



Off-grid stand alone systems

proximity designs



which century?



early 1900's



2012



Innovations for off-grid energy access







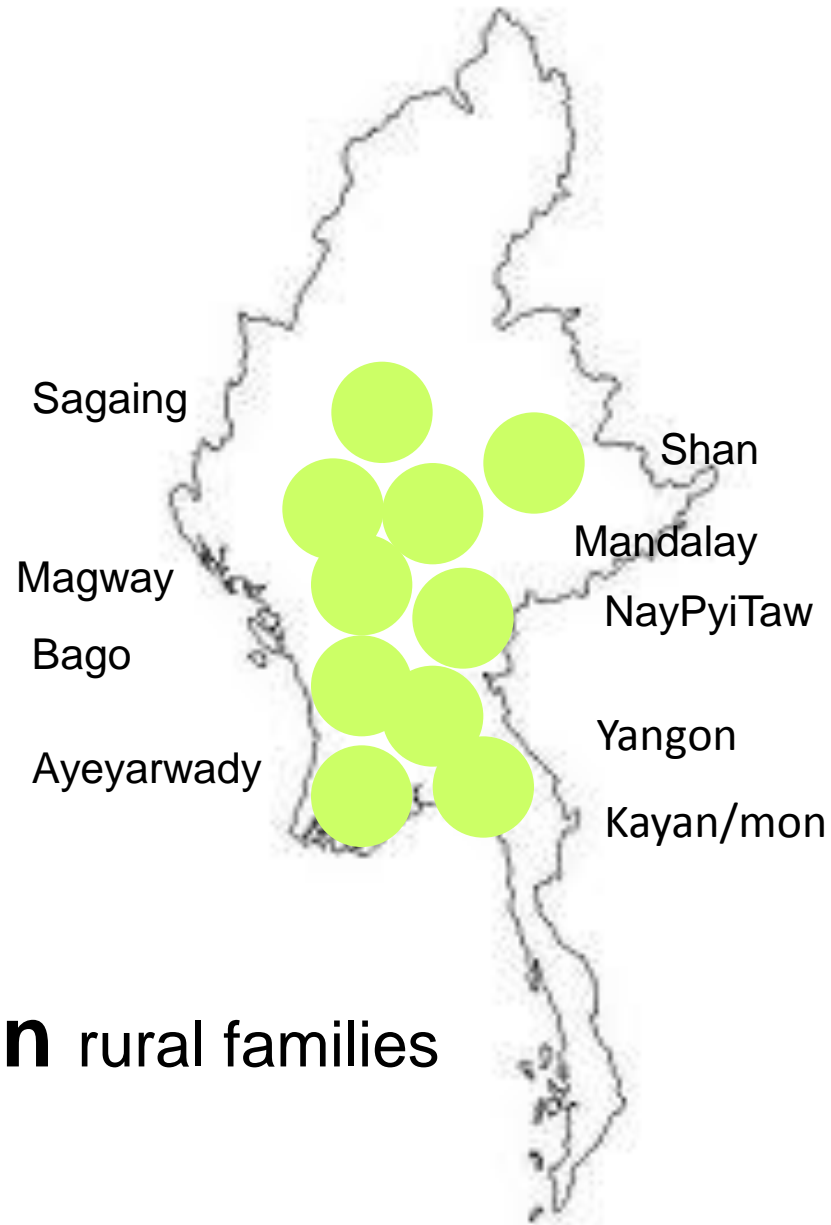
Proximity Designs  
**Design + Make + Distribute**





**Electricity for  
households + productive uses**





**~8 million** rural families





# Technology in Myanmar

affordability + quality + user-centered





**Business Models for distribution**  
Customer focus + Go-to-Market + Scale





# Marketing + Distribution

## Channels:

Retail shops

Village Agents

Village Kiosks

Faith-based groups

Community groups

Direct sales





What do rural users value?

