



Solar Power Market Entry – Tanzania

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33% of Tanzanian Population has Access to Electricity



Energy Sources



Electricity

30 percent



Torch

30 percent



Lamp Oil

28 percent



Solar

9 percent



Candle

1 percent



Biomass

< 1 percent

Sources of Energy Consumption

Percent of Tanzanian Population that Own such Sources



Air Conditioner

12 percent



Refrigerator

14 percent



Light



Television

27 percent



Computer

5 percent



Mobile Phone

80 percent

Products

SunMaster

Air Conditioner
Washing Machine
Water Heater
Refrigerator
Several Televisions
Many Phones

PowerLite

Television
Fan
Computer
3-5 Cell Phones
Several Lamps

HomePro

Lamp and a Cell Phone
1-2 Cell Phones
1-2 Lamps

Demand for Solar
+
Ability to Pay

Customer Profiles

SunMaster

- Live in urban areas
- Access to electrical grid
- Want reliable source of energy
- Environmentally conscious
- Own large energy intensive appliances

PowerLite

- Live in rural or urban areas
- Might have access to electrical grid
- Might be budget conscious
- Own appliances that require electricity

HomePro

- Live in rural areas
- Lack of access to electrical grid
- Own mobile phones
- Might require financing

Total Addressable Market

SunMaster

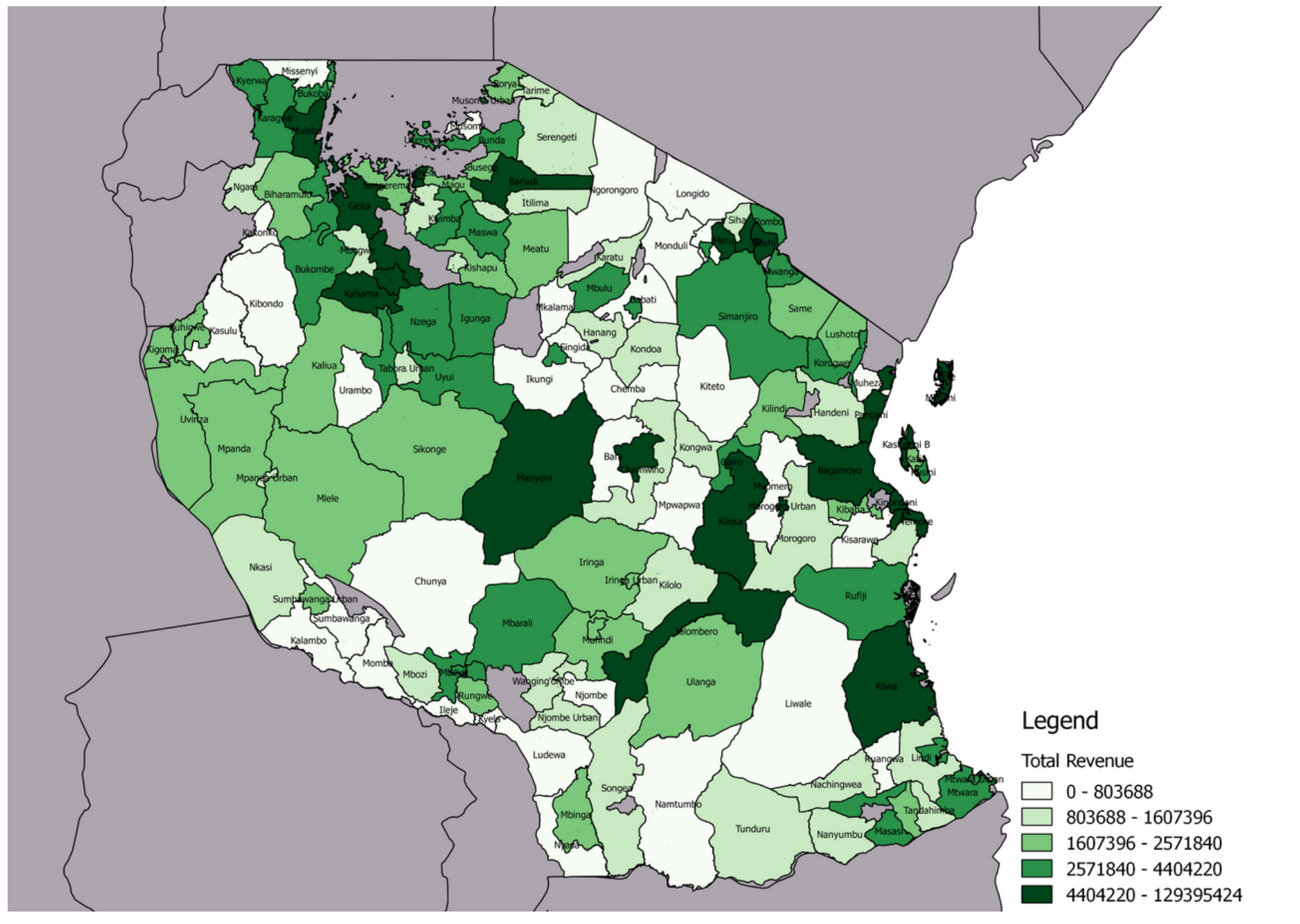
4.4 Million Households

PowerLite

1.4 Million Households

HomePro

1.9 Million Households



Questions?

Ideas for Further Analysis

- 1 Analyze customer repayment risk - indebtedness
- 2 Network effects of existing solar customers
- 3 Households that need more than one solar product
- 4 Future data collection on customers to better understand uptake and to improve targeting