

DHARMA

Overview Presentation
April, 2009

Affordable and sustainable energy has the power to dramatically improve the quality of life for 300 million people in rural India

Insights

300 million people earn less than \$2 a day

Limited and unreliable access to energy

Low quality of life

- *“My husband gives me about 50 Rupees a day to the run the household...but on some days we have nothing”*
- *“We have a light bulb and radio in the house, but the power goes off for 8 hours every evening”*
- *“We want our children to have a better life than us, but we spend most of our savings on emergency health problems”*



Asking a struggling family in rural India to wait for a systemic solution is not an option

Challenges faced in the short to medium term

The severe shortage of power supply in the rural areas will not be resolved in the next decade by the government

Private investment level is low due to the unattractive ROI

Economic growth is not improving the quality of life for those in rural areas

Families living in the rural areas do not have access to formal credit channels

PROMETHEUS – Democratizing energy and profitably serving rural communities

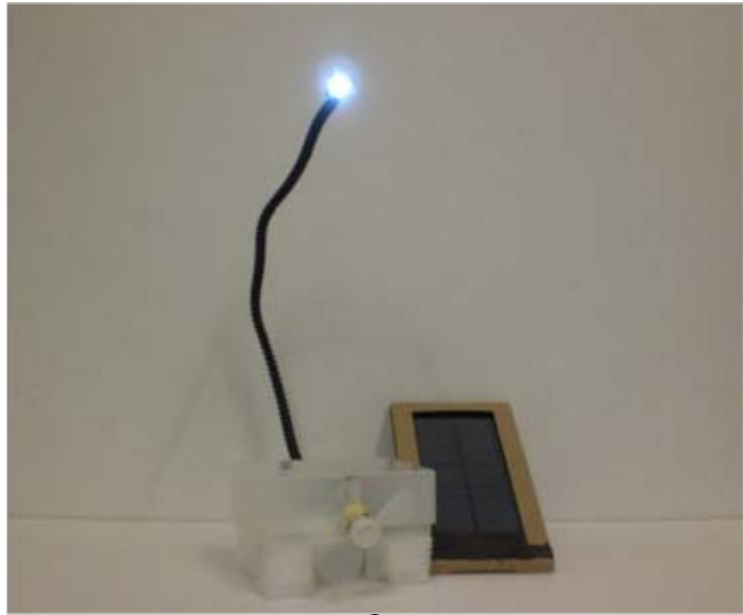
Affordable

- Less than ~\$15 one-time investment for households



Modular

- Can interface many products and devices powered by electricity (e.g. light bulb, radio, repellent)



Sustainable solution, low operating costs

- Renewable energy sources, such as wind and power



Reliable

- Rechargeable batteries can store power needed for a night



The innovative business model is built on three strategic alliances that enable us to maximize scale and impact

Prometheus's business model


Design and manufacturing JV



Microfinance institutions



Distribution through NGO network to 80,000 villages



DHARMA

Develop and distribute energy based products to rural consumers

Revenue streams

- Direct sales of the kit to households
- Rental solution for battery packs
- Lead generation fees from microfinance

Empowering families

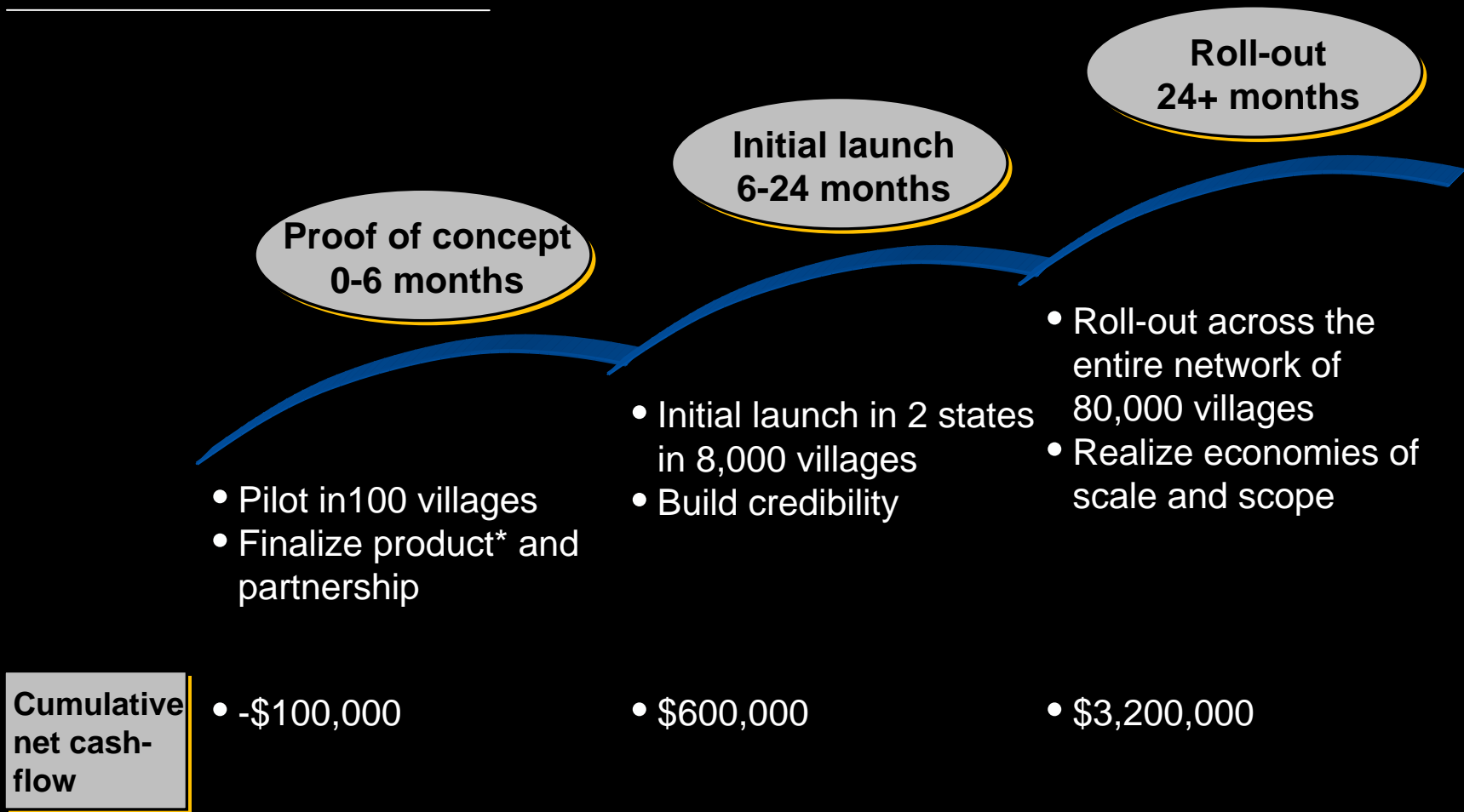


Benefits for families

- Provides a lighting source
- Protects from disease carrying mosquitoes
- Powers communication

Set-up, speed-up and scale-up

Timeline of the business model



* Product development phase is complete

Thank you for your attention!

Thank you for the support and inspiration

- **C.K. Prahalad**, Professor of Business Administration at the University of Michigan
- **Michael Hay**, Professor of Entrepreneurship Studies at London Business School
- **Madhav Chavan**, Founder of Pratham India

