



TechBridge Invest and SUNami Solar Kenya Ltd



in partnership with

**Solenergiklyngen
Innovation Norway**

The core team



Øyvind Rideng

- **Founder and Chair person**
- Software engineer
- Founder of many software companies



Tone Faugli

- **CEO**
- Business strategy advisor
- International development specialist
- Background from Red Cross, telecom, shipping, banking and more



Frøydis Dybdahl Archer

- **Business Development Manager**
- International trade and development specialist
- 19 years of experience from working in Africa and starting and exiting own business in Kenya



Maryanne Akoth

- **Incubation Manager**
- Master in Entrepreneurship and innovation
- Experience from Ericsson, Sweden, and ten African countries

The vision of TechBridge Invest

Our vision is to enable sustainable, profitable businesses, inclusive growth, and improved living conditions where the potential is high and is needed the most

Why do we engage?

- Only 7-10% have a decent job*
- Young student graduates to unemployment
- In Kenya, 1 out of 4 young are unemployed**
- Skills gap
- Capital gap
- Inequality rising

* According to African Outlook 2015, only 7% of the continental population has a 'decent' job in low-income countries. In African middle-income countries, this figure increased marginally to 10%.

** According to World Bank, 26.2% of Kenyan youth (15-24 years) are unemployed: <https://data.worldbank.org/indicator/SL.UEM.1524.ZS>

How we work



What we offer

- Entrepreneurship training
 - Practical and relevant
- Seed funding to start a business
- 9 months incubation with mentoring and coaching
- Investments



Start-ups with impact potential

- Incubator established in 2017
- 11 start-ups groups
 - 2 green economy
 - 2 for farmers
 - 1 waste management
 - 2 security



SUNami Solar Kenya – Business Model

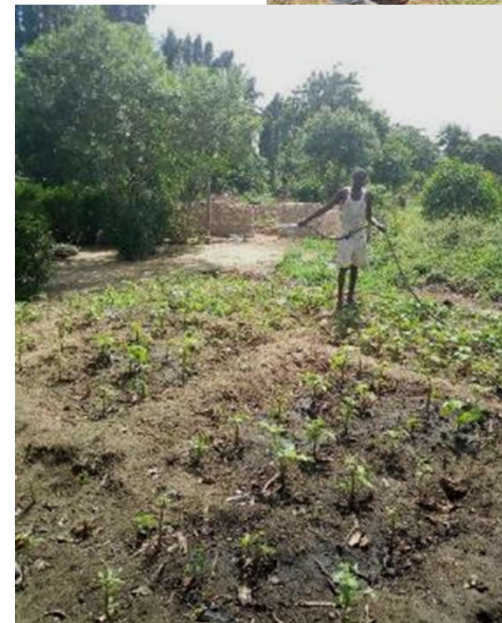
- PAYGO / leasing
- Households and micro enterprises
- Larger systems
- Job creation packages
- Installation and maintenance
- Digital learning





