

(em)Powering Africa

Simon Bransfield-Garth CEO
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If I had to pick one thing to make cheaper and reduce poverty, it would be energy

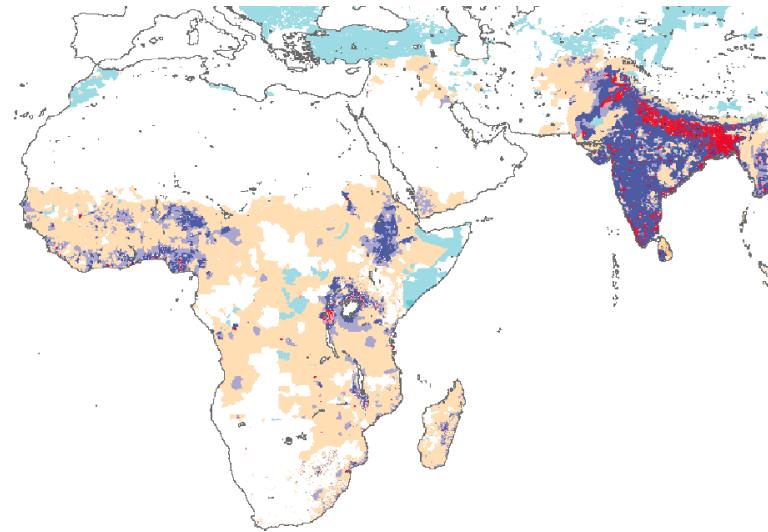
– Bill Gates





