



Smarter Solar Powering the Emerging World

November 2011

Western Consumer view of Solar Power

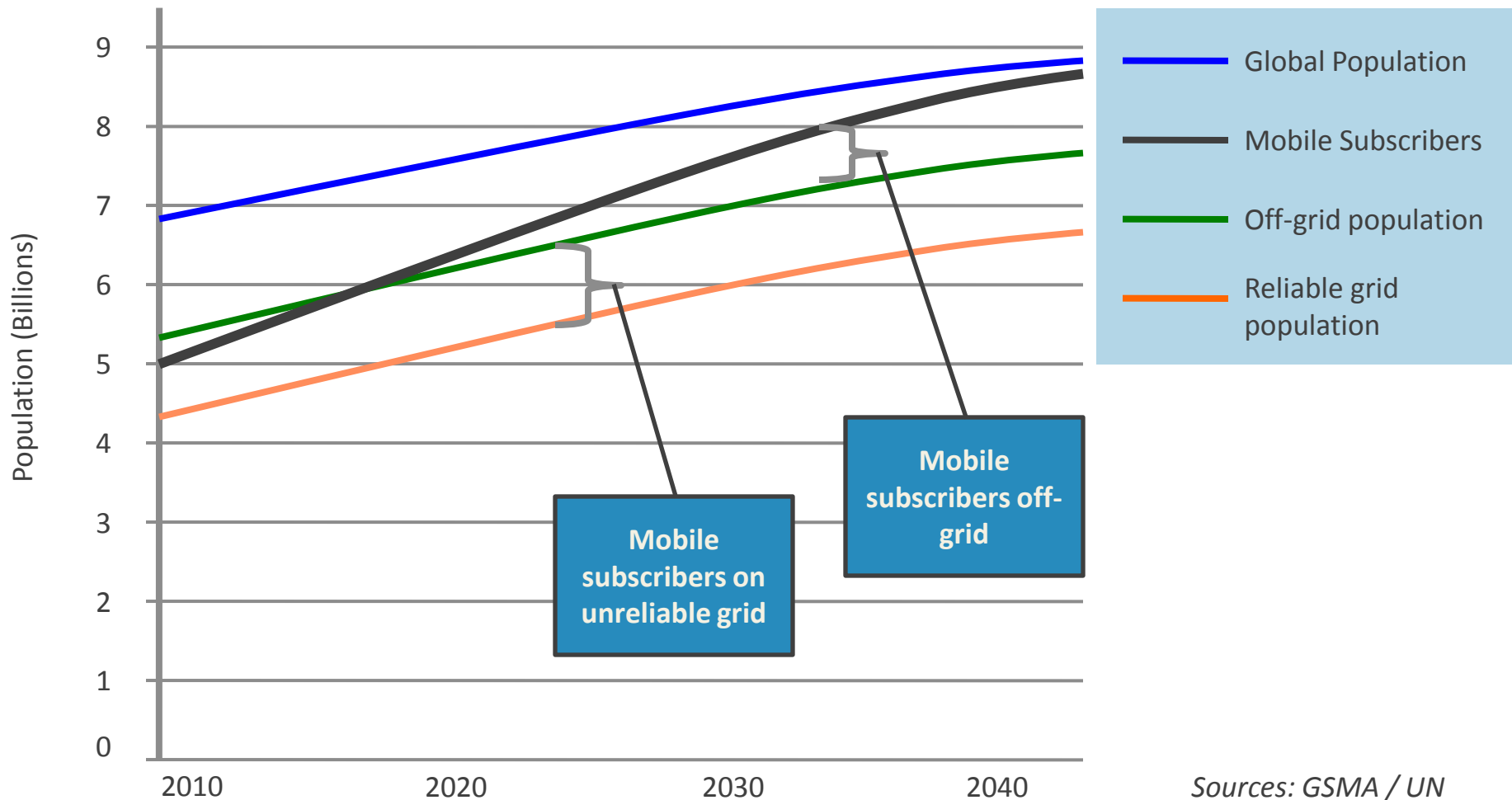


Huge Off-Grid Solar Market Opportunity

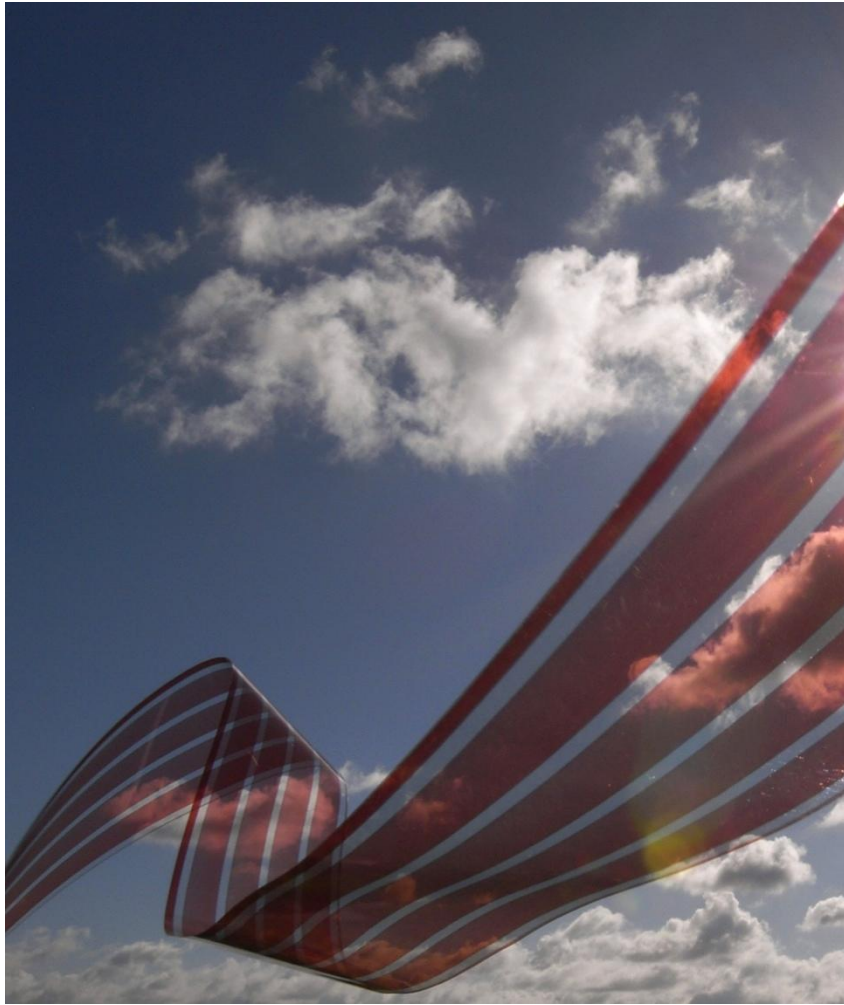


- 1.6Bn people without electricity
- \$38Bn / year spent on kerosene lighting
- 10¢ lamp costs up to \$50/yr to run
