

**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 lowincome 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



Access to Energy



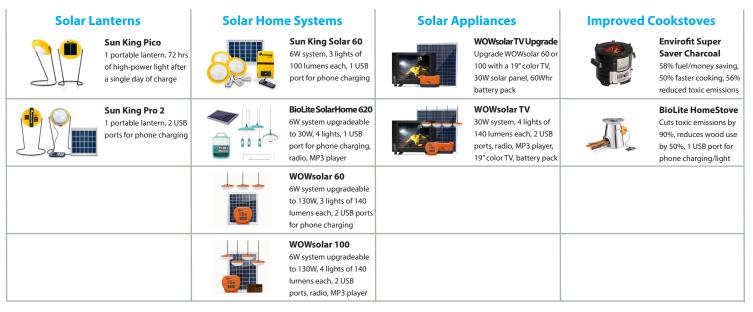
Energy provides an important pathway to comprehensive financial inclusion. At the same time, financial inclusion helps customers climb the energy ladder. By pairing access to energy and access to finance, FINCA International seeks to catalyze greater resilience and opportunity.



# FINCA'S PATHWAY TO ENERGY ACCESS AND FINANCIAL INCLUSION



## **BrightLife Product Lineup**



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FINCA International was founded in 1984 on a radical notion: giving small loans to the poor has the power to transform entire communities in a sustainable way. After impacting tens of millions of lives with responsible financial services, we are widening our focus to catalyze further economic growth and alleviate poverty in underserved markets around the world. We remain boldly committed to market-based solutions, and are supporting the rise of social enterprises delivering basic service and financial innovation to help low-income families and communities achieve a better standard of living.