



**Bright New Ideas**

**SOLAR POWER LAMPS**

### ***What's it like to live in darkness?***

Roughly half the world today lives with constant power outages or no electric connection at all. These families have no reliable light source to use at night. Those who can afford it use kerosene or gas lighting, which clog the environment with dangerous fumes and causes different human diseases.

### ***What is Bright New Ideas?***

"Bright New Ideas" is a grassroots non-profit organization improving health and education in the developing world through the use of combination solar-LED solutions. We replace dangerous, kerosene lanterns with our proprietary solar lamp using sustainable, subsidized commercial means. We began at the University of Minnesota and continue to work in partnership with them to improve our solar lamp design.

### ***How will we bring the light?***

We are currently devoted to a region in Northern Nicaragua where **over 80%** of the rural population has **no access to electricity**. In March 2008 we launched our **Tega-Lamp project**, in which we will sell 100 subsidized lamps by September 2008 in partnership with AVODEC, a local NGO with a proven record of lasting change.



**EXAMPLE OF A HARMFUL, SMOKE-PRODUCING KEROSENE LANTERN**



**CHILDREN IN NORTHERN NICARAGUA HOLD A BRIGHT NEW IDEAS SOLAR PANEL AND A PUPPY.**

**Donate online at [www.BrightNewIdeas.org](http://www.BrightNewIdeas.org)**

## ***What makes Bright New Ideas the global leader in solar-LED for the world's two billion?***

Bright New Ideas is the global leader in solar-LED lamps for the world's two billion living without electricity. Assembling our own solar lamp with the collaboration of a local partner is the **most** cost-effective, sustainable way to give people access to light – thanks to the business model simplicity, and lamp serviceability and portability. Still, our project is commercial: by charging a small fee for each lamp we can ensure both sustainability for our work and responsibility from our populations. Our work is focused on making improvements that are quality and lasting. Proof of our success lies in the renewed demand and trust we overwhelmingly receive from those we work with and serve.

### ***How can I help?***

Bright New Ideas has set a challenge to raise \$5,000 by July 15, 2008 to purchase materials, ship, and collect feedback data for the 100 families participating in the **Tega-Lamp project**. This project will pave the way for a leap to 10,000 lamps on an extremely cost-effective level in 2009. Today your donation makes an immediate impact – like turning on a light switch – in the lives of people in Nicaragua. Visit our website to donate online, and to read our blog for news about solar energy, LED lighting, and the communities we serve.



**BRIGHT NEW IDEAS ENGINEERS IN NICARAGUA**



**USING A BRIGHT NEW IDEAS PROTOTYPE LAMP TO READ IN NICARAGUA**

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Bright New Ideas • A 501(c)3 Tax-Deductible Non-Profit  
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**Donate online at [www.BrightNewIdeas.org](http://www.BrightNewIdeas.org)**