**Angaza Impact BMC**

**Your Venture:** Angaza

**Your Legal Structure:** For-profit social enterprise

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| **Problem Statement**  Most of the 1.2 billion people on the planet without electricity don’t have enough ready cash at one time to purchase a solar light or energy system outright, and are therefore stuck in a perpetual cycle, having to spend up to 20% of their income to buy kerosene fuel to burn for light at night.  |
| **Mission Statement** Angaza creates the technology that allows businesses to offer life-changing products to anyone, anywhere.  |
| **Key Partners** What network of suppliers and partners make your business model work?*(Strategic alliances, joint ventures, suppliers…)*Distributors who sell pay-as-you-go energy products to consumers in emerging marketsManufacturers of products such as solar home systems, solar water pumps, and clean cookstoves  | **Key Activities** What are the most important actions you must take to make your business model work?*(Production, service delivery, program management, impact measurement, …)*Design embedded metering and monitoring technology (pay-as-you-go subcircuit and firmware) to meter the energy output from devices and remotely collect usage and diagnostic data over the cellular networkDevelop a cloud-based software platform and mobile app for distributors to sell and manage pay-as-you-go productsConnect pay-as-you-go technology platform to local mobile money services so consumers can make pay-as-you-go payments using their mobile phonesSupport solar energy distributors, manufacturers, and local sales agents to effectively sell, track and optimize pay-as-you-go productsSupport distributors in achieving high repayment rates from their customersHarness consumer demographic and repayment data to help distributors lower costs and increase repayment and to enable consumers to access other products and financial services  | **Value Proposition** What value are you creating? (How are you solving a problem, satisfying a need, or delivering benefits in a new way)?*(Relevancy, quantified value/benefits, unique differentiation/ competitive advantage, …)*Allow off-grid families the opportunity to buy clean, reliable electricity in small, affordable increments for devices from ½ watt - 500W+Angaza’s pay-as-you-go solution enables businesses to extend flexible solar payment plans to the billion individuals without access to grid electricity. Our platform allows manufacturers and distributors of off-grid energy products to expand their customer base and access data–driven market insights. Angaza’s partners can launch pay-as-you-go programs today without the investment of building and operating the necessary technology. | **Stakeholder Relationships** What type of relationship are you establishing with each stakeholder segment to deliver your value?*(Personal assistance, self-service, automated service, community empowerment, co-creation, employee culture, reporting,…)*B2B technology licensingCustomer service for manufacturers and distributorsReporting to investors and funders | **Stakeholder Segments** For whom are you creating value?*(Customers, employees, users, beneficiaries, volunteers, members, recipients, participants, communities, funders, regulators….)*Customers that don’t have large sums of money to purchase energy products outrightSales agentsDistributorsManufacturersInvestors (Series A funding of $4 million in 2015, following $1.5 million Seed round in 2013)Donors (Echoing Green, Tech Awards)) |
| **Key Resources** What are the most important assets required to make your business model work?*(Physical, financial, intellectual, human)*Software and hardware engineers, designers, and mobile developersSales team with relevant geographic and language expertiseRelationships with manufacturers, distributorsRelationships with mobile network operators across the globeEarned revenue to fund growth | **Channels** How are you reaching your stakeholder segments to deliver your value?*(Sales, distribution, communication)*Local sales agents of local distributors and manufacturersRelationship building through global conferences and networksPublishing results and thought leadership on technology and international development |
| **Cost Structure** What are the most important costs inherent in your business model and how can you work to drive them to a minimum?*(Salaries, costs of production, customer service, evaluation, …)*SalariesResearch and developmentSoftware hosting costsCustomer serviceTravelGeneral and administrative |  | **Revenue Streams** What revenue(s) are you generating from each stakeholder segment for your value?*(Gifts, grants, sponsorships, earned income, …)*Software subscription fees from every pay-as-you-go product registered on Angaza software platform Licensing fees from manufacturing partners who use Angaza’s embedded technologyPotential to leverage data on consumer behavior and repayment to serve third party financial institutions |
| **Intended Impact** Provide sustainable solar energy for the customer, which they can pay for in affordable increments, to end their reliance on kerosene. Position distribution partners to realize a 5x increase in sales by supporting them with pay-as-you-go technology to run their operations. Distributors use Angaza’s platform to sell pay-as-you-go energy devices across Sub-Saharan Africa, India, Asia, and Latin America. |

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