

# LineMoney

Presented by LineApps

Online Payment & Electricity Management System

# Company Purpose

LineMoney aims to improve service delivery by electricity buying and automatic cash power management, therefore every LineMoney user will be able to :

- Recharge cash power wherever they are.
- Get his cash power status with his mobile phone
- Have reports on electricity usage
- Receive a 'electricity cut off text notification'



# Problem

- Recharging power meter manually is a large inconvenience (when power is off)
- It is hard for industries to get statistics on electricity usage
- Getting current power meter status (if it off or units)

# Solution

- Smoothing EWSA service by giving clients :
  - Auto-recharging power meter (with mobile phone)
  - Notifications (current status, meter status)
  - Electricity usage reports
- Our product physically sits on:
  - Mobile Apps (Android, iOS , Black Berry, Windows)
  - Web Apps
  - USSD



# Why Now ?

- Nowadays mobile phones are the center of modern technology and there is a need of using that for pushing electricity management technology beyond token buying process.
- There is a need of smart power meter in order to allow development of useful applications such as electricity management, prevention of electrical related disasters, etc...

# Market Size

- This year Rwanda have 21% electricity users and by 2017 electricity users in Rwanda is expected to reach 70%.
- Our target customers are :
  - Industries, Markets
  - Hotels, Appartements
  - Residential houses









# Competition

- The network of independent electricity seller
- Mobile Banking services
- Telecom mobile money services

In another hand it is possible to turn this competition in partnership by selling a license to them, so there we can start online payment after(LineMoney online payment).



# Product

- LineMoney technology is a combination of smart cash power device (Power Meter embedded with GPRS / GSM module) and Mobile / Computer Apps
- It allows communication between power meter and LineMoney Platform (Mobile Apps, Web Apps and USSD)



# Technical Procedures

## On behalf of Line Apps:

- Providing smart power meter
- Providing the LineMoney software for Mobile and Computer devices
- Buying electricity from providers / suppliers (PivotAccess, SMS media, Selcom Wireless, etc...)

