



“I have power!”



# About Barefoot Power (1)

- In business for 11 years
- International award-winning Australian Company
- Subsidiaries in 8 countries
- Supplying over 33 countries
- 75 staff
- Products designed in Australia, produced in China, end-to-end quality control by Barefoot Power
- 2-year Warranty
- On the cusp of scale up

# Barefoot Power (2)

([www.barefootpower.com](http://www.barefootpower.com))

- Affordable solar powered energy systems for remote households and SMEs in Africa, India and Papua New Guinea.
- This model may bypass large coal fired power stations and associated poles and wires: landline phones versus mobiles and wireless
- Lighting, phone charging, fans, computers, internet access, refrigerators, maybe air conditioning
- Entrepreneurial, for profit model with a strong social dimension

# The Realities of Business

- 700,000 systems supplied so far
- Financial model must be sustainable and able to generate growth
- Both the market and technology are constantly changing and you have to keep up. Grids, networks and distributed energy (and water) services.
- Potential around the internet for asset tracking and money flows.
- Another kind of career option

## Micro: Why off-grid solar?

- 1.2 billion people rely on kerosene or candles to light their homes at night
- Also walk long distances and pay money to charge their mobile phones
- Current energy sources are dangerous
  - Fires
  - Burns
  - Respiratory illness
  - Carbon emissions



# Macro: Why off-grid solar?

- Example: Uganda, 90% un-electrified
- Compare cost and timing of building and maintaining a reliable electric power grid for entire population vs. individual solar power ownership



VS.



# Impact



## Households (buying criteria)

- Saves money [inefficient electricity sources]
- Affordable
- Cleaner
- Modern design (aspirational)
- Devices  
(charge mobile phones, TV, fan, radio)





# Agricultural Business (Flower, Tea, Coffee, Fruit, Chicken etc.)

## Example: Tea Farm Housing (Large Multinational)

- Barefoot Power Kenya currently installed 12,600 employee housing units with solar lighting and phone charging kits
- Invest in solar power and reduce carbon emissions
- Improve employee health and safety



# Small business (SME)



# Community Projects (Schools, Communal Areas, Village lighting)

- Ugandan Schools



# Emergency Response

- Emergency lighting Typhoon Haiyan 2013
- 2010 earthquake in Haiti
- Refugees from the Congo and Rwanda
- Flood relief in North India



# Award Winning Product Range

Portable



Home Kits



Accessories





Save money  
No running costs

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Improve health  
No smoke or burns

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Generate income  
Charges phones and devices

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Improve education  
Light for studying

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Save the environment  
No kerosene or fumes

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#### Power Appliances



RADIO



PHONE



FAN



TV



[www.barefootpower.com](http://www.barefootpower.com)

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# Overall product benefits



Plug and Play



Mobile charging



Affordable & Better lighting

Portable & multipurpose

Long-lasting Batteries



Barefoot Go

**OUT WITH THE OLD**



**AND IN WITH THE NEW!!**

**SMD LED Tube Lights**



- Product designed and developed to meet United Nations Clean development mechanisms standards
- 2-year extended warranty