

BMC USB Solar

- I. Consumer Segments
 - Individuals who have no access to on-grid power.
 - Individuals who can not afford the costs associated with on-grid power.
 - Individuals who seek a alternative to on-grid power due to frequent blackouts.
- II. Value Proposition
 - Improving the quality of life for individuals situated rurally, low income or need for increased access to electricity by;
 - Reduce kerosene and candle usage which subsequently reduces the fumes inhaled.
 - Improve lighting after dark for house work, study, entertainment, etc.
 - Decrease costs associated with charging mobile phones.
- III. Channels
 - Reach individuals still using kerosene lamps or have a need for solar lighting
 - Demonstrating the benefits, cost, health and productivity in comparison to traditional lighting techniques.
 - Purchase directly through Project Everest
 - Give the opportunity for repairs and maintenance to ensure longevity and to minimise wastage.
- IV. Consumer Relationships
 - Face to Face interactions between Project Everest and;
 - Individuals in urban areas with limited on-grid power
 - Individuals in rural areas with no on-grid power
 - Face to face with local repair shops who have been taught the repair procedure for the most common problems with the product
- V. Revenue Streams
 - Sales from the product to individuals and resellers.
- VI. Key Activities
 - Design a finished prototype
 - Establish the manufacturing procedure overseas
 - Create a supply chain into Malawi, potentially using Sunny Money
 - Create a distribution network using agents, education system, etc.
 - Establish a network of local repairers in each major village to allow for maintenance.
- VII. Key Resources
 - Physical:
 - The product
 - Human:
 - PE Energy Team
 - Expert - designer, electrician, etc

- Distribution agents.
- Local repairers.
- A project manager.
- Education system representatives.
- Intellectual:
 - Experts.
 - The designs and schematics of the product.
- Financial:
 - Estimated costs are yet to be determined.

VIII. Key Partners

- The department of energy affairs.
- The department of education.
- Community leaders.
- Electricity Experts.

IX. Cost Structure

- Large establishing costs
- On going costs to ensure maintenance is upheld within local stores
- Costs in distribution
- Giving agents a percentage to ensure motivation