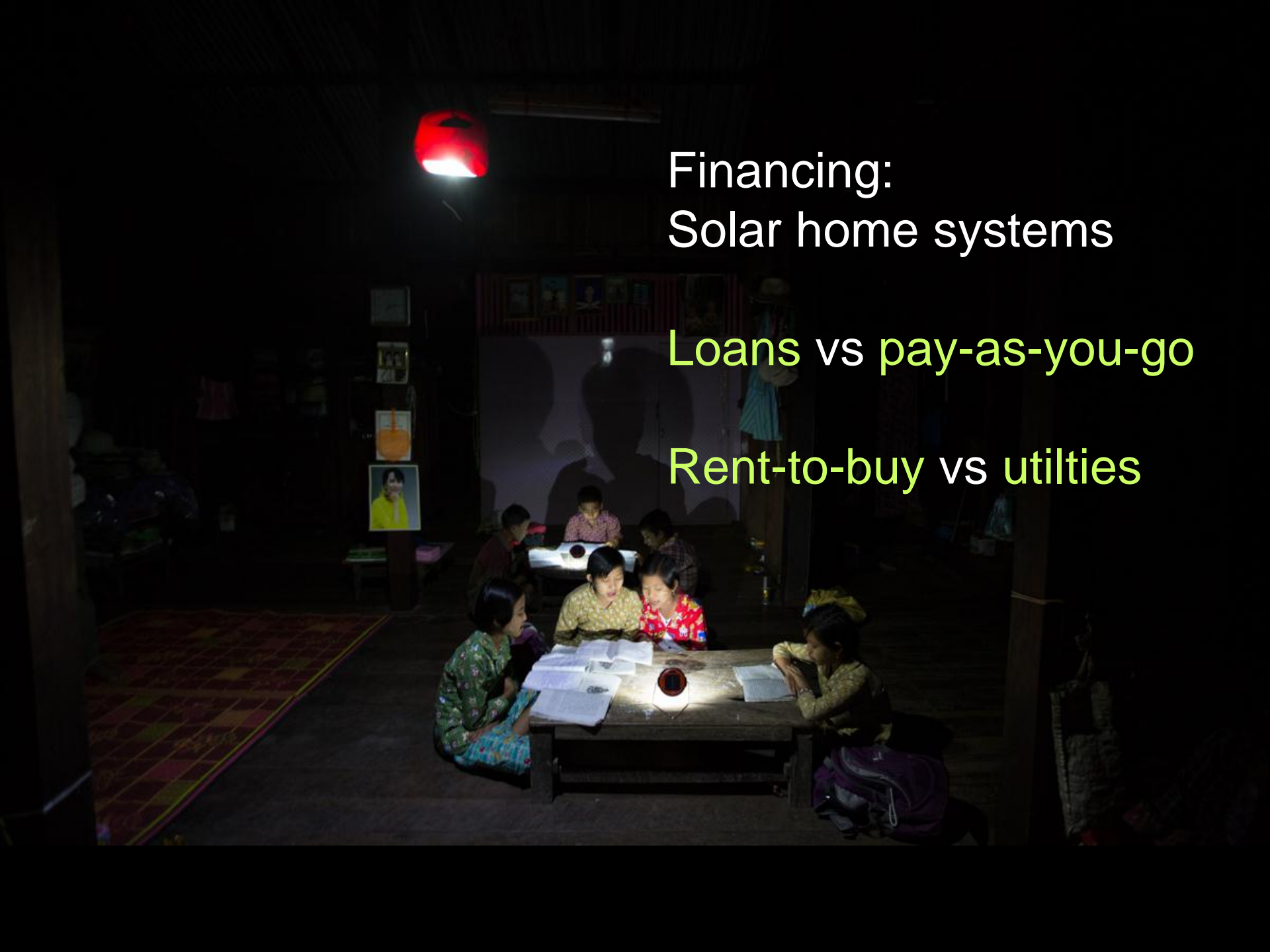




# Financing Schemes

affordability + aligned w/ cash flows



A group of children are sitting around a table in a dimly lit room, illuminated by a red solar lamp. They are looking at books and papers, suggesting a study session. The room is dark, with the light from the lamp providing the primary illumination. The children are dressed in colorful clothing. The overall atmosphere is one of quiet concentration and learning.

Financing:  
Solar home systems

Loans vs pay-as-you-go

Rent-to-buy vs utilities



# Financing: Solar lanterns







# Financing through Community Groups





“We’re not on edge any more.  
We can relax now.”



Financing is a key barrier in market-based approaches

Issues:

Affordability – current expenditures

Aligned with cash flows – seasonal and unpredictable incomes

Enable access- financing schemes will be key

Consumer financing: loans to purchase systems (from MFIs) selco,  
pay as you go

systems (rent to buy, no up front costs) utilities (mera goa power)

Explain our financing scheme  
transaction costs & repayment

Financing distributors

Due to low purchasing power – financing will be key, even for

The smallest systems – hands up example

Mobile tech has potential to speed adoption