ZOLA by Off Grid Electric
Empowering Families, Businesses & The Leaders Of Tomorrow...
Background

- Off Grid Electric is headquartered in San Francisco
- Operations in TZ, RW, CIV & NL
- Vertically integrated offering

We provide:

- Professional in-home installation
- A five-year warranty with call center and in-home service support
- Lease-to-own payment terms, supported by metering technology
Join Off Grid Electric
In Transforming Darkness Into Light
Overcoming Barriers to Solar Adoption

**Barriers**

<table>
<thead>
<tr>
<th>Hardware</th>
<th>Financing</th>
<th>Sales</th>
<th>Distribution</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making an ASPIRATIONAL product</td>
<td>Developing an AFFORDABLE solution</td>
<td>Making solar ACCESSIBLE for all</td>
<td>Delivering directly to the LAST-MILE</td>
<td>Ensuring RELIABLE service</td>
</tr>
</tbody>
</table>

**Our Solution**

- Product Development
- Value-added engineering
- Top-of-the-line appliances
- Graduated offerings
- Pricing innovations
- Mobile money
- Professionalized sales force
- Saturation-selling approach
- Leveraging existing infrastructure
- In-home installation
- 24/7 Call Center
- Specialized service fleet

Zola
Estimated Opportunity

Rwanda
~12.1M (100%)

Urban
~4.1M people (33%)

No Grid
~1.3M people (9.9%)

Surplus Cash
~2.16M people (7.88%)

Approximately 0.08 M households.

Rural
~8M people (67%)

No Grid
~7.26M people (59.9%)

Surplus Cash
~2.56M people (21.12%)

Approximately 0.54 M households.

Have Grid
~2.8M people (23.1%)

Approximately 0.08 M households.

Have Grid
~0.74M people (7.1%)

Grid connected households are identified as non potential solar energy customers.

Approximately 0.62 M urban and rural off-grid households in Rwanda have a surplus of cash.