Pay as You Go: A Sunny Future?
BBOXX aims to electrify 20 million people by 2020.
BBOXX ACHIEVEMENTS

205,000 lives brightened

- 28 dedicated BBOXX shops
- 14 countries with active partners distributing
- 1,000,000 Watts of solar panels installed
- 140 employees and sales agents
- 41,000 products sold
• Integrated 15W – 1.5kW solar energy systems and appliances.
• Cutting edge remote monitoring technology and upgradeable firmware.
• Battery health analysis leads to extended product lifecycle
• Event-based alarms
• ERP and CRM making an efficient paperless system
• 36 month payment plans, and a lifetime relationship with Solar as a Service
• Mobile payments
• Credit checks

• 28 shops in Kenya (11), Uganda (12) and Rwanda (5)
• 60 shops by the end of 2014
• Close to customers for sales and after sale services

Products
Retail Networks
Information Access
Financial Access

THE BBOXX END-TO-END SOLUTION
1. INSTALL KIT

2. CONTROL REMOTELY

3. MONITOR PRODUCT

4. LOCATE PRODUCT
PROBLEM

Physical Access
- Only being situated in towns limits market size and customer care.
- Difficult to follow up on defaults and faulty products.

SOLUTION

Rural Retail Network
- BBOXX’s network of rural shops has been a cost effective way of broadening its customer base, as well as bringing great customer service and efficient repair and maintenance services to our clients.

COMPLIMENTED BY

BBOXX Technology
- Our technicians use event-related alerts to quickly service products. They are also supported by the London-based engineering team.
- CRM and ERP systems allow the shops to record customers quickly and efficiently report sales.
**PROBLEM**

Upfront costs
- The cost of a BBOXX kit upfront makes it **unaffordable to bottom of the pyramid**, therefore missing out a large customer base particularly in Africa and some areas of Asia.

**SOLUTION**

Payment Plans
- BBOXX moved away from a distribution business to a **service business**, where we now own the whole value chain. Selling to and financing the end customer on payment plan allows more people to become BBOXX customers. Our BB7 payment plan is now **as cheap as average monthly carbon expenditure**.

**COMPLIMENTED BY**

Investment
- Finding the **right investors** has been vital - making sure they understand the vision of the company and to have their **backing to roll out payment plans** using our own credit check processes.
**PROBLEM**

Limited education and training

- Computer and software training in order to support global reporting.
- Accounting and business management to run the retail network.

**SOLUTION**

Training Team

- Dedicated team with a Head of Training per country and a team of Business Development Managers improving processes and teaching material for accounting, IT and business management.

**COMPLIMENTED BY**

Regular Training Weeks

- Held every quarter updates and planning for strategy and training take place between staff from the London HQ and the operations managers.