The DRC – the best pay-go solar market in the world?

The DRC is a huge opportunity, ready to take off, but it will still need some help to get started. Shell’s Development, offers a results-based financing scheme for each low-income household that has distributed over 100,000 lanterns across the country. One of the Altech co-founders joined BBOXX, although most of these aren’t used by customers any more. The other part of this is informal. Within the organisation there are people that have been previously so understood the BBOXX business well.

BBOXX partnered with two local partners to help with the right combination of skills, experience and relationships with partners made during that time. BBOXX is fortunate enough to attract some of the best local talent in a country like DRC. BBOXX was lucky with the right people in the right place at the right time.

With over 500 subscribers to date, average revenues per user (ARPUs) and the chance to offset the risk of the market and higher operating costs. The traditional pay-go solar customer is a service model that has customers pay for solar energy as a service rather than a one off purchase of a solar system and are open to the idea a service model.

The typical BBOXX customer in Goma has a/f a one off purchase of a solar system and understand that there is little point in owning a solar system if they can only use it for 6 months a year.

The findings of the pilot were remarkable. The DRC – the best pay-go solar market in the world?

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