

Providing insight into the least understood market.





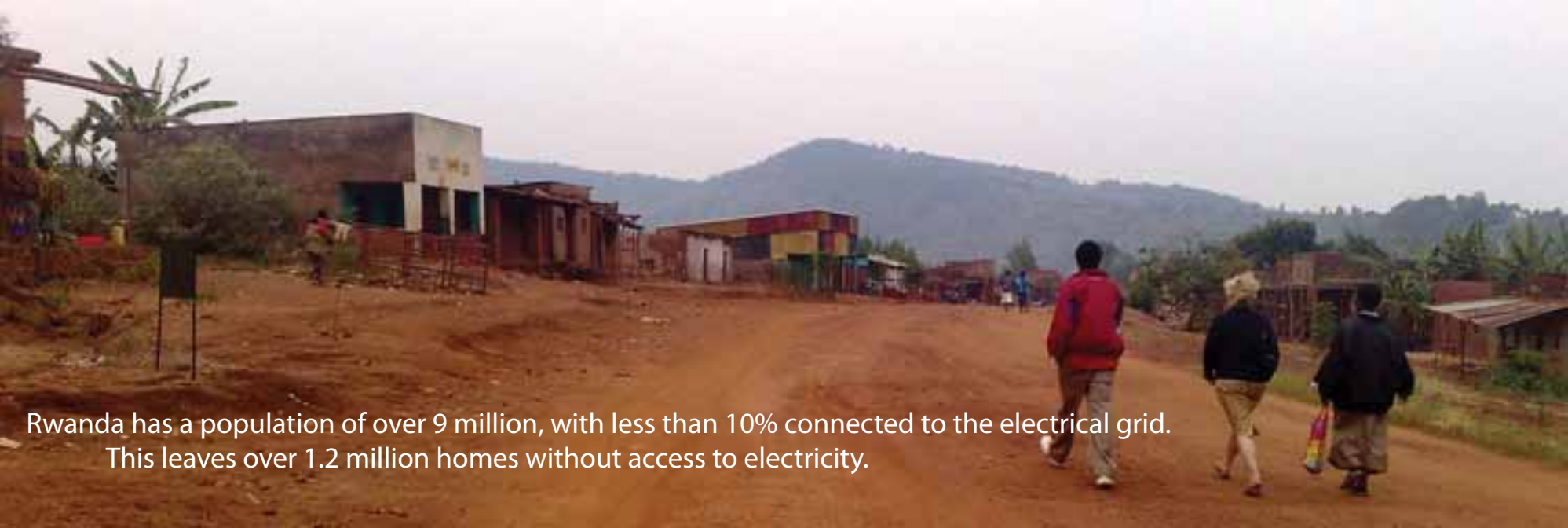
There are two key steps to tapping into energy demand in rural markets. The first is the development of the **right products**, the second is a **distribution model** that puts the right products in the immediate vicinity of the end user.



Catapult Design is a global leader in product strategy and design services for clients working to develop and commercialize life changing, human-centered products for low-income end-users. To better serve our clients, we've teamed up with Great Lakes Energy (GLE) in Kigali, Rwanda to provide infrastructure and a framework for qualitative and quantitative research for products entering the market. Catapult's team of anthropologists, product designers and engineers work alongside the GLE team to structure interviews, collect stories, run focus groups, observe, develop user and data surveys, and collect technical data to ensure success in the market.



GLE has developed a powerful distribution network and efficient methodology for mass sales and distribution of low-cost home energy products for rural consumers in the developing world. GLE has a fully developed distribution management team, a product line providing for lighting and phone charging demands, and 142 branded and trained dealers throughout Rwanda. GLE has implemented a successful micro-finance purchase scheme to allow the lowest income groups in their target market to purchase their products. They also own a separate mass media company that uses local celebrities as brand ambassadors and secures radio promotion of our distribution brand at no cost.



Rwanda has a population of over 9 million, with less than 10% connected to the electrical grid. This leaves over 1.2 million homes without access to electricity.

GLE's focus is on building a strong, trusted, distribution brand called Akira Urumuri ("Receive the light"). Dealers display this brand on their storefronts and receive their products on credit as well as business advice and coaching, marketing materials, and basic technical training from GLE.

GLE employs four Territory Managers. Each of these Territory Managers is responsible for managing relationships with 30-50 independent rural dealers/shop owners. The structure allows for their team to maintain a network of 148 independent dealers who actively market GLE products and provide basic after-sales support. By focusing on distribution and not manufacturing, GLE can adapt quickly to a changing technology landscape. They can also quickly deploy new products in test markets or implement full-scale new product launches effectively.



Contact

Catapult Design
Tyler Valiquette
T: 415-846-7093
tyler@catapultdesign.org

Great Lakes Energy
Sam Dargan
T: +250 (0)78 865 6025
info@energyforafrica.com

