

# M-KOPA SOLAR

COMPANY OVERVIEW  
2018





- ▶ M-KOPA Solar, headquartered in Nairobi, Kenya, is the market leader of "pay-as-you-go" energy for off-grid customers with almost half a million connected homes worldwide
- ▶ Founded by former executives behind M-PESA, M-KOPA (M= mobile, KOPA= to borrow) combines mobile payments with GSM sensors to enable consumer financing of solar power systems
- ▶ The company was established on the belief that mobile technology will revolutionize energy services in emerging markets the same way it has already changed communications and banking



## The Economist

*"M-KOPA is far and away the most successful of the African firms innovating on top of mobile technology"*

– **The Economist**,  
April 2016



*"M-KOPA started with a powerful idea: using mobile phones could provide Kenyans with electricity for less than a dollar a day"*

– **Bill Gates**,  
December 2015



*"After a year of payments, for the next 7 years you now have power and light in your house, you can charge your phones and that 50 cents a day is the same amount you'd be paying for kerosene"*

– **Barack Obama**,  
July 2015



*"We are incredibly proud to have been anchor partner of M-KOPA and to see this Kenyan success story starting to go global"*

– **Bob Collymore Safaricom CEO**,  
February 2014



*M-KOPA in Top 50 Smartest Companies in the world and one of only two companies in Africa*

– **MIT 50 Smartest Companies 2017**



*"M-KOPA has brought the benefits of solar lighting to thousands of rural homes, enabling our children to study, relieving our mothers from the burden of fetching firewood and burning kerosene late into the night"*

– **President Kenyatta**,  
July 2015

M-KOPA has already provided 3.0m people with solar energy and is well-placed to launch new product sales via mobile money

A simple business model based on affordability and progress



... with proven results



1

**M-KOPA**  
Customers pay modest deposit to bring solar lighting home



2

Customers make daily payments using mobile money



3

Customers own the system in roughly one year's time



4

Customers can get more M-KOPA upgrades, e.g., smartphones and data

**600,000** Families connected

**92%** Positive credit

**1,000** People currently employed

**\$15** Monthly ARPU per customer



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Every M-KOPA system provides 24h ability to charge phones

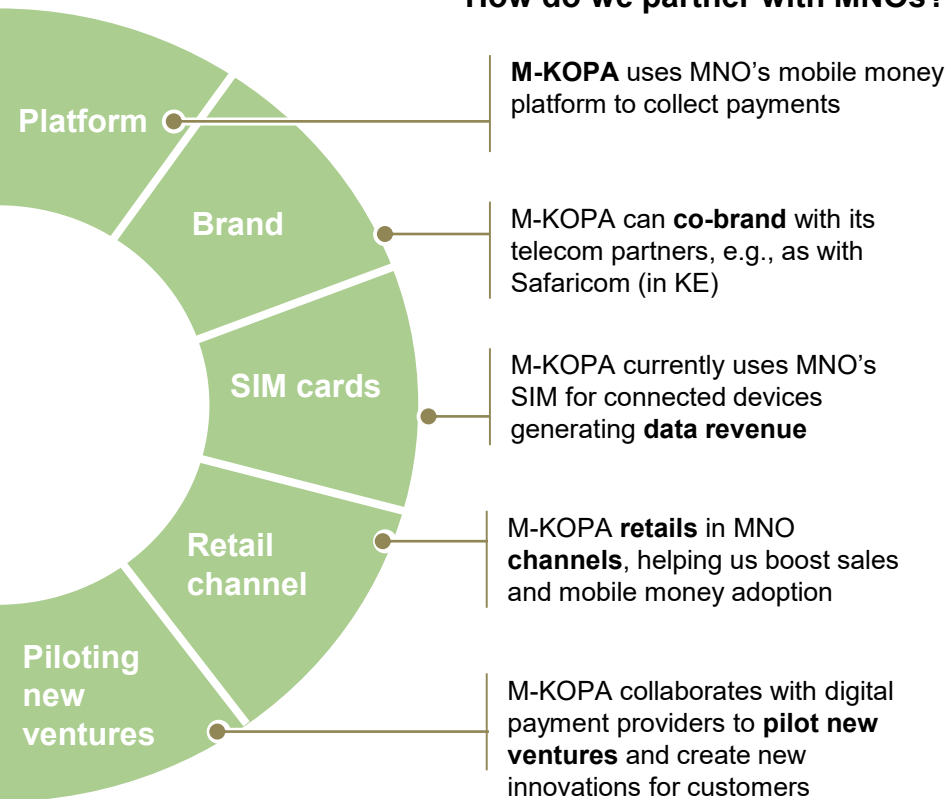
M-KOPA generates 72k mobile money transactions a day and is the third-largest recipient of mobile money in Kenya

M-KOPA customers have greater telcom stickiness and phone use

M-KOPA has started financing smartphones on pay-as-you-go and has sold >20k to date, and sells data on behalf of telecom partners

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## How do we partner with MNOs?



