

Name of social enterprise: Ilumexico

Mission: Proveer asequibles e incluyentes soluciones energéticas a comunidades marginadas en México (Providing affordable and inclusive energy solutions to marginalized communities in Mexico).

Webpage: <http://www.ilumexico.mx> and <https://www.facebook.com/ilumexico>

GSBI Business Plan presentation https://www.youtube.com/watch?v=u1x3Y_gcUhQ&index=10&list=PLTFApFZek1zpdWjvN4CzN29TuUhlwXsEL

Headquarters: Mexico City

Location(s) of research: Mexico City, and rural communities in the Mexican states of Oaxaca, Veracruz, Campeche, or Chiapas.

The challenge: help Ilumexico better serve its customers with financial and technological innovations.

Action research needed: Ilumexico seeks to sell solar home lighting systems to Indigenous and marginalized communities in rural Mexico that are beyond the reach of the power grid. Ilumexico wishes to build off a very successful set of action research projects in 2014 investigating last mile customer satisfaction and perception (see portfolio). The enterprise is requesting action research projects in the following areas.

1. Mobile money and banking is expanding in rural Mexico. Ilumexico wants to test out the marketing of these services.
2. Credit scores are expanding in rural Mexico. Do these do a good job of predicting Ilumexico customer behavior?
3. Based on the research conducted by fellows in the summer of 2014, a SCU team of student engineers is developing a solar powered chiller for their senior design project. Ilumexico would like fellows to conduct customer assessment of a prototype, using for example, focus groups with customers.

This project will include a total of about 2 or 3 weeks in Mexico City and about 5 or 6 of field work based out of rural Ilucenros in the states listed above.

Student skills needed:

This action research project is restricted to students fluent in Spanish, but they will have to do much of their work in translation. Some of the communities with which they will interact have an Indigenous language as their mother tongue, and Ilumexico employees will have to translate this into Spanish. After a week of orientation in Mexico City, students will spend 6+ weeks working out of two "Ilucenros" (solar energy centers).

Keywords: energy poverty; customer satisfaction; focus groups; Net Promoter Score; solar energy home systems; last mile distribution; frugal energy technology; rural development; Indigenous peoples in Mexico.

December 15, 2014 version