Energy requirement

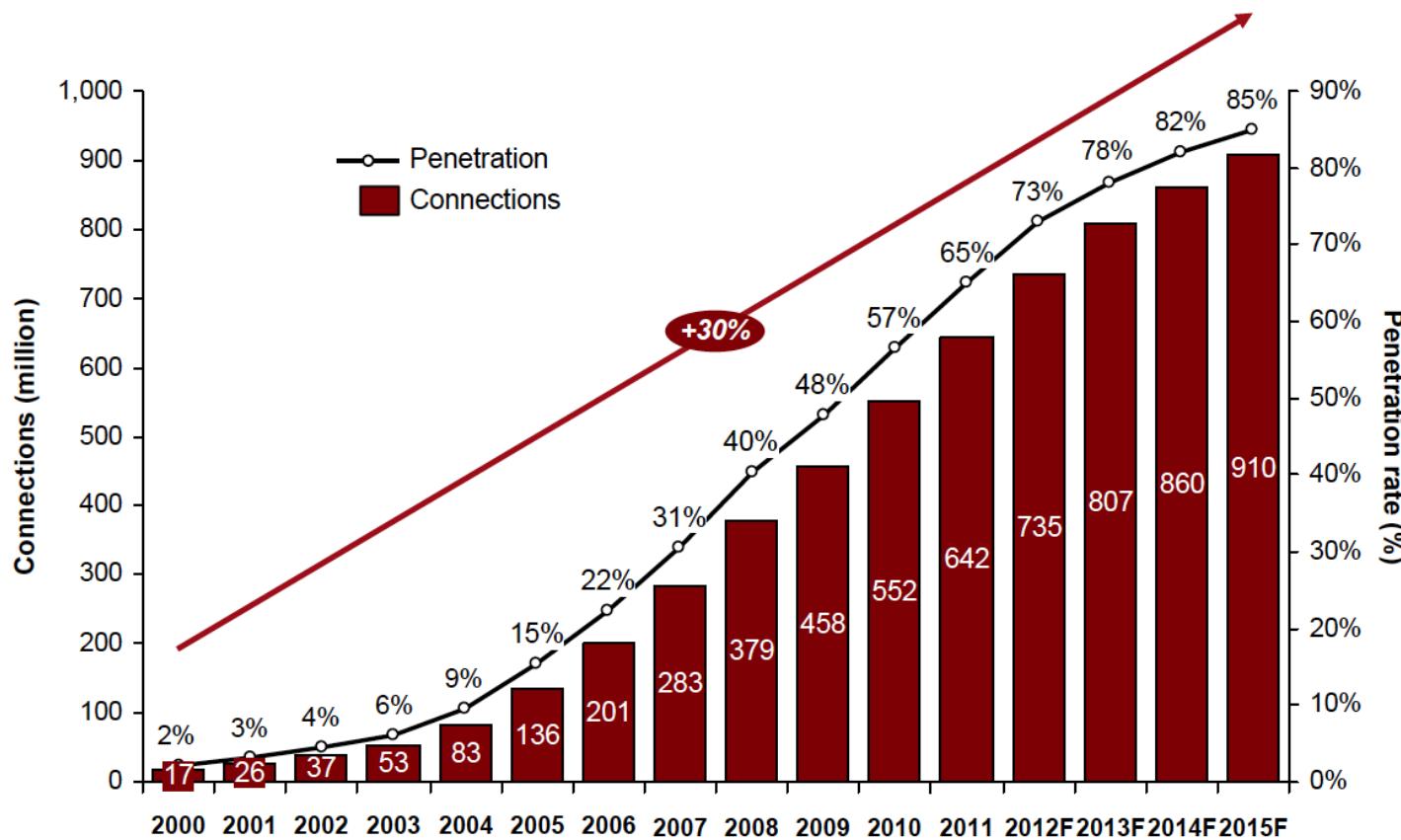
- Off grid
 - Africa – 600M
 - India – 400M
 - Asia – 400M
- Africa is only market where off grid grows
 - Half global need in 2015
- Our challenge is to change this!



