Sunny People aims to spread solar chargers across East Africa to increase access to electricity. By identifying entrepreneurs in rural areas to buy the chargers through hire purchase agreements, they plan to provide 200,000 chargers by 2020.

“In Kenya, about 13 million mobile users lack electricity, with this figure likely to exceed 20 million by 2020.”

The proposed inclusive business initiative

In Kenya, about 13 million mobile users lack electricity, with this figure likely to exceed 20 million by 2020. In order to charge their mobile phones, rural people currently either have to travel large distances to utilise charging facilities or employ the hazardous and environmentally-damaging method of lead-acid car batteries. Sunny People intend to address this by providing an innovative, inclusive, and environmentally friendly solution for mobile charging access.

Sunny People will equip entrepreneurs with a solar-powered mobile charger, allowing rural people easy access to mobile charging facilities whilst providing micro-entrepreneurs with a source of income.

The commercial driver behind this venture is the revenue generated from selling the solar chargers. Under a business plan aiming to reach 200,000 chargers across East Africa before the end of 2020, Sunny People expects to be profitable after three years of operation.

This will be achieved by importing solar-powered mobile chargers and working with partners to reach and identify entrepreneurs in rural areas to sell the chargers to through hire purchase agreements. The model will create jobs and generate income in rural areas for

PROJECT DETAILS

Country: Kenya
Company: Sunny People Ltd
Sector: Energy & infrastructure
Commercial Partners: Powerfy AB - supplier, Juhudi Kilimo (Kenya) Ltd – distribution and hire purchase, Yes Kenya – distribution and renting
Business model focus: Last mile distribution, low-carbon solutions, IT-enabled solutions
Revenue model: Selling solar chargers through hire purchase agreements

IAP Contact: Ellen Carey, ellen.carey@uk.pwc.com
Sunny People Contact: Johan Beckmann, CEO, johan.beckmann@sunny-people.com

For further information... and to join the discussion on inclusive business, go to: Practitioner Hub on Inclusive Business: www.businessinnovationfacility.org
low-income people, with entrepreneurs standing to experience revenues of nearly 6,000 Kenyan Shillings per month, nearly double the local minimum wage for unskilled work. It will also improve living conditions and the quality of rural life by enabling easy access to mobile charging and facilitating the subsequent gains from increased mobile phone usage, such as access to health services and mobile banking.

IAP support will be used to fund a commercial pilot project to test the profitability and scalability of the business model, with a long term view of using the results of this pilot to attract further investment from different sources.