



EUROPEAN
MICROFINANCE WEEK 2015

FINANCIAL INCLUSION FOR SUSTAINABLE DEVELOPMENT

Facilitating access to utility services through digital finance in emerging markets – sustainably



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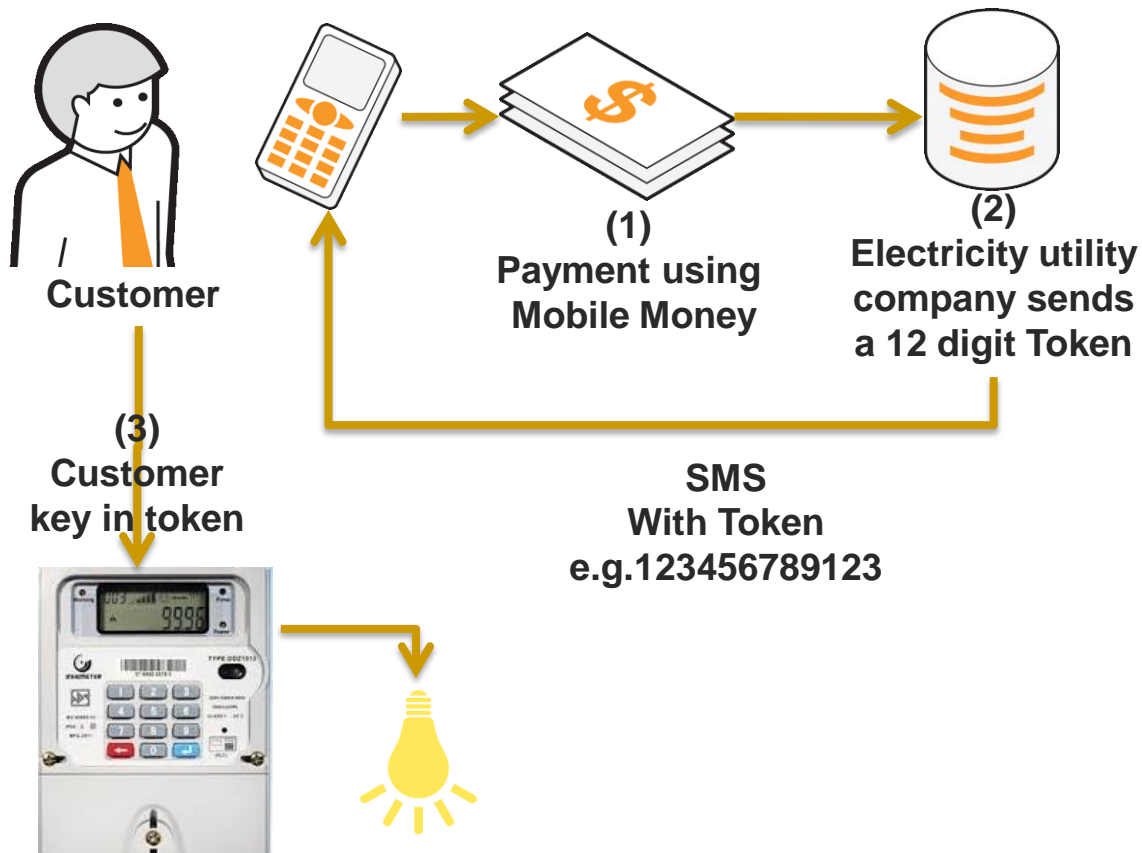


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Use of Digital Finance to access utilities

1) Electricity – prepaid power payment



Advantages for customer

- „Customer can pay from any location using mobile money
- Customer pays based on their earning pattern
- „No bills at end of month.
- „Reduced administrative costs
- „No debt disputes
- Gives customer ability to control power consumption
- „Assists households to conserve ~15%.
- Gives running-low alarm (beeps)

Disadvantages

- Customer must pay in advance.
- Systems will turn off electricity once units are depleted
- Requires new equipment and customer education.
- Utility company must provide reliable access.



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2) Solar – Pay As You Go (PAYG)

a) Pay to own model

Average homes spend
~ \$13 on Kerosene +
mobile charging/month

Entry level home
system cost \$7-\$14

Deposit \$30 then pays
\$0.40 daily with pay off
in 1 year

Monthly savings: 10-
45% for superior
product

Device is remote
switched on/off hence
customer is
compelled to repay



b) Solar as a service model

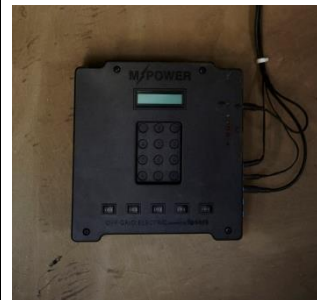
Customer signs up for
“solar-as-a-service”
contract

Technician installs solar
system at customer’s
home

Customer pre-pays for
energy days via mobile
money

Receives unique usage
code via SMS and keys in

This model can also used
for Micro & Mini-Grid





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3) Water – Pay As You Go (PAYG)

Grundfos Lifelink –Community water management



How it works

1. Customer prepays their water account using mobile money and the value is stored on a smart card
2. Using the smart card customer can access water at water kiosks
3. Revue collected is used to maintain and service the water point





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4) Education

Kytabu – book micro-leasing solution



How it works

1. Kytabu provides education books on Tablets and mobile phones allowing Student to lease a Book or a Chapter or a Topic for duration of choice (day-week-month(s) or a year)
2. Customer download books for FREE but only pay for access using mobile money

Model 1

- Parent pre-purchase kytabu-credits for their children
- Student uses credits to access Book, Chapter or Topic

Model 2

- Government (or School) pre-pays for student s to Kytabu using DF
- Then students can use credits to access all curriculum books on their tablets



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Questions ?