- 500M people spend \$15-35/yr to charge phones

80% of new mobile phone users off-grid



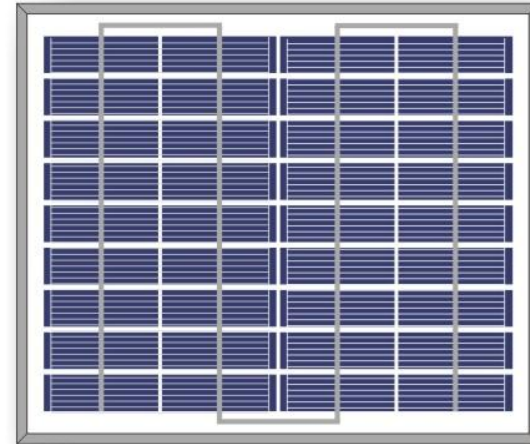
Built on Cambridge Research



Professor Sir Richard Friend FRS



Market Needs a New Business Model

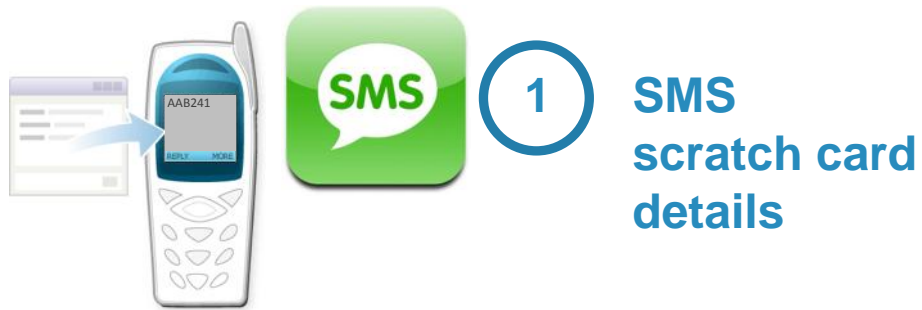


Power is a pay-as-you-go Service....

