



Pairing access to finance with access to energy and helping the bottom of the pyramid no longer be counted among the unbanked.

BEGINNING IN 1984, FINCA International founded what would become a global microfinance network across 20 countries in Africa, Latin America, Eurasia, the Middle East and South Asia. This network, known as FINCA Impact Finance, serves over 2 million low-income clients annually, many living in rural areas.

Organizational Context

Recognizing meaningful access to basic services requires access to finance, FINCA International has an important role to play in accelerating solutions. Today, we are developing new financial products, particularly in energy, as pay-as-you-go (PAYGo) financing is a powerful pathway for bringing financial inclusion to the unbanked and under-banked. The extensive on-the-ground banking infrastructure and local trust networks of FINCA Impact Finance can uniquely reach and engage poor and rural families. To catalyze solutions, FINCA International's work has expanded into financing and last-mile distribution of clean energy and productive use appliances through BrightLife, a social enterprise currently operating in Uganda.

Market Context

- Growth in the solar market and emergence of PAYGo has increased awareness and demand for clean energy products.
- Distributed energy companies and financial institutions struggle to meet the energy and financing needs of the BOP.
- Energy players have taken on end-user financing, but this is outside core competency and scaling requires big resources.
- Financial providers have attempted sales and distribution of energy products, only to be stymied by after-sales support.
- Partnership and specialization are needed to improve access.



THE OPPORTUNITY

BrightLife leverages the finance expertise and distribution capacity of FINCA to collaborate with best-in-class original equipment manufacturers (OEMs) and drive uptake of clean energy and productive use appliances for the BOP market.

- 1) Through its PAYGo energy product, BrightLife is developing customer segmentation and credit profiles for a previously unbanked population—particularly those living rurally—and unlocking financial inclusion for an entirely new segment of the population.
- 2) Working directly with manufacturers, BrightLife is able to bring innovative products into the market at the lowest possible cost to consumers.
- 3) BrightLife uses its product portfolio and a direct partnership with a microfinance institution, FINCA Uganda—including its branches and long-standing clients—to engage local trust networks and create new energy customers.



Access to Finance



Access to Energy



Energy provides an important pathway to comprehensive financial inclusion. At the same time, financial inclusion helps customers climb the energy ladder. By pairing access to energy and access to finance, FINCA International seeks to catalyze greater resilience and opportunity.



FINCA'S PATHWAY TO ENERGY ACCESS AND FINANCIAL INCLUSION

Product Sale to an **Unbanked** Customer

Jane Namusisi, a previously unbanked customer, purchases a solar home system through BrightLife.

PAYGo Financing and Customer Support

Jane creates a mobile money account and learns to how to use PAYGo. She is able to communicate with BrightLife customer service on payment sculpting or other financing needs, and ask product-related questions.

Customer Segmentation

Jane's payment activity enables BrightLife to create a customer and credit profile for her. This leads to customer segmentation, which can be shared with FINCA Uganda.

Financial Services Access











Based on customer profiles, FINCA Uganda develops new mobile-based financial services products. This makes it possible for Jane to graduate to FINCA Uganda with broader savings and credit options.

Product Sale to a **Banked** Customer

Jane takes out an agriculture loan from FINCA Uganda for farm inputs, and uses her mobile phone-based banking access to finance the purchase of solar energy productive-use appliances.

Jane Namusisi, BrightLife customer and solar home system user in Uganda. Note: The customer journey shown here is illustrative.

BrightLife Product Lineup

Solar Lanterns	Solar Home Systems	Solar Appliances	Improved Cookstoves
 <p>Sun King Pico 1 portable lantern, 72 hrs of high-power light after a single day of charge</p>	 <p>Sun King Solar 60 6W system, 3 lights of 100 lumens each, 1 USB port for phone charging</p>	 <p>WOWsolar TV Upgrade Upgrade WOWsolar 60 or 100 with a 19" color TV, 30W solar panel, 60Whr battery pack</p>	 <p>Envirofit Super Saver Charcoal 58% fuel/money saving, 50% faster cooking, 56% reduced toxic emissions</p>
 <p>Sun King Pro 2 1 portable lantern, 2 USB ports for phone charging</p>	 <p>BioLite SolarHome 620 6W system upgradeable to 30W, 4 lights, 1 USB port for phone charging, radio, MP3 player</p>	 <p>WOWsolar TV 30W system, 4 lights of 140 lumens each, 2 USB ports, radio, MP3 player, 19" color TV, battery pack</p>	 <p>BioLite HomeStove Cuts toxic emissions by 90%, reduces wood use by 50%, 1 USB port for phone charging/light</p>
	 <p>WOWsolar 60 6W system upgradeable to 130W, 3 lights of 140 lumens each, 2 USB ports for phone charging</p>		
	 <p>WOWsolar 100 6W system upgradeable to 130W, 4 lights of 140 lumens each, 2 USB ports, radio, MP3 player</p>		

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