



ILUMÉXICO

PRENDE LA LUZ DE MÉXICO

SOLAR LIGHTING PROGRAM



What is ILUMEXICO?

We are a social enterprise that promotes development through rural electrification projects for highly marginalized communities in Mexico.

We promote access to energy through microfinance schemes, long-term services, and training in the use and maintenance of the technology. Furthermore, convinced that energy is an effective platform to foster development, we promote strengthening programs and workshops on several issues like community organization, gender equality and financial inclusion.

We also work together with federal and local authorities, businesses, organizations and universities to develop projects that are beneficial for society.

The Ilumexico program was founded in august 2009 by 8 young engineers with the sole purpose of promoting and incentivizing the use of Mexican technology and applying it as a platform for economical and social development in México.

Over 1950 homes have been benefited
 Over 100 localities / towns
13 schools
2 Institutions
2 Productive Projects
 Over 40.4 KW installed



Projects

Ilumexico's technology and financial schemes have already shown its efficiency in more than 1,950 homes across the country.



Average population per household		4.2
Average monthly income		MXN \$1,700
		USD \$133
Indigenous population		59%
Unemployed women		78%
Lighting sources		Diesel and Candles average of \$90 mxn pesos per month

Why Ilumexico?

- We offer an integrated community development program
- We generate Mexican technology through Renewable Energy with a social impact.
- We are a young enterprise of Mexican engineers
- We incentivize 100% Mexican technological innovation and local job creations
- We have experience in community service and environment workshops.

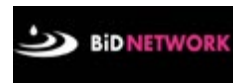


Awards and Distinctions

- “Premio Ibero” for Social Commitment
- MIT TR35 Tech Awards
- 2012 CNN-Exapansión’s Entrepreneurs
- 4th Place in Iniciativa Mexico 2011
- 1st place in “Santander’s Award for Enterprise Innovation in the “Innovative projects with high social impact” in 2010
- “Break Climate Change” award by the Ministry of Environment and Natural Resources of Mexico 2010
- Ashoka Avancemos Program 2010
- Support to Youth Projects of the Mexican Youth Institute 2011
- DF Genera Award, paseusted.org 2010
- “Pemex for innovation in energy” award, Campus party 2010
- “Be the Change” Award by Peacechild International 2010
- Finalists in the BiD Challenge Mexico 2010

Experience

- Energy Transition and Sustainable Energy Use Fund
- Incentives for Innovation in Technology by the National Council for Science and Technology (CONACYT)
 - = PRO INNOVA Fund 2011
 - = INNOVAPYME Fund 2012
 - = National patent through utility model – in progress
- Collaboration agreement with the Federal Electricity Commission (CFE) and Telecom Telégrafos
- Alliance with the Centre for Mechanical Design and Technological Innovation of the UNAM and the Institute for Electricity Research.
- Alliances with 30 NGO’s and companies
- “Strengthened Towns” Program by the Ministry of Social Development
- Alliances with municipalities and local governments (Veracruz, Guerrero, Querétaro, Puebla, Campeche y Quintana Roo.)



Our Technology

Prometeo (Prometheus) System

It is sustainable equipment brought to life due to the lack of access to electricity in thousands of homes across Mexico.

Prometeo is our low-cost option, easy to install and use, with high environmental impact and scalability.

Our system includes: a solar panel, battery, charging controller unit (own design and manufacture) and LED spotlights. Panel energy output and LED's may vary according to our customers needs.



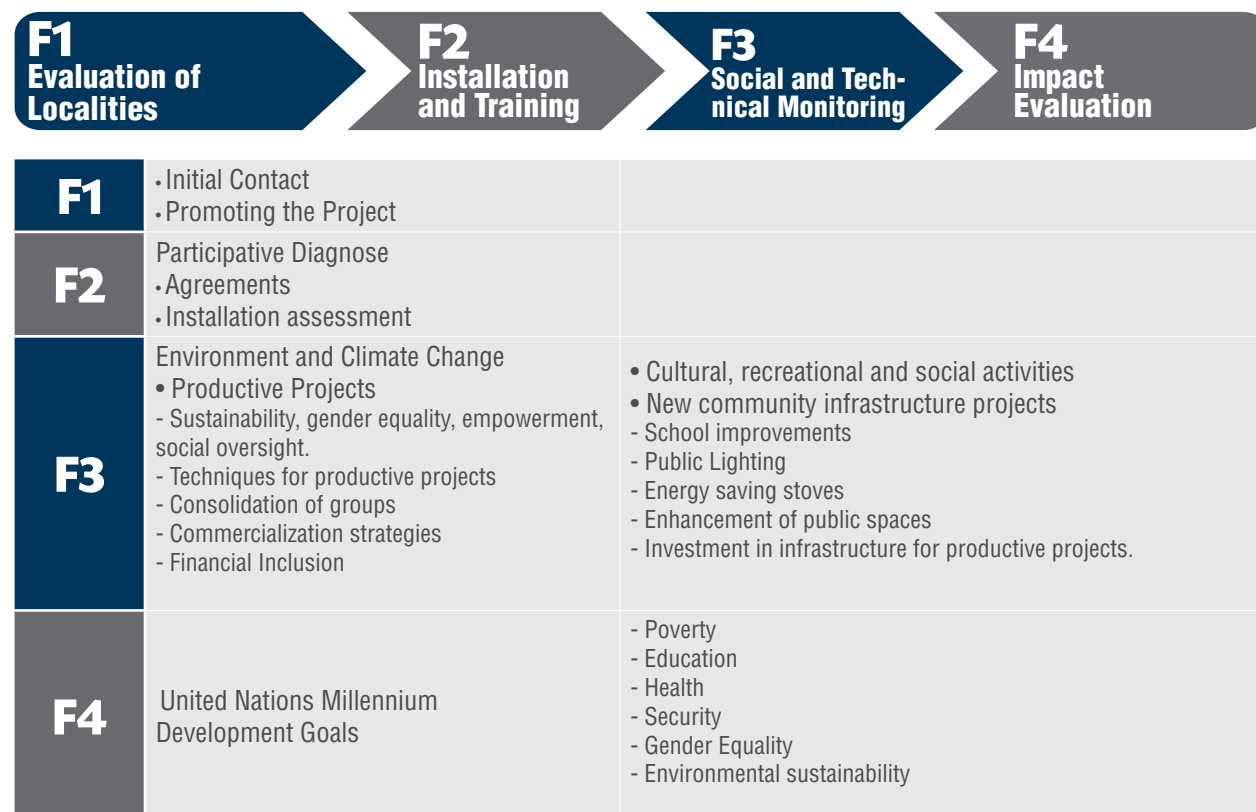
Prometeo Basic: system used exclusively for lighting.

Prometeo Duo: system used for lighting and low-energy consumption appliances.

Work Scheme

Objective

Use energy access as a detonator for participative community development, through complementary activities that encourage income generation, wellbeing and social cohesion.



Expansion Plans

To increase our presence and impact across Mexico, we aim to generate presence at a regional level that will promote decentralization through:

Regional Cells

Regional contact and distribution points that would include several municipalities.
→ Each cell would be made up of:

Rural Service Branches

Strategically placed in head municipalities to offer:

- Better services and maintenance
- Spare parts availability
- Greater regional presence

2013 Forecast

- Veracruz-Puebla Cell - operational-
 - Tezuitlán, Puebla
 - Zongolica, Veracruz (March 2013)

Up-coming Regional Cells:

- Guerrero, Campeche, Quintana Roo, Oaxaca.
- Methodology applicable in any region.

“Be the leading rural renewable energy service enterprise within the next 5 years”

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