



SUNLIGHT POWER MAROC -

PV Service Model for Rural Morocco
What does it take for Scale-up and Success?

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**SUNLIGHT POWER INTERNATIONAL
HOLDINGS, INC.**
Mission Statement

*To be a leading global supplier of solar
electric services to unelectrified
populations*



SunLight Power's Business

- b Developing Countries
- b Off-grid, Unelectrified Customers
- b Photovoltaics - Small Systems - 25-75 Watts
- b Own and Operate
- b Full Service Provider - Installation, Maintenance, Upgrades, Appliances, Community Outreach



SunLight Power Business Strategy

- b Payment Options - Fee-for-Service, Credit, Cash
- b Local Partnerships
- b HQ/Operating Company/*SunLight Service Center™*
Team Relationships
- b Controlled, Profitable Growth
- b Private Capital



SunLight Power Maroc

- b First Operating Company of SunLight Power
- b Transferability of the Business Model
- b Profitability at 2,500 Customers per *SunLight Service Center*[™]
- b Ability to Attain 5,000 Customers in first 12 Months
- b Test SunLight Power Policies and Procedures Planned for Global Network of Operating Companies



SunLight Power Maroc Why Marocco?

Environment

- b Political and Economic Stability
- b Political and Utility Support
- b Market Distortion Limited
- b Important Market Potential



Why Morocco?

Need

- b Rural Population: 13 Million+
- b Unelectrified Villages: 40,000 (70% of Rural Population)
- b Current Electrification Rate (Grid and Other): 10-15%
- b Large Dispersion of Households
- b Estimated Potential Market:
16,000 Villages - 1,600,000 Customers



Market Characteristics

- b Households, Mosques, Schools and Rural Health Clinics
- b Mostly Agricultural Incomes
- b Large Demand for Lighting, TV, Satellite Dishes
- b Important Traditional Energy Budgets
- b Ability and Willingness to Pay



SunLight Power Maroc Overview

- b Incorporated in March 1998
- b Capitalized with over US\$1 Million from SPH
- b HQ in Rabat
- b Technician Teams
- b Operations in 2 *SunLight Service Centers™*
- b Contractual Relationships with Local Intermediaries for Marketing and Revenue Collection
- b Over 300 Customers - 2/3 Fee-for-Service, 1/3 Credit/Cash
- b 2,500 Customers at Each SSC in 12-Month Period





SunLight Service Center™ and HQ



Typical Houses in Sefrou and Taza





SPM Customers



Technicians Installing *SunLight Power Systems™*





SunLight Power Maroc Aggressive Scale-up is Critical

- b Prove Fee-for-Service Model
- b Prove Financial Viability
- b Gain Additional Necessary Capital
- b Prove Ability to Local Utility and Government
- b Stay Ahead of Local Competition



SunLight Power Maroc Scale-Up Issues and Difficulties

Capital

- b Capital Intensive Business Model
- b Success Requires Expanding Capital Base



SunLight Power Maroc Scale-Up Issues and Difficulties

Operational

- b Logistics
- b Marketing
- b Training
- b Quality Control
- b Education
- b Contractual Relationships
- b Revenue Collection
- b Geographical Issues
- b Local Income Patterns and Cultural Issues



SunLight Power Maroc Scale-Up Issues and Difficulties

Political

- b Local Authority Structure
- b Local Competition
- b Relations with National Utility and Government