	2009			2015		2030		
	Rural	Urban	Total	Total	Total	2009	2015	2030
Africa	466	121	587	636	654	42	45	57
Sub-Saharan Africa	465	120	585	635	652	31	35	50
Developing Asia	716	82	799	725	545	78	81	88
China	8	0	8	5	0	99	100	100
India	380	23	404	389	293	66	70	80
Other Asia	328	59	387	331	252	65	72	82
Latin America	27	4	31	25	10	93	95	98
Developing countries*	1229	210	1438	1404	1213	73	75	81
World**	1232	210	1441	1406	1213	79	81	85

*Includes Middle East countries; **includes OECD and transition economies.

Mobile phones pervasive and driving change



Source: Wireless Intelligence. Excludes M2M connections

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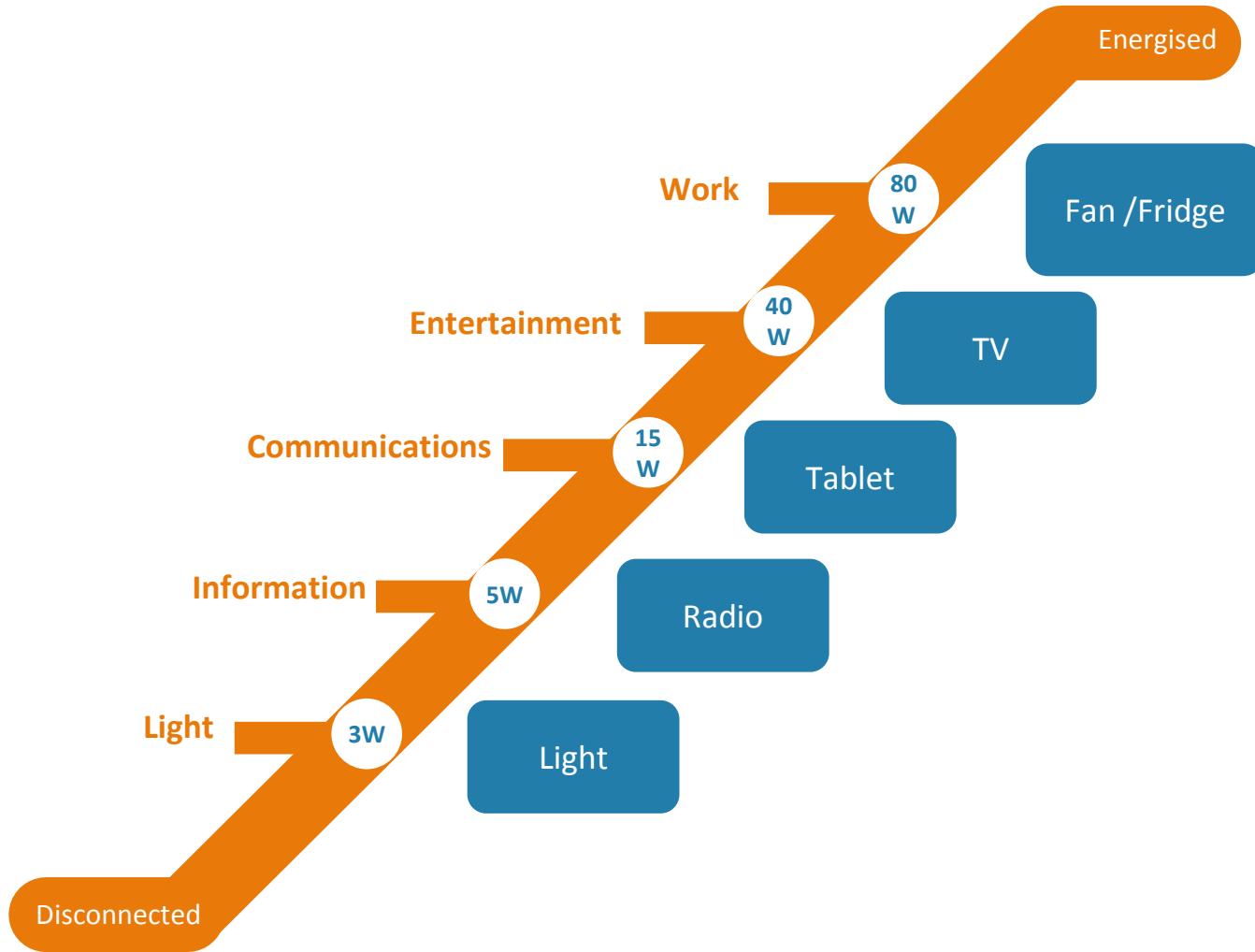
smarter solar power
2.5W Solar Home System



