A Social Enterprise
MISSION

To empower the lives of underserved communities by creating sustainable innovations - in technology, process creation or financing.
WHY INNOVATE?

- Lack of Financial Innovation
  - Large and small financial institutions are unable to visualize the long term benefits thus leading to absence of financial innovations.

- Technological Innovations
  - Manufacturers are unable to judge the needs of the end-users thus leading to absence of product innovations.

- Lack of Knowledge & Awareness
  - The needs of the end-users are not known and the end-users don’t realize the benefits of the technology.
IMPORTANCE OF INNOVATING

- Promote **energy services** amongst the poor
- To help create **better policies** that are based on ground realities
- Providing energy services using **affordable financing** schemes
- Energy services does **not require a subsidy** component to popularize it among the poor
- Proving that a **market** for energy services exists amongst the poor if one innovates
APPROACH

Client Problems

Identified

Absent

Present

Partners

Solutions

Potential strategy

Pilot project

SELCO business line

Monitoring

Client

Unsatisfied

Satisfied
PROCESS

SOURCE PROBLEMS

- Engage field staff like branch managers who have first access to end users
- From network
- From existing online databases
- Through random third party sources

FILTER PROBLEMS

- Priority of need
- Market for the product: discussion with field staff, management, surveys, focus group discussions
- Partner
- Income Level of the Potential End user

PROVIDE SOLUTIONS

- Depending on problem - technical or finance we source appropriate partner
- Only approach a problem if it is within our expertise of if we have a source who has the expertise to provide flexible solutions
- Not an R&D team so need to link those who are involved in such work

TRANSITION INTO SELCO BUSINESS

- For Technology Innovations
  - After successful completion of at least 2 pilots
  - Creating multiple customer segments
  - Financing solutions have been developed to promote product

- For Financial and Process Innovations
  - Showcasing projects so that confidence is built among institutions to provide similar financing or encourage process innovations
SCOPE

SOLUTIONS

- DC appliances
- Efficient cooking
- Solar applications
- Water
- Efficient biomass based technology
- Natural cooling
CASE STUDIES

- DC motor applications
  - Grinder
  - Mixie
    - Package sealer
    - Sewing machines
- Central mobile charging unit
- Biomass based dryer
- Portable school lights

- Financial Innovation: Migrant Workers
Grinder and Mixie

Solar grinder vs traditional grinder

Mixie
Migrant Workers

- Daily wage labourers
- Local financial institution collects weekly payments through pigmy agents
- 2 light system (@ Rs. 10,000)
- Innovation: 100% deposit to be recovered on a monthly basis to reduce risk for SELCO
Challenges

- Commercial: “Productizing” prototypes
- Partners:
  - Identifying suitable product developers suited to design for the poor
  - Financial partners willing to share risk
- Selection: Prioritizing workable problems
- Fabricating prototypes for experimentation
- Differentiating financial need from subsidies