ENERGIZE & EMPOWER

One Degree Solar

Prepared for the United Nations Foundation
Approachable, User-Friendly, and Durable. Design and Utility Patents Issued.
Need for Innovative Supply Chains and Customer Support to Facilitate Decentralized Energy Solutions
Integrated Distribution Network: Proven, Profitable Business Model Across Time + Industry

Manufacturer: One Degree

Integrated Distributors

- Corporates
- Government Agencies & NGOs
- Supermarkets & Misc. Retailers
- Financial Institutions
BrightBox now sold in 10+ countries, primarily in East Africa

- Reached over 200,000 individuals with small team
- Secured thousands of leads following international press
- Signed over $1M worth of sales contracts for 2015
- Developing new Distributors + Products to meet growing demand
Existing Route-to-Market Channels via Established ODS Partnerships:

- Large solar retailers
- Large ‘modern trade’ retailers (e.g. Nakumatt)
- Gas stations, point-of-sale locations for fuel
- Banks and MFI networks
- BOP-focused, “Last-Mile” distributors
- Coca-Cola bottlers + kiosks

Low Customer Acquisition Cost, High Lifetime Value
Nielsen Findings: BrightBox Reduces Operating Expenses, Extends Work Hours, and Increases Sales

Project-specific data provided by Nielsen research
ODS Mobile Platform: Real-Time Customer Engagement and Support

- SMS tips
- Warranty registration
- Helpline

24/7, Free SMS:
- Customer support
- Product education
- Maintenance tips
- Customer feedback
December 8, 2014 Impact Survey Results: Social, Economic, and Environmental Benefits of BrightBox

Customer Testimonials*:

- “I stopped buying kerosene. Now I only use One Degree Solar light.” – Esther J. (Nakuru County)
- “My BrightBox has saved my parents from walking to the center to charge their phones.” – Julius O. (Nairobi County)
- “I have saved so much money which if put together is enough to purchase a laptop.” – Jane M. (Bungoma County)

*Messages translated from Swahili
Together, We Power the Modern Lifestyle.