“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)

• 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.

![Electric Grid](image1.png)  
![Solar Panel and Lanterns](image2.png)
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

Improve health
No smoke or fumes

Generate income
Charges phones and devices

Improve education
Light for studying

Save the environment
No kerosene or fumes

Power Appliances
RADIO  PHONE  FAN  TV
Overall product benefits

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

Out with the Old AND in with the New!!

SMD LED Tube Lights