SLIDES: NOKERO: Power to the Powerless

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2012 Energy Justice Conference
Appropriate Sustainable Energy Technologies Panel
Power
to the
Powerless
Power Reduces Poverty
Solar Lamps

• 1.3B without electricity
• ~$40 of kerosene per lamp annually
• Nokero Breakeven
  • Haiti 90 days
  • Mexico 15 days
  • Pakistan 21 days
Power Reduces Poverty
Solar Phone Charger

- 700M cellphones off-grid
- ~$40 of charging per year
- Nokero Breakeven
  - 3 weeks @ 14-20 charges per week
First 2 years

sold 400k solar products to 120 countries for $3M revenue on $60k investment
A.S.E.T.

Appropriate Sustainable Energy Technologies
Appropriate Sustainable Energy Technologies
Appropriate Sustainable Energy Technologies

Distributor/Retailer

COGS

$12

Nokero Gross Profit

$4

Profit

$2

N200

$12 m.s.r.p
Appropriate Sustainable Energy Technologies

400,000 lamps @ 75% target market = 300,000 kerosene lamps replaced
@40 liters / lamp-year => 12,000,000 liters
@2.6 Kg / liter => 32,200,000 Kg CO2

32,200 METRIC TONS OF CO2
Appropriate Sustainable Energy Technologies
Shipped to 120 Countries

HAITI

KENYA
Cumulative Units (1,000)

- FY 2011A: 3,290
- FY 2012A: 2,634
- FY 2013E: 1,000
- FY 2014E: 1,500
- FY 2015E: 2,000

Existing Units:
- FY 2011A: 500
- FY 2012A: 1,000
- FY 2013E: 1,500
- FY 2014E: 2,000
- FY 2015E: 2,500
First 2 years
sold 400k solar products

Next 3 years
3m solar products

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