

# Asante Sana Energy

## The Problem

- 1.2 billion people in the world are unelectrified.
- 35 Million Ugandans live without power
- National Grid has outages of an average of 10 days a month.
- Rural customers want access to electricity but are barred by financial and geographic barriers.



Productive uses can increase the local economy.

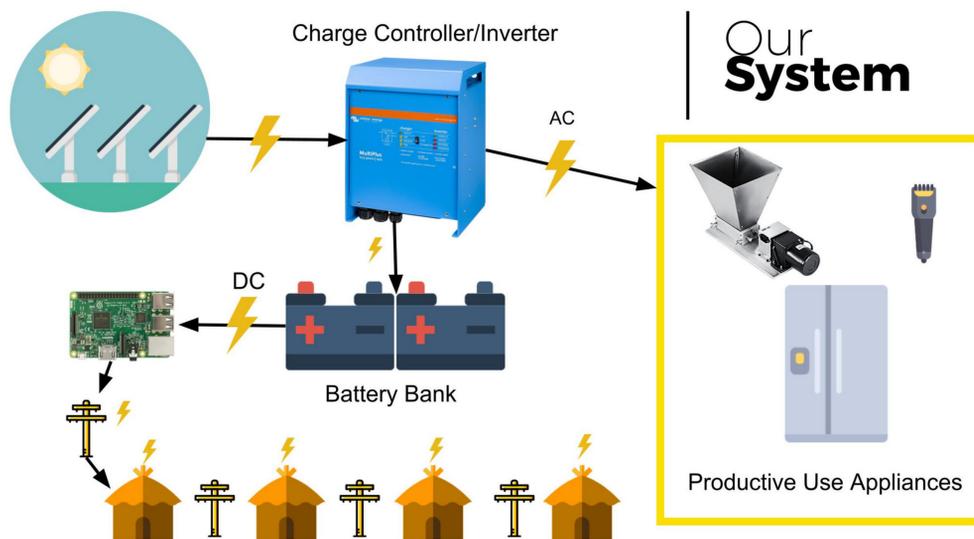
A solar grid can provide cheaper access to electricity.

Home systems can provide electricity, but at a high price.

Solar lamps can provide light and cellphone charging capabilities.

Candles and kerosene lamps are commonly found in all house holds.

## How it Works



## Revenue



### The Average Villager

\$5.5 per month for electricity

\$20 per year for device sales

\$\$\$ per year for productive use



### The Average Village

60 homes per village

\$5,160 revenue per village

## 5yr Projections



\$1,034,000 in Revenue

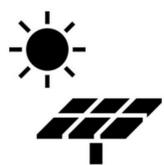
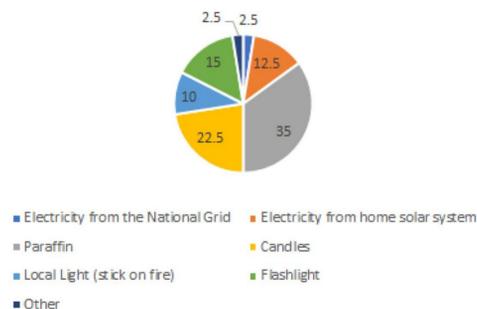
## Customers



We intend to market to people without access to electricity from the National Grid or Solar Home Systems, which is 85% of the population.

The average willingness to pay is \$5.50 USD; however, there will be payment options of \$3.50, \$5.50, and \$10 for customers.

Share of Method Used



Home Solar Systems

12.5% Market Share



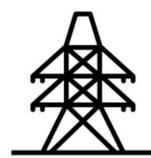
Kerosene

35% Market Share



Candles

22.5% Market Share



Expanding National Grid

Future Competition

## The Team



Keni Herman  
Chief Operational Officer



Matt Vanderwerken  
Chief Executive Officer



Evan Fuellenbach  
Chief Financial Officer

## Our Partners