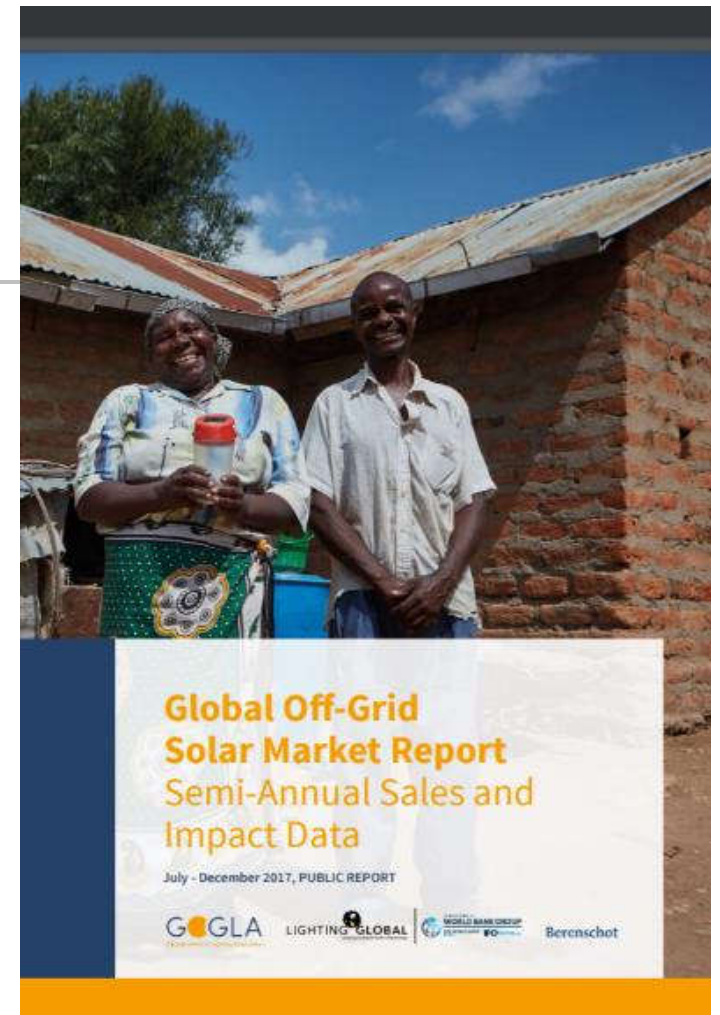
Achievements

- Solar company built up from 2016
- From 4 students to 13 employees
- 300+ pilot customers in Kenya
- High interest for our solar packages
- Pilots launched in Malawi and Uganda
- Revenue growing
- Operational balance
- Culture of good financial management created



Impact

- Improved access to energy
- Availability of light dramatically increased
- Improved health
- Supported income generation
- Reduced growth in green gas emissions



Potential

- Market growing
- Low penetration
- Quality becoming more important
- Interest and need for job creation packages

Figure 43: Annual global sales of affiliate PnP SHS devices by size¹⁶¹

Thousand units; >11W category (2014-16)

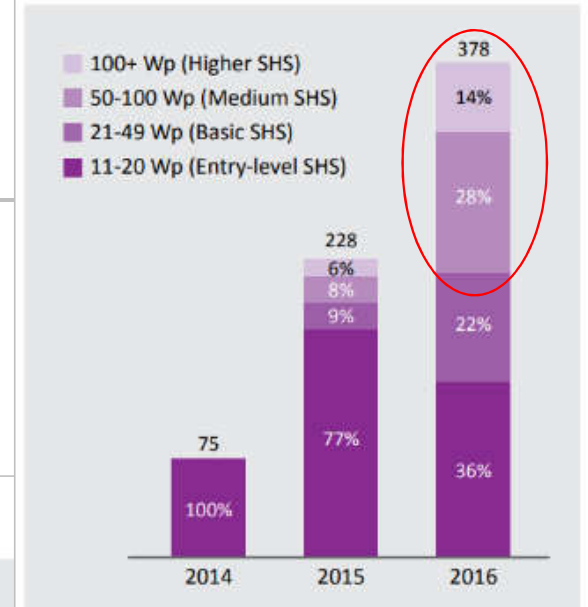
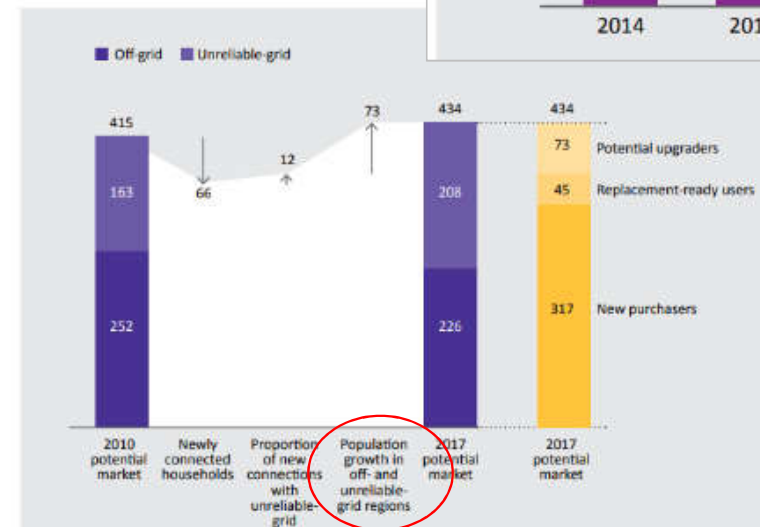


Figure 1: Change in potential market¹⁸
Million households (2010-17 est.)



Challenges

- Gogla: 'profitability has eluded most players in the market'
- Last-mile-distribution
- Low awareness
- High risk aversion
- Security
- Leadership
- Financial management



Summarizing

‘Energy, sustainability and development. A business point of view’.



Q&As

Thank you for your attention!

