



customers come in at least 10 minutes. Customers pay via through their phone and mobile money. Customers will return to keep their phones charged.



As customers pay off their packages, they become eligible for upgrades that allow them to use more of the services they want in their home or neighborhood.



#### Product Portfolio

Novoflow offers more than one solar-powered system. Novoflow's systems consist of a battery pack connected to a solar panel and one or more efficient appliances. The battery pack both powers the appliances and enables mobile phone charging. The packages offered and their current prices are described below.

PRODUCT	INITIAL PRICE	MONTHLY PAYMENT (USD)	NUMBER OF MONTHS	CUSTOMER LIFE-TIME PAYMENT (USD)
SOLAR PANEL, BATTERY, AND ONE EFFICIENT APPLIANCE (CHOICE)	\$25	\$21/mo	18 months	\$318 (or \$320)
ELECTRONIC APPLIANCE, BATTERY	\$60	\$24/mo	18 months	\$392 (or \$390)

#### Market & Opportunity

Across sub-Saharan Africa, there are an estimated 100 million households without access to reliable electricity. They spend over \$5 billion annually on generators, gas, candles, kerosene, and other means for lighting and phone charging. Despite the fact that kerosene oil and generators in the region cost only about 10¢ per kilowatt-hour, who currently spend over \$2 per kilowatt-hour, there is a significant market opportunity.



Novoflow's business model is that it has identified the energy needs and opportunities in the western part of the country. In the western rural provinces, there are over 1.5 million households without access to reliable electricity for lighting and phone charging. We identify these customers, just outside of the capital, to serve them in communities where there are no power lines.



Novoflow's business model is that it has identified the energy needs and opportunities in the western part of the country and we are only serving the poor in the approach in the western region.

To get this far we have raised \$100,000 in grants, debt and equity from our great investors. That support has allowed us to launch our pilot customers in the western region by the end of last year, and to come this far in 2013.



We hope to secure more customers by the end of 2013. We need to be able to make this work. However, we have raised \$500,000 in grants, debt and equity from our great investors. That support has allowed us to launch our pilot customers in the western region by the end of last year, and to come this far in 2013.



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After the launch, we will have a private sector partner. Our goal is to change lives by bringing reliable electricity to over a million people across sub-Saharan Africa by 2015. By doing so, Novoflow will become a major player in the region's energy sector. We have raised \$100,000 in grants, debt and equity from our great investors. That support has allowed us to launch our pilot customers in the western region by the end of last year, and to come this far in 2013.



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We are a strong team of passionate founders, engineers, advisors, and investors. With us, we will have everything we need to achieve our vision.



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Readers of *Business*, candles, and disposable battery flashlights are MoonMara's largest competitors in DRC. There are local companies that retail solar power equipment in DRC, but these companies charge high capital costs that are unsustainable for most off-grid families. One other *Pan-Ar-Yo Go* (PAYG) company is active in the western part of DRC. Their solutions are more expensive and are offered on a prepayment basis, thus making the most solar-expensive than the rest to ever MoonMara solutions. A comparison of lighting & climate chamber solutions to MoonMara's latest product is below.

**Potential PAFD competitors, not active in QRC:** Standalone sales system providers such as Toia, Axiom, M-Kopa, Tivix International, and integrated providers including Geoway and Powerflex

Impact Energies was acquired by FirstEnergy Partners in Q3 2014 for an undisclosed amount while it had 5500 customers. Fecis International was acquired by Engie, a French utility, in Q3 2013 for an undisclosed amount (estimated to be ~\$100M) while it had 540,000 customers. The industry attracted over \$1.6B in strategic investment by the end of 2014. The table below shows some investments into PAYG firms in other African markets.

REPORTING PERIOD	CLOSING	REPORT	ACCIDENT	ADDITIONS FROM THE REPORT
PERIOD	Q1 2021	Q4 2020	\$230K - Equity \$100K - Debt \$45K - Grant	- 202 Total Installations by Q4 2020 - 13K - A&M - 18 Total Villages
PERIOD	Q1 2021	Q4 2020	\$1.5M	- 3,200 Total Installations by Q4 2020 - 2,000 - A&M - Growing Customers in 20 Villages
PERIOD A	Q1 2021	Q4 2021	\$60K	- 90,000 Total Installations by Q4 2020 - \$10K - A&M - Enter into 75 New Villages/Stores

Bombardier sells high-quality solar systems for off-grid homes and small businesses in the African continent. The system transforms customers' lived experiences as solar users into a means to improve how their children study, boost their business activities & save money. Bombardier's systems are made affordable with payment plans. They are secured with technology that enables customers to use electricity only when they are up-to-date with their payments. All Bombardier systems include customer service & a warranty.

**Where will your company be in 5 years?** -  
Our goal is to bring reliable electricity to 1 million customers across multiple markets in Sub-Saharan Africa. To date, we have done over 500 installations. Our goal for 2020 is to do 5,000 total installations.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a long time ago?

Sub-Saharan Africa is an emerging market that is now ready for the adoption of solar technology at scale. Additionally, the massive reduction in the cost of solar panels, batteries, and LEDs has helped make it possible to profitably bring solar kits to off-grid families throughout sub-Saharan Africa.

BlondeBots started serving customers in the DRC in 2002. In the company's first two years of operation in DRC, we have installed over 200 kits for customers in Kinshasa. We did all this while both founders were completing their PhDs. Our biggest obstacles to growth have been 1. challenges to developing the distribution infrastructure necessary to serve 1 million customers in multiple countries and 2. fundraising for operations in an emerging market.

**Who competes with you? What do you understand that they don't? -**

NowPhoto competes against karenses, caddies and disposable battery flashlights as well as solar retailers. We beat the the non-solar providers by offering a higher quality solution.

**How will you make money?** ▾

month for 36 months to pay off their system.  
lighting system. Customers pay \$15 upfront for the installation and then they will pay \$15  
per month for 36 months to pay off their system.

There are very few players in the off grid industry that are selling solar kits with a circular financing approach to that of NiveoMoro. Now is the time for a company like ours to seize market share in regions that are currently massively under-served. We currently have few more advantages in our first market (western region of DR Congo). Bioelectro needs to take