But Solar is all UP FRONT + Maintenance/Repair



Indigo – Solar as a Service



More light, No fumes, Spends less



Currently

- 900 KSh/mth for Kerosene (\$10)
- 20 KSh/charge for mobile

Total: ~\$12/mth



IndiGo

- 900 KSh deposit (\$10)
- 100 KSh/wk (\$1.10)

Total: ~\$5/mth

Captures the imagination

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pv
British firm brings pay-as-you-go

Eight19, a Cambridge, England-based solar firm specializing in off-grid as IndiGo, a pay-as-you-go, personal solar electricity system for the developing



Now in consumer technology and Malawi and the months. The commercial Eight19 concept technology. As a inexpensive to buy and charge their scratchcards.

Among the first people to use the technology is Samuel Kimani, of Mwiki, Kenya, in his house, which he had previously only lit with kerosene.

"My kerosene lighting... has been a very poor quality of light," Kimani said. "To provide his with better light with which to read at night."

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Eight19 to pioneer pay-as-you-go solar markets

Pilot scheme aims to help developing world customers access systems without paying high upfront costs

By Will Nichols

More from this author

A UK firm has developed a new pay-as-you-go solar energy technology that aims to tap into the huge potential market for off-grid applications in developing economies.

Speaking to *BusinessGreen*, Simon Bransfield-Garth, chief executive

TriplePundit
people, planet, profit

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Solar Company Finds New Markets with Pay-As-You-Go System

By Tina Casey | October 4th, 2011 | 0 Comments

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A newly launched pay-as-you-go home solar power system is the latest demonstration of the creative ways in which solar companies are finding new customers for solar products. The new product is called IndiGo, by the U.K. solar company Eight19. Targeted primarily to off-grid households in the developing world with very low energy demands, the IndiGo system operates on a much smaller scale than the typical western home solar energy system. However, it fills vital needs at an affordable cost, and the global market potential is practically limitless.



More Low Cost Solar Power for Western Households
As the Solymra bankruptcy shows, solar companies need to be fast on their feet and alert to new opportunities in order to survive.

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The power of green



Mark Barber
Last updated October 31 2011 12:00AM

Making a profit for shareholders is no longer enough to show that an organisation is successful. Today's companies face increasing

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October 28, 2011 5:08 pm

Case study: IndiGo brings light in the darkness

By Sarah Murray

When it comes to green technology innovations in the developing world, the creativity is often seen less in the technology itself and more in how that technology can be made accessible to some of the world's poorest people. In India, a novel payment system is helping provide solar light for people's homes and power with which to charge their mobile phones.

Launched by Eight19, a solar technology company backed by the UK-based Carbon Trust, IndiGo is a pay-as-you-go, personal solar electricity system for communities without access to the power grid.

And while lack of home lighting is a pressing problem for rural or low-income communities, so increasingly is the need to charge mobile phones, which have become a critical economic tool in developing countries.

Currently, people without electricity have to use charging stations to power up their mobile phones. "It's not just the cost that's a problem," says Simon Bransfield Garth, chief executive of Eight19. "They may have to walk for an hour to the market and then hang around for two or three hours to wait for the phone

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Pay as you go solar power makes energy cheaper

17:45 30 September 2011 by Jacob Aron

Read more: Click here to read a longer version of this story (available 6 pm 5 October 2011)

Pay as you go is a common way of paying for calls on your cellphone. Now the idea could help make solar power a more realistic option for families in Kenya and other African countries.

The system, called IndiGo, consists of a low-cost flexible plastic 2.5W solar panel that charges a battery. This is connected to a USB mobile phone charger and an LED lamp that provides around 5 hours of light from one day's charge.

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Thank You!

Seena.rejal@eight19.com