

Solar Powered Tv System for Rural Africa: Distribution of 19" Solar Powered Tv system to offgrid rural households in kenya

Nairobi, Kenya Nairobi, Kenya



Kennedy Lamwenya

<https://www.youtube.com/watch?v=57HfTIBy32s>



Year Founded:

2014

Organization type:

for profit

Project Stage:

Established

Budget:

\$50,000 - \$100,000

Website:

<http://www.angaza-kenya.co.ke>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Angaza Tv is a solar powered LED Tv system that hooks up to any solar or refurbished battery. Our Tv system enables customers to get real-time access to information, access to clean lighting using the 2 solar bulbs that come with our system.

About Project

Problem: What problem is this project trying to address?

Lack of a reliable power supply is a major impediment to development in rural areas in Kenya where over 75% are not served by grid electricity. Economic growth and the reduction of poverty are difficult or impossible without the enabling power of in all sectors of village life. 20m rural Kenyans own mobile phones which have to be recharged at a cost of \$0.1 weekly as well as being forced to spend \$200 annually on unhealthy

kerosine for lighting.

Solution: What is the proposed solution? Please be specific!

Our solar powered Tv kit has already been installed in 2000 rural households across Kenya enabling over 30,000 families members access news,information,agricultural market trends of various crops as well providing over 10,000 rural school children access to 3 more study hours every night.

Awards

In 2015,Our company was awarded \$10,000 seed capital by The Tony Elumelu Foundation to enable us scale up our stock inventory capacity.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Our solar powered Tv kit has already been installed in 2000 rural households across Kenya enabling over 30,000 families members access news,information,agricultural market trends of various crops as well providing over 10,000 rural school children access to 3 more study hours every night. Our solar powered Tv kit comes as a package comprising 19" solar powered Tv that offers Tv entertainment and other social benefits to users,2 solar bulbs that are used to light up 2 addition rooms within the house thus reducing/eradicating use of unhealthy kerosine,mobile phone charging adapter that enables mobile phone users to be able to re-charge their phones from the comfort of their houses without having to pay weekly mobile phone recharging costs.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

With plans to roll out in 11 countries across Africa,our focus will be incorporating local human resource thus boosting employment rates within host countries.In Kenya,we plan to recruit,train and support 900 direct sales executives sell our product directly to customers,in addition,we shall be appointing 150 retail agents countrywide where 1 brand ambassador shall be allocated to each dealer to boost sales .In essence, we intend to employ 2400 staff.We shall replicate the same model across E. Africa market targeting 10,000 employees who shall be directly/indirectly supporting over 500,000 families within their homes.We plan to support 800 women and 900 youth entrepreneurs to set up movie movie broadcasting businesses thus earning income. 3 million rural school children will have access to 4 more home study hours by using solar lighting lamps thus doubling performance.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

We are happy to report that our business idea is now under post-launching stage.We had piloted early June to September 2014 where we managed to sell 350 Tv units.We spent entire October putting a solid business model and officially launched in November 2014.Since then,we have been aggressively promoting sales using direct sales,partnership and retail agents models.Due to the growing demand for our solar Tvs across Kenya,we in final stages of setting up 2 service centres in Eldoret and Bomet regions after receiving enormous product inquiries.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

We sell our products to end users at a profit margin of 20% ,to retail agents at profit margin of 10% from the cost price thus earning us revenue. These revenue enables us to sustain our operations as well as scale up by re-investing back in the business.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We currently don't face any direct competition in our current market(Kenya) since we are the first company to deal in the distribution of solar powered Tv kit that offers customers 3-in-one solutions to the power problems they face within their households after being locked out of grid power connection. We slightly face limited competition from companies selling pico solar lamps as well as solar micro-grid small systems since some of our customers find them as the best alternative for their in-house lighting and phone charging needs. With key motivation to customers buying our solar Tv .

Team

Founding Story

After working for eco-products distribution corporate companies across East Africa for 6 years ,interacting with various customers,Kennedy decided quit and set up Angaza Boma being motivated by the numerous inquiries on solar powered Tv among customers.Off-grid rural Customers wanted to connect to the world thus they were demanding to be provided with a solar powered Tv that will enable them enjoy real time entertainment,news,educational programs for their children without having to incur expensive grid power connection costs.They wanted a solar Tv system that purely operates on solar energy being able to hook up to a normal solar or car battery.

Team

Kennedy Lamwenya is a highly skilled strategic planning, project execution and sales and marketing professional with proven experience in building professional relationships, developing successive sales strategies, developing and implementing new strategies and procedures.. His main focus is to aggressively develop and structure robust distribution channels for consumer products and service within Sub Saharan Africa coupled by impeccable customer service to build brand loyalty. Kennedy poses 9 years combined experience in sales and marketing where he has spent 5 years building rural distribution structures for international social enterprises and energy efficient technologies in East Africa. Before joining Plexus Energy ltd, he worked for Multi-Link Energy Group where he built the first regional retail agency channel of 550 microentrepreneurs covering Kenya ,Tanzania , Rwanda and Uganda. At Plexus Energy ltd, Kennedy was able to build a strong solar products sales force with which he developed a channel base of 450 dealers to support the delivery of solar lanterns, improved biomass stoves, DC solar radio and DC solar powered iron box into the rural villages of Kenya and Uganda, where over 90,000 charcoal & biomass cook stoves as well as over 120,000 Pico-solar lamps and related accessories have been sold during his tenure. After a successive solar sales career within corporate employment , Kennedy has the ability to grow Angaza Boma to achieve double fold sales revenue and regional growth,promote sales and increase profits while generating satisfied customers

and delivering a sense of quality products that sets the stage for long –term company success. He believe his proven leadership skills, strong commitment to high ethical and professional standards, and flexibility in devising proactive responses to changing socioeconomic conditions acquired during his helm under corporate employment would allow him to make a significant contribution to his company.

File attachments:

 [tv.jpg](#)

 [angaza_boma-business_plan_new_2015_1_1_autosaved.pdf](#)

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