



We distribute and finance technologies in
rural Kenya and Uganda

Vision

Distribute Innovations and Technologies to low income consumers in rural East Africa

- **Client acquisition in deep rural areas**
- **Credit offered to the unbanked**
- **Platform to bring new innovations and technologies to last mile communities**



Mission

Improve the quality of life of rural families and especially women in East Africa

- **Serving clients at their homes in the last mile**
- **With affordable and accessible impactful innovations and technologies**



Obstacles to adoption of technology



Awareness
Access
Affordability

1 Many solutions to easy chores of rural women have been invented but don't reach the rural heartlands they are meant to serve

2 Investing in rural distribution is considered expensive, not a viable business

3 Lack of financial solutions for rural families

Our magic: women's social capital

Leveraging the **social networks** of our clients through a **Tupperware-inspired** model to:



Offer **credit to all** members in a group and
Market our products **cost-effectively** reaching deep into rural areas



1950



2021

EPC in rural Kenya

Introduced thanks to MECS project

- Early 2020 first customers acquired
- EPC rolled out only in few branches with highest electrification rates, 30% in our own sample (all rural)
- Cannot secure stock hence we have been holding back
- 300 Sayona units sold (83% women, 35 - 40 years old)
- These are not sophisticated urbanite ladies (mechanical dial model, also cheaper)
- Word of mouth is what works in rural areas

Learning so far POSITIVE

- Good repayments so far
- Clients very satisfied
- Electrification rate increasing
- Initial worry about electricity expenditures unfounded

Learning so far NEGATIVE

- Role of importer: stock outs, lack of parts (the second pot!), lack of interest
- Price is an issue: KES9,000 in 9 instalments

Doubts

- Not sure about digital pad vs mechanical dial
- How much involvement in education, pictorial recipe book?
- How to choose the right supplier/brand
- Will the price ever come down and compete with charcoal and gas stoves?



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