

Annex C: Photos from Target Markets

The Status Quo:



Crowds form around a recently supplied kerosene pump in a small town in Ghana. Official prices are currently US\$2.4/gallon but here an auction was taking place and elsewhere in the country a lady was arrested for selling at US\$4.35/gallon.



Typical Ghanaian urban/rural stall selling flashlights, radios and kerosene lanterns



"Tin" lamp manufacturing in Kibera (Nairobi's largest slum). Lamps consume \$50/year in kerosene.



Tanzania schoolteacher grades paper at home by single kerosene lantern. Measured light levels at 1% of recommended brightness.



Grid-rechargeable lanterns are available at \$35 and solar lanterns are available, with very limited distribution at unaffordable prices (\$100-\$200)

The Opportunity:



Night-market shoe seller in Dar es Salaam (Tanzania). With one handmade kerosene "tin" lamp (left) and 1-watt LED (right).



8pc solar LED lantern that has been imported for testing by a Ghanaian solar installer who is now investigating local assembly of the product

Potential Distribution Channels:



Ubiquitous stalls for cell phone top up cards and direct phone to phone unit transfer



Coca-Cola's shops sell a variety of consumer goods and are often unlit at night.