

NEXT ROUND OF INVESTMENT TO SCALE VITALITE:

IMPROVING HOUSEHOLD ECONOMICS & THE ENVIRONMENT THROUGH AFFORDABLE & RENEWABLE ENERGY

BACKGROUND

ESTD. 2013



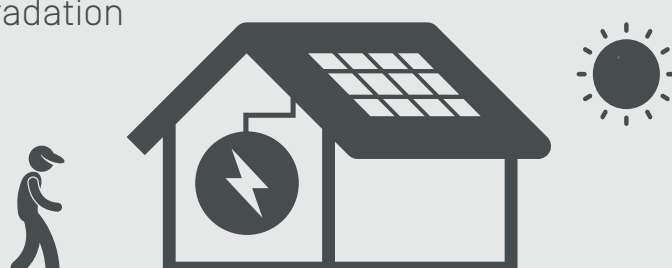
Founded by Dr. John Fay, Dr. Sam Bell and Mike Matokwani

THE MISSION :

Improve lives across Zambia by making quality **products, services and renewable energy** accessible for all **low-income households**.

THE INNOVATIVE IDEA :

Making durable renewable energy products affordable to low-income Zambian households through **pay-as-you-go consumer-asset financing** and combat the negative health impacts and environmental degradation



OUR PARTNERS :

Mobile Operators: MTN and Airtel Zambia
Hardware & software providers: Fosera, EcoZoom and Lumeter-Mobisol
Distributors: ZGF, MRI, Cheers, NWK.



CURRENT STATUS

EEP SUCCESS:

With help from the EEP Programme, VITALITE has seen an accelerating growth trend.



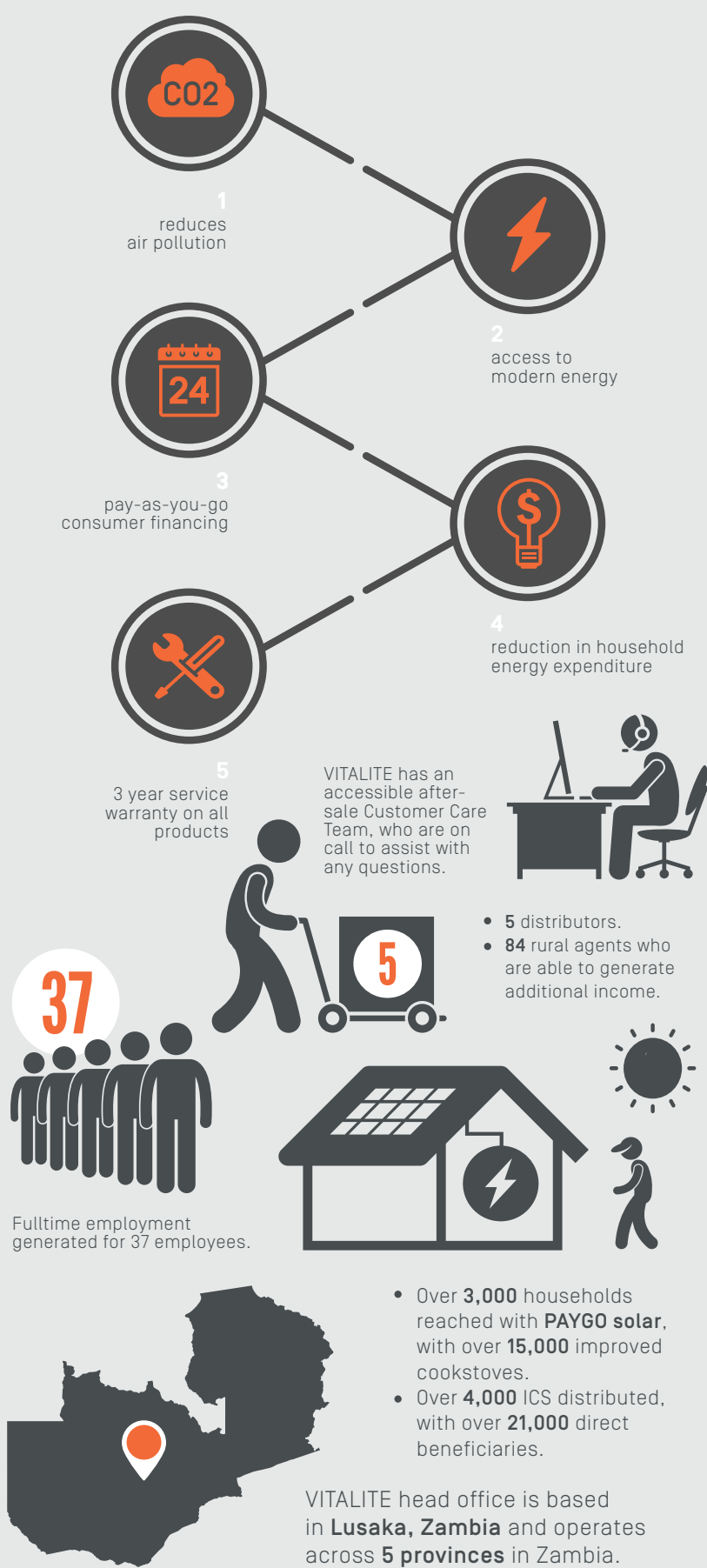
INNOVATIVE AGRICULTURE:

Through **PAYGO** (Pay as you go) Vitalite is also able to extend an offering tailored to **small holder farmers**. A suit of productive use **farming products** will be provided to farmers as they climb the energy ladder.



Through various partnerships, VITALITE will provide **training videos** that farmers can watch, discuss, apply and revise.

BUSINESS MODEL IN A NUTSHELL :



NEXT STEPS

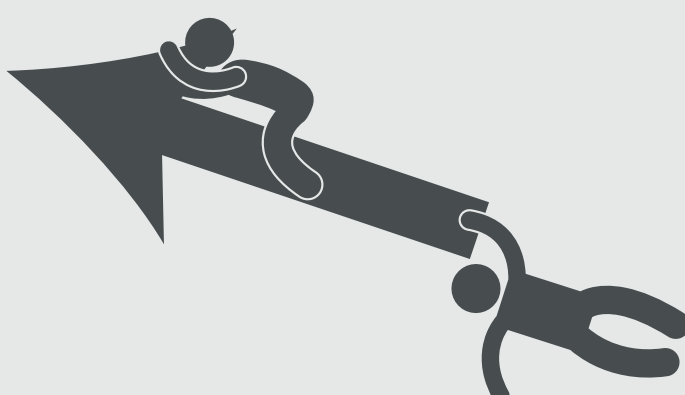
INVEST IN SCALE UP:



VITALITE plans to continue exponential growth of workforce over the next **48 months**, expanding across the whole of Zambia.

Products and services offered are in high demand and necessary in the fight to reduce the environmental and health issues associated with the traditional energy sources in Zambia.

INVEST IN CUSTOMER FINANCING:



VITALITE wants to make high quality, high impact products & services **accessible** to all Zambian households.

Our approach is to improve **PAYGO software** to offer better services to customers and to refine our approach to **micro-asset loans**.