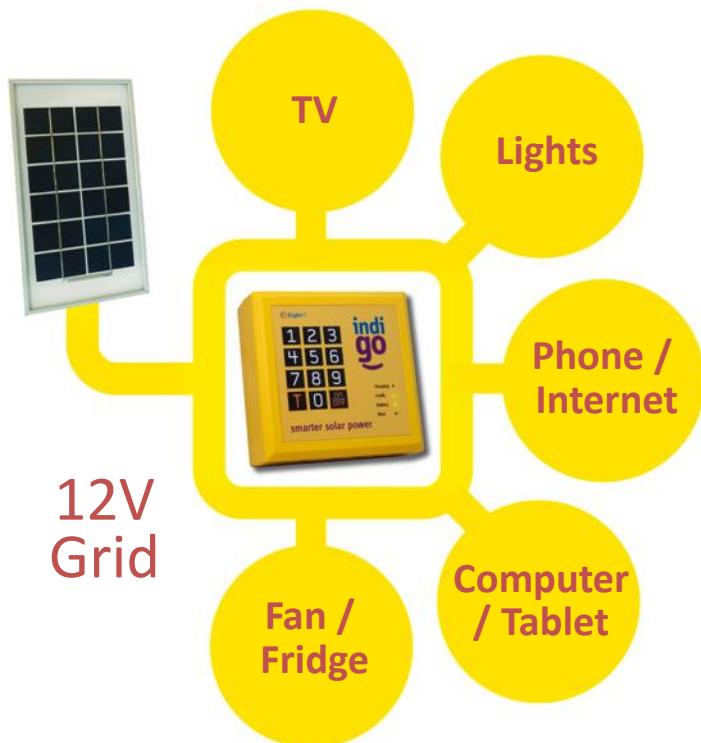


Promoting
Peaceful Co-existence
Within Communities





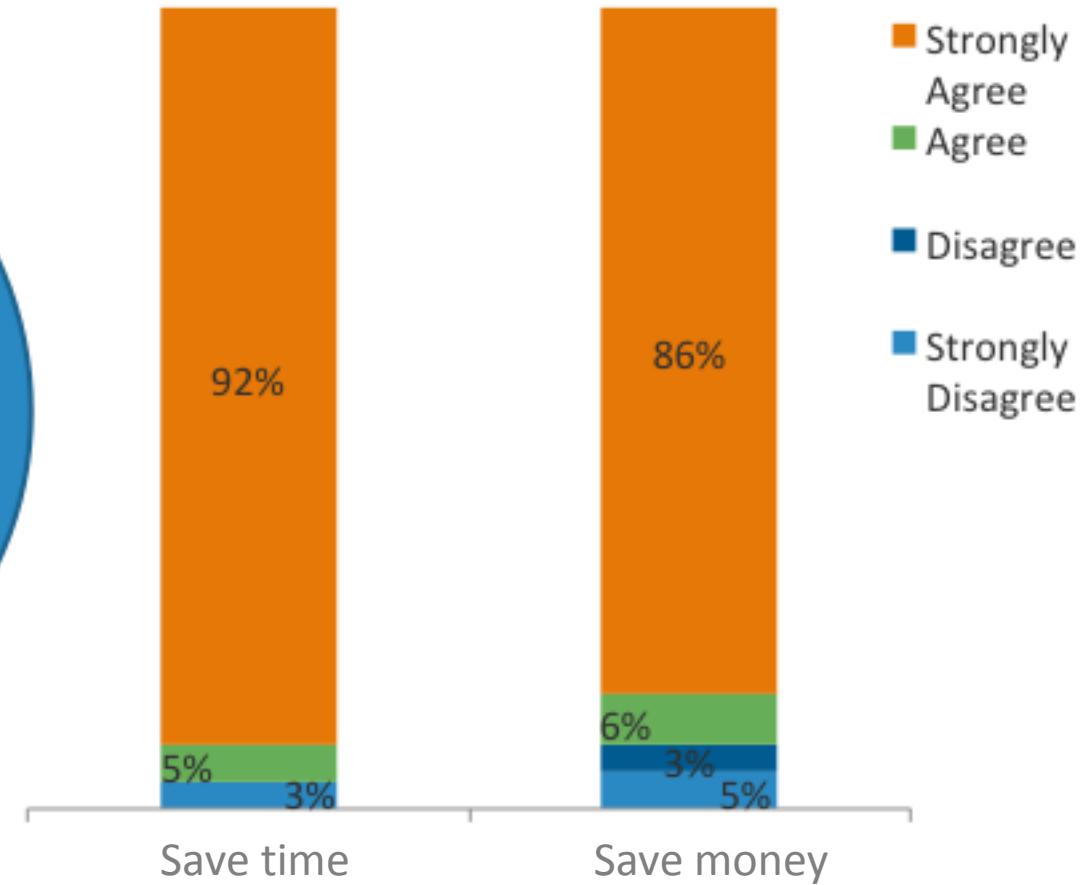
Overcoming GRIDLOCK: Vision of the Future



- Rural Africa
 - Low Pop density (5 houses/km²)
 - Limited energy spend (\$3-5)
 - Can afford ~200W of power
 - \$200W of solar costs ~\$300
- Grid connection ~\$1/metre
 - Even if power is free, no point in a grid radius of more than 300 metres!!



