

Selling PUE products in last mile communities

Lessons learned

**Global
Distributors
Collective**

GDC host:

**Practical
ACTION**

GDC implementing partners:

HYSTRA hybrid strategies consulting
bop inc

Webinar financed by:

EEP
Africa



Credit: Efficiency for Access / Story by Design

Agenda

Introduction

Panel conversation

Open Q&A



A conversation with...



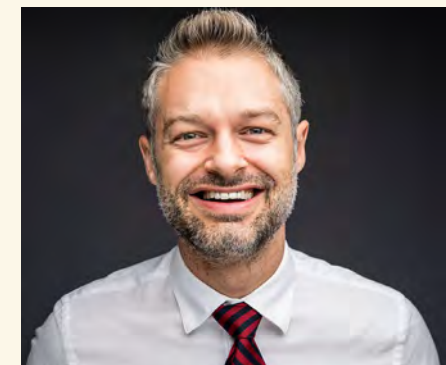
Fatma Muzo
Country Manager -
Tanzania
Solar Sister



Russell Lyseight
Managing Director
Vitalite Zambia



Stewart Craine
Managing Director
**Village Infrastructure
Angels (VIA)**



Aaron Leopold
CEO
EnerGrow

Background and purpose

More LMDs are selling PUE products

6% of GDC members in 2019

35% in 2021

21% want to start selling PUE products in the future

Purpose of today's webinar

Help distributors avoid reinventing the wheel

Shed light on the reality of distributor experiences

Keep an eye out for our upcoming report, with more insights and lessons from 15 LMDs operating across 10 countries

Definitions

What are PUE products?

- Products used at household level to enable cost savings
- Products used commercially to generate additional income

Our interest is in PUE products where there is a significant potential market, high demand, and high potential for impact and improved business sustainability



Context

PUE is a very nascent product category -
few LMDs have
'mainstreamed' sales of
PUE products

Barriers include:

- lack of market-ready products and underdeveloped supply chains
- high consumer financing and working capital requirements
 - the technical complexity of PUE products
 - the high-touch nature of sales and after-sales

Where sales are successful, LMDs are seeing substantial impact, eg
VIA: seen time savings of up to 10-30 hours/month = extra income of
US\$30/month

EnerGrow: seen average incomes increase by 69% in the first 6 months

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Q&A

- What is the best way to determine cost savings and value accrued in PUE?
- What are companies' views on any additional challenges they experienced selling PU(R)E vis-a-vis SHS - like service & maintenance?
- I would like to ask other distributors what their experiences are with regards to the consistency of the quality of the procured goods?
- How are you measuring the efficiency of the products along with the product lifecycle??



Thank you!



GDC host:



GDC implementing partners:



Webinar financed by:



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