## On behalf of the consumer:

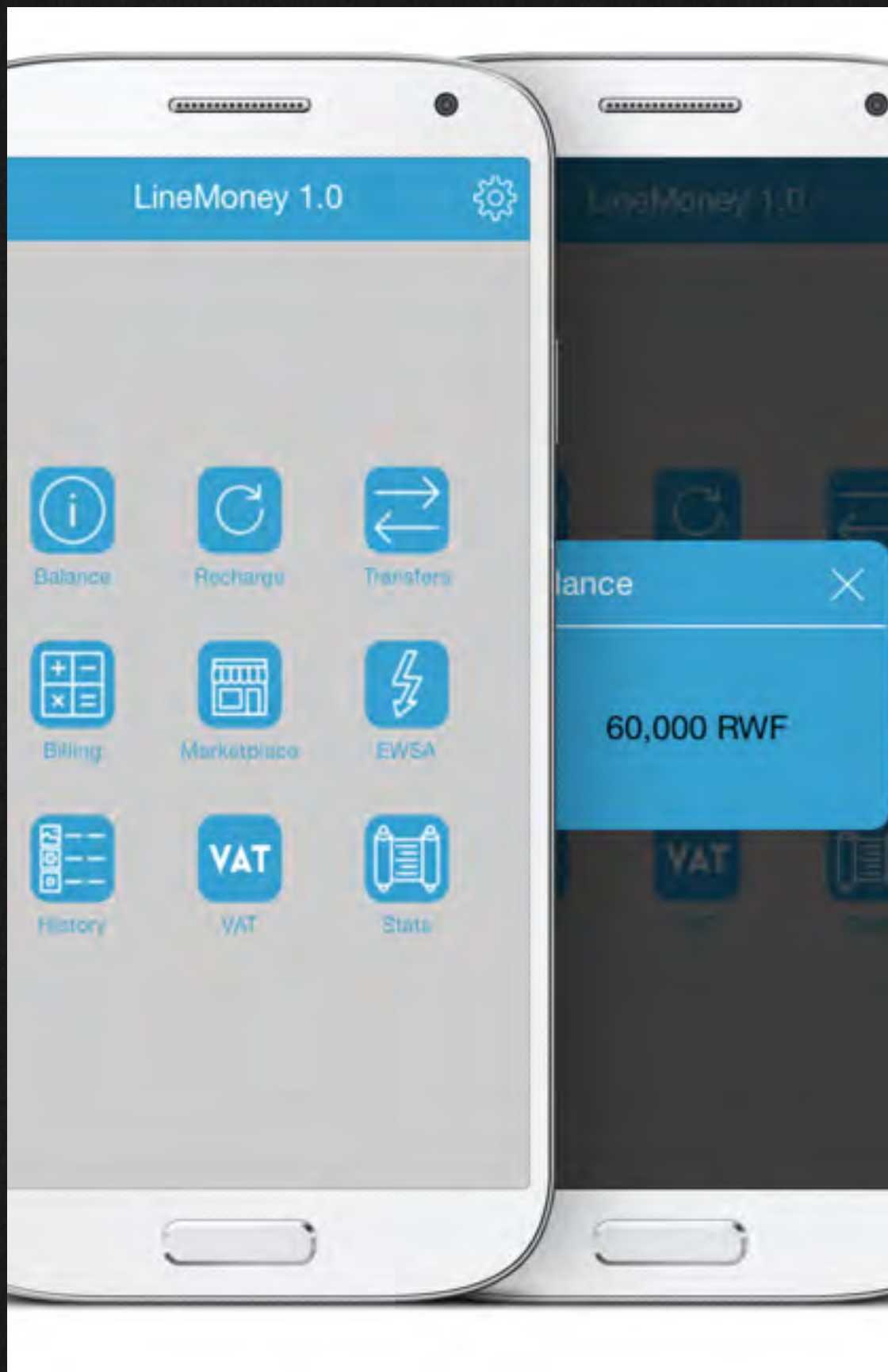
- Installation of the smart power meter (on the consumer's property)
- Installation of the LineMoney software on the consumer's telecommunication device
- Creation of the user account on the Mobile / Computer Apps and registration of power meter identification code and full identification and address of corresponding owner
- Crediting the user's e-money account (using scratch code cards)



- Getting notification about the increase of electricity units in the power meter
- Receive notifications about electricity units, and power cut off
- Getting reports about electricity consumption
- Buying electricity units (with e-money) for a specific power meter
- Getting the token number on the telecommunication device
- Automatically registering the token number into the meter power

## **On behalf of EWSA:**

- Connect the current power meter management system (software) to the smart power meters.
- Getting automatic reports about clients' electricity consumption
- Getting automatic reports about ineffective power meters
- Receive automatic reports about electricity cut off in a difference areas.





# Business Model

- LineMoney will buy electricity from one of third party providers (PivotAccess, SMS media, Selcom Wireless, Maxcom or EasyPower ) and sell it automatically to the electricity consumers.
- LineMoney will get 5% commission on electricity sells.

# Team

- Robert Niyirora – CEO
- Alleluia Mutabazi – CTO
- Remy Muhire – Head of Engineering
- Emmanuel Muhizi – CFO
- Sayinzoga Guillaume – Project Manager
- Innocent Mutabazi – Business Analyst
- Nkurayija J. Hubert – Software Developer
- Educat Rwanda – Advisor



# Financial

- **25,635,080 Rwf** : The sum of money invested in researches, project development and creation of business partnerships.
- **20,790, 045 Rwf** : The sum of money which will be invested in the testing phase.
- **211,790, 045 Rwf** : The sum of money which will be invested in the boosting phase and sustain project.

“LineMoney, a better technological solution.”

–LineMoney



Thank you!