## How does an MNO benefit?

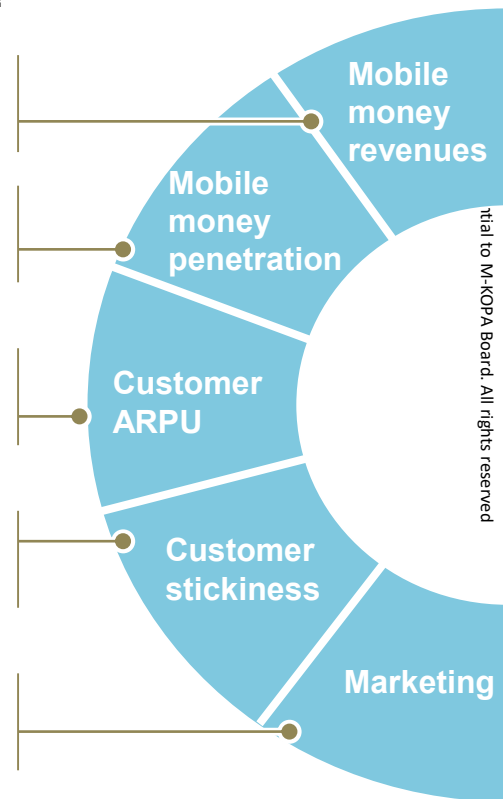
M-KOPA generates **over 70K mobile payments** every day

MNO gets **increased mobile money penetration** through activations and greater mobile phone usage

MNO benefits from greater customer **ARPU** given it is now easier for people to **charge their phones** and purchases data from M-KOPA

MNO customers become more loyal given **reliance on mobile money** and are more likely to enter MNO stores because of M-KOPA products

MNO benefits from the **positive brand association** of being printed on M-KOPA products



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## Plus access to other life-changing upgrades...

- ▶ Smartphones
- ▶ Data bundles
- ▶ Education loans
- ▶ And others...





A woman wearing a patterned headscarf and a red top is reading a book in a dark room. She is illuminated by a bright, solar-powered lamp with a purple and yellow braided cord. The lamp sits on a table with a smartphone and a small electronic device. In the background, there is a motorcycle helmet and a white crocheted hat. The scene is dimly lit, with the lamp providing the primary light source.

**500**

new homes  
connected daily



**~1,000**  
full time staff



**1,500**  
sales agents





**Jesse Moore**

**Chief Executive Officer and Co-Founder**

Jesse moved to Nairobi in 2010 to start M-KOPA . He previously worked as Director of the GSMA Development Fund and Managing Director of Signal Point Partners. He holds an MBA from Oxford University (Skoll Scholar) and a BA from UNC Chapel Hill (Morehead Scholar).

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**Nick Hughes**

**Chief Product Officer and Co-Founder**

Nick leads new product and new market activities for M-KOPA. Until 2009, Nick was Head of Global Payments at Vodafone Group, where he started M-PESA in 2004. Nick has PhD in Applied Science and an MBA from London Business School. He received an Economist Innovation Award in 2010.

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**Chad Larson**

**Chief Credit Officer and Co-Founder**

Chad previously served as the CFO of Mecene Investment, the fund manager of the Africap Microfinance Investment Fund in Johannesburg. Chad is a CFA charterholder and has an MBA with distinction from Oxford University, as well as 10 years investment banking experience at Bank of America.



**Pauline Vaughan**

**Senior Advisor, Technology**

Pauline joined M-KOPA early 2012, bringing with her rich experience in scaling up mobile innovation. She worked for 10 years at Safaricom, four of which were in the M-PESA Management team. She is Kenya born and passionate about bettering the lives of Kenyans. Pauline has a BSC in Civil Engineering from Cape Town University.

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**Daniel Schroeder**

**Director Market Development**

Schroeder brings 10 years experience in Market Development and Sales to the team. Before joining M-Kopa in August 2012 he worked for Solio East Africa as General Manager – a start-up working in Pay-As-You-Go solar based in Nairobi

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**Carl Thielk**

**Chief Operations Officer**

Carl has over 20 years experience in Operations and Supply Chain having held various positions in North America, Europe and Asia. Prior to joining M-KOPA, Carl was the Corporate Vice President of Operations at Motorola. He holds a Bachelors and Masters Degree in Mechanical Engineering from the University of Illinois.





## CLEANER, BRIGHTER FUTURE

**Mary Meli Musau,**

from Athi River, Kenya:

“Now I spend less and get clean and brighter light. I can also charge my phone and listen to the news on the radio.”





## CONNECTED TO THE WORLD

**Benjamin Onyango**,  
from Kisumu, Kenya:  
“I’ve been listening to the  
football live on my radio. My  
favorite team is Arsenal and it  
was a very unpredictable  
season.”



## GOOD TIMES WITH THE FAMILY

M-KOPA customers **Daniel Okumu** and his wife Eunice in Kisumu, Kenya say, "At the touch of a button, we can now see the world from the comfort and safety of our home."

# Awards



# Media Coverage

