

Rise Solar Executive Summary

THE BIG PICTURE

1.7 billion citizens live without electricity, with 500+ million in Sub-Saharan Africa alone.

THE PROBLEM

Human potential is stifled by lack of affordable, reliable energy. For the poorest, kerosene lighting accounts for an astonishing 10-15% of income despite its poor quality and health detriments. Mobile phones can be sporadically charged, but at high cost.

OUR ANSWER

We are a social, for-profit venture building an extremely affordable solar system to provide energy at less than half the cost of current solar options in off-grid Africa.



HOW WE THINK ABOUT IMPACT

Opening New Markets for Investors

We will further validate growth rooted in African – and other vast, developing – markets.

Quality of Life for End-Users

Affordably powering mobile phones, rechargeable lights and batteries, our technology will address key energy needs of off-grid individuals, empowering them to lead more productive, healthier lives.

Income for Entrepreneurs

Powering mobile phones, rechargeable lights and batteries in their communities, entrepreneurs will create new, reliable income streams.

DISRUPTIVE INNOVATION

Combining extremely affordable engineering with off-grid entrepreneurship, we see a pathway to dramatically catalyze access to basic electricity.

Entrepreneurs: A payback period under 2 months significantly broadens access to solar energy.

Households: Our low upfront cost approach is much more sensitive to their financial realities.

Our competitors in the lighting space are largely solar portable lanterns with high upfront costs (\$20-\$80). Our lighting solution has a much lower upfront cost (\$8).



Villagers displaying mobile phones in Magesho, Tanzania (population 300)

DEMONSTRATED POTENTIAL

In the off-grid Tanzanian village where we deployed our preliminary prototype, the local shopkeeper Paul used our system to reduce his phone charging service fee from \$0.33 per phone (via diesel generator) to \$0.13 – a tremendous savings when household incomes are \$1-\$2 a day.

We are excited by Paul's entrepreneurial use of our technology because:

- Income generation using the system enables rapid payback, reducing perceived risk
- For many households to benefit, only 1 entrepreneur needs to make a capital investment
- Entrepreneurs are largely responsible for last-mile distribution and marketing to end-users, thereby broadening access to our technology

RECENT NEWS

6.13.11 | Achieved a key technical milestone, generating 8.4x the power from a standard solar cell.

3.29.11 | Selected as a Finalist for 2011 Echoing Green Fellowship. Less than 1% of the 2,900 initial applicants made it to this stage.

3.14.11 | Invited to participate as a Finalist for Hub Ventures. Supported by Good Capital, Village Capital, SOCAP, and the Hub Bay Area, Hub Ventures is a 12-week program providing funding and resources to a community of 16 entrepreneurs building for-profit solutions for a better world.

THE TEAM

GREG LEE |
CO-FOUNDER

Greg has four years experience working on solar concentrators, including at CoolEarth Solar, where he focused his efforts on the mirror surface and adhesives.

He also worked at D-Rev, a non-profit incubator for market-driven technologies for the developing world. D-Rev is where he first designed Rise Solar's technology. He has traveled extensively in Africa and briefly to India for this project.

He graduated with a M.S. and B.S. in Mechanical Engineering from Stanford University. He also completed Entrepreneurial Design for Extreme Affordability, a project class through the Stanford Design School focused on developing and marketing technologies for the developing world.

JON CASTO |
CO-FOUNDER

Jon most recently spent two years with Lazard's San Francisco biotech mergers and acquisitions practice where he worked on a variety of transactions, including Onyx's acquisition of Proteolix (up to \$851 million), Maxygen's protein therapeutic joint venture with Astellas (up to \$123 million) and Affymax's underwritten registered direct financing (\$80 million).

Other relevant experience includes time spent with Stanford's Program on Liberation Technology and Dristhee (an Acumen Fund company) in Delhi, India.

He graduated from Stanford University with a B.A. in Economics and a secondary major in International Relations.

ADVISORS

ISSA BALUCH |
2011 HARVARD ADVANCED LEADERSHIP FELLOW

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DESIGNER, IDEO

PAUL POLAK |
CO-FOUNDER, D-REV & IDE

SEED FINANCING

Rise Solar is pursuing \$400,000 in seed financing to further validate our technology and model. Objectives include:

- Investing in technology development
- Conducting robust market test in East Africa
- Gaining further confidence in pricing and cost structure
- Forging distribution partnerships (Calestous Juma, Professor at the Harvard Kennedy School, has offered key introductions)
- Demonstrating a clear value proposition to entrepreneurs (material income generation) and end-users (lowering barriers to basic electricity)
- Beginning first sales

CONTACT INFORMATION

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