Kerosene spend



Save time

Save money

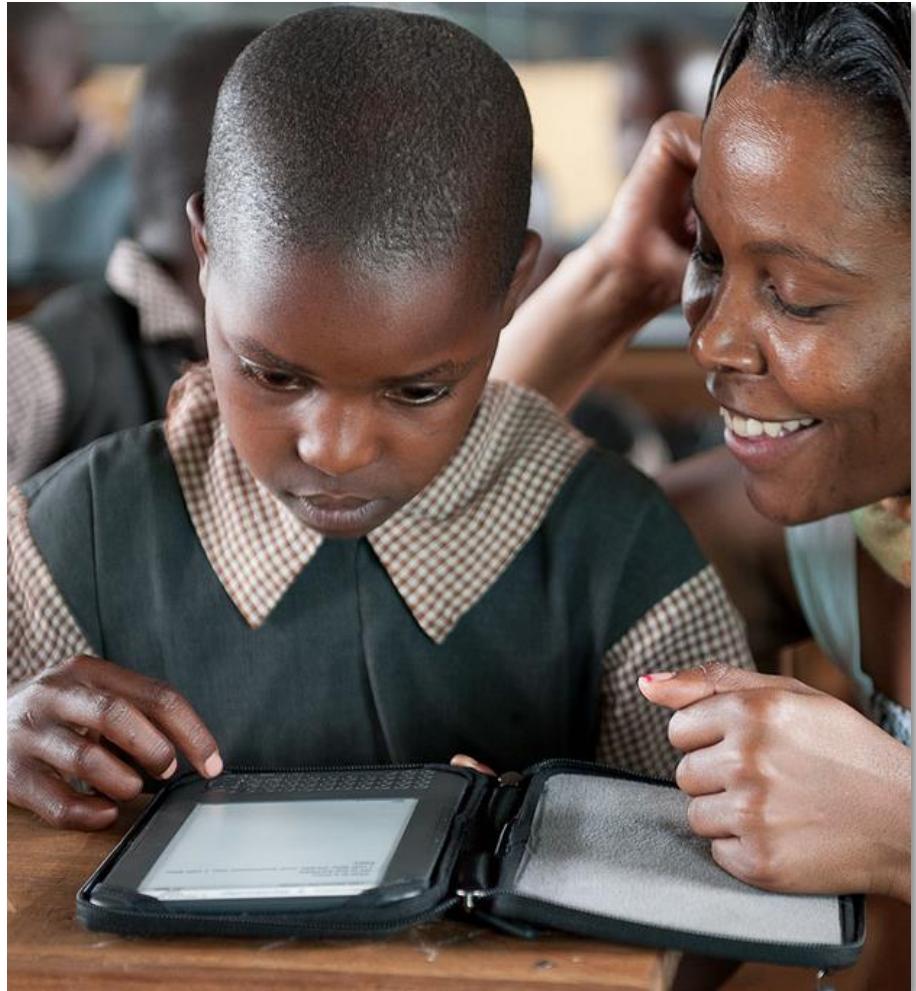
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree





Beyond lighting

- 7 out of 10 of the fastest growing countries in 2013 are in Africa
- “African Middle Class” defined by ADB as income of \$2-20/day
 - Azuri’s customers
- Population growing ~3% annually
- 40% of Africans under age of 14
- Huge demand for affordable consumer electronics
- Information, entertainment, knowledge, entrepreneurship
- Huge opportunity in the knowledge economy



Agriculture: Transformation by 2025

- Burning issues
 - Youth unemployment
 - Urban migration
- Will Africa boom through industrialisation?
 - 60% of the world's cultivatable land
 - But has some of the lowest yields
- Combine Internet and Agriculture
 - E-education
 - Access to markets
 - Beyond subsistence farming
- Skip the industrial revolution
 - Jump to the knowledge economy

