Critical Factors for Success
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About SolarWorks!

- Solarworks! designs, manufactures, and distributes Off Grid Solar Solutions
- More than 100,000 products sold in more than 15 countries
- Start PAYG business in Mozambique October 2016
- Currently more than 2500 households electrified in 12 months
- Local footprint of 3 shops and 75 FTE’s
SolarWorks! Mission

- SolarWorks! Mission: More service for your dollar
- To provide the Mozambican customer with the best economical, technical and social solution for their dollar/metical

- 150,000 households electrified within 5 years
Critical Factor: Operations

• Making a plan is not so difficult… execution is
• Continuous drive to reduce cost of operation

• How?
  – Recruitment and training
  – Professional management systems
  – Solve your transport and warehousing challenge

• Challenges
  – Where does the grid go?
  – Taxes and duties
  – Mobile money penetration
Critical Factor: Scale up

- Selling 25 units a month is not the challenge – 5000 units a month is
- To decrease the average overhead costs
- To decrease the cost of capital

- How?
  - Partnerships
  - Plan for big not for a pilot

- Challenges
  - Capital: Local vs International
Critical Factor: Trust

- Customers trusting companies
- Companies trusting customers
- Government trusting companies and vice versa
- More trust → less costs

How?
- Build data and proof
- Focus on what you are good at
- Long term focus

Challenges
- Legislation
- Short term focus
- Non-market intervention
solarworks!
POWER BY DESIGN