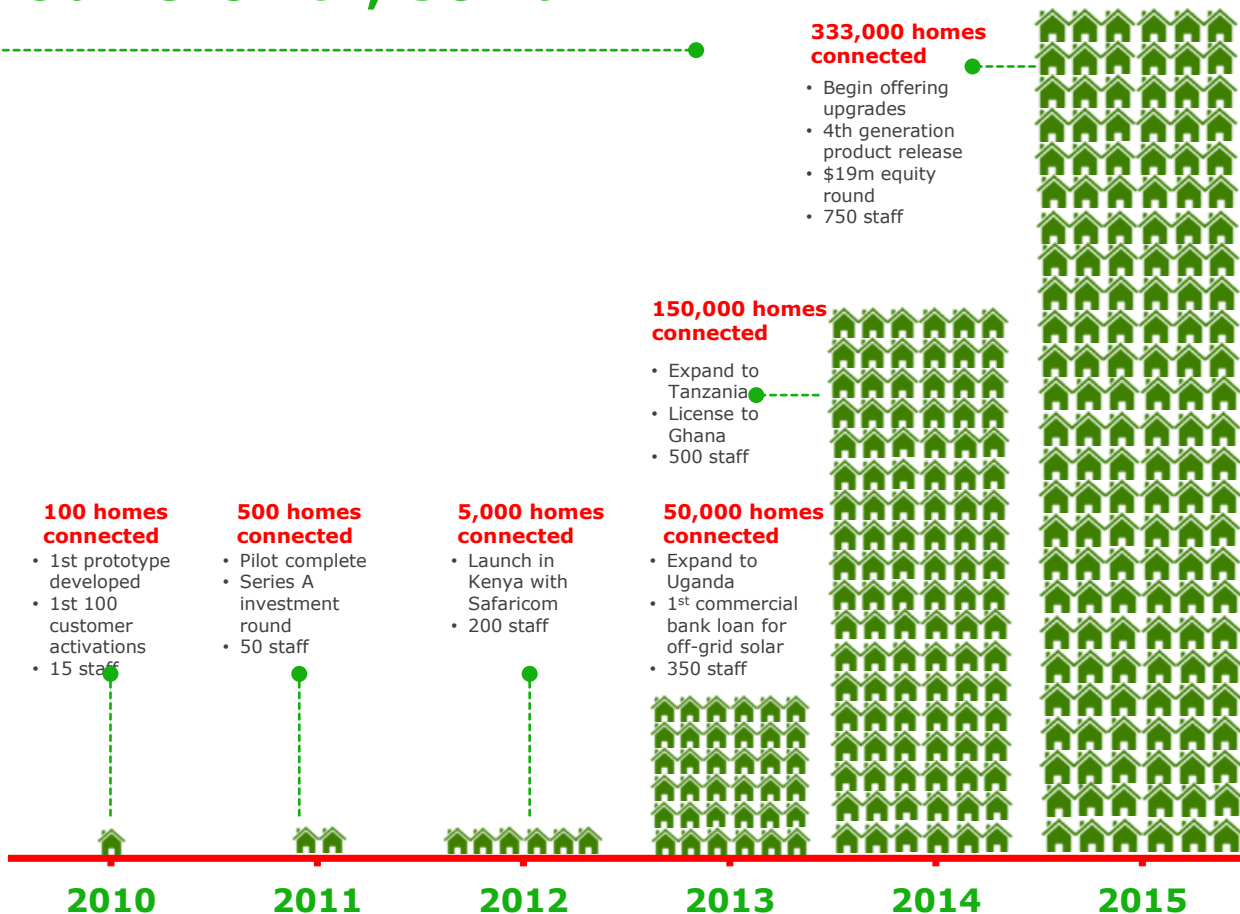
After 365
daily
payments,
you own
your solar
system

6



Use your
credit history
with M-KOPA
to upgrade to
more power

Our Growth, So Far...



Over
400K HH
connected

500 New
Homes
connected
daily

Approx
1000 full
time staff

Approx
2000
sales agents

4 Countries
KE, UG, TZ
& GH

+HK, China, UK

M-KOPANet Platform - Capabilities



M-KOPANet Cloud Platform

M-KOPA M2M Platform

Device
management

Sensor Data

M-KOPANet Business Platform

Loanbook

Device Credit
Management

CRM

Sales
Management

Payment
Processing

Inventory &
Logistics

M-KOPA Data Platform

Business Data
Analytics

Sensor Data
Analytics

Geo-tagging

Credit Score

Profiling

Credit alerts

Tamper alerts

Theft tracking

Usage control

Online Media Coverage – Local & International

M-KOPA SOLAR



STANDARD Digital DAILY NATION

BUSINESS DAILY

WIRED



**Bloomberg
Business**



The Telegraph
calcutta, india



Responding to Customer Needs via Social Media



- ▶ Product Awareness
- ▶ Response to queries
 - ▶ Enhancing product knowledge
 - ▶ Picking up 'what's trending'

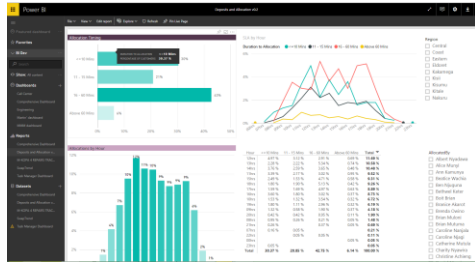


How can you **collect** reliable data, **measure** & **track** effectiveness of this key touch point? How do we raise brand affinity through **engaging** consumers online?

Consumer Understanding – Digital Platforms



Power BI - Analytics



Dashboards

- Registration
- Call Centre
- Engineering
- Performance
- Swaps
- Surveys

SMS based surveys eg NPS

TOLL-FREE SMS SHORT CODES



- Customised by name
- Different languages
- Can send reminders
- Link to accounts
- Trackable over time
- Automated reporting

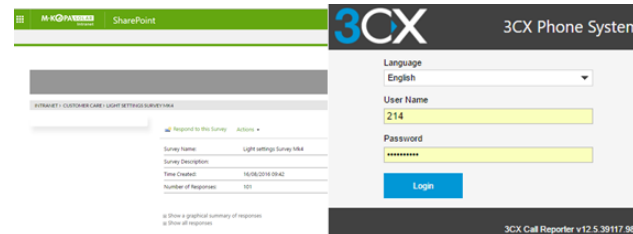
M-KOPA net – Customer Care



Consumer

- Name
- Mobile
- Account #
- Payment status
- Usage levels
- Deposit
- Service Centre
- Credit worthiness

Online surveys eg Energy Surveys, Satisfaction



- Sharepoint - KE, UG, TZ, UK, China, HK
- Time & Cost efficient
- Quality Control - 3CX
- Monitor progress

Can we create on-line communities? Or capture usage data via on-line diaries?

Thank you!

M-KOPA SOLAR

