THE ENERGY BOOST

Boosting income for rural women and communities

POWER A BOOST

Donate $35
to kickstart a Solar Mama market-building demo kit

Provide a Solar Mama the opportunity to boost their income and benefit their villages through sponsoring one Solar Saheli designed Rakshak Torch- a proven, impactful solar product that she can showcase and distribute in her market.

SOLAR RAKSHAK

The protector is designed by and for rural women. With a 1 km range, it has received an overwhelming response amongst rural women and communities of India.

ABOUT US

Frontier Markets

Founded in 2011, Frontier Markets is on a mission to redefine last mile access to clean energy. It is a consumer centric company providing access to clean energy products and services that meet household needs to create "Saral Jeevan" (Saral Jeevan = easy life)

Barefoot College

For more than 40 years, The Barefoot College has designed new ways to nurture and support a journey to empowerment, one village at a time, one woman at a time. It demystifies and decentralises technology and puts new tools in the hands of the rural poor with a singular objective of spreading self-sufficiency and sustainability.

CONTACT US

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www.barefootcollege.org

THE ENERGY BOOST

DONATE $35

https://igg.me/at/frontiermarkets

SOLAR RAKSHAK

Rakshak Torch - a proven, impactful solar product that she can showcase and distribute in her market.

Reaching
350,000
Households

Impacting
2.1M
Lives

Saving
380 K
Tonnes of Carbon

Operating in
1,653
Villages

Reaching
92
Countries

Impacting
2M
Lives

www.frontiermkts.com

www.barefootcollege.org

THE ENERGY BOOST

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https://igg.me/at/frontiermarkets
**The Power of Partnership**

There is a global energy access crisis. Women-- wherever they live in the world-- are the changemakers ready to bring global solutions.

Frontier Markets and Barefoot College present:

1. Solar technology education plus enterprise-based income generation
2. Economic opportunity for rural women and their communities
3. Global energy access scale
4. A program by women, for women

They will bring together their networks of women to fight rural poverty through the distribution of proven, impactful solar products, creating a pathway to opportunity for marginalized rural women and their communities.

**The Power of Women**

Frontier Markets & Barefoot College combined their best programs into an energy access toolkit.

It will catalyze better entrepreneurial performance and sustained growth.

Frontier Markets' solar technology

**Education Approach**

- **Co-develop low cost high impact products using feedback systems to create a bottom up market**

Barefoot College's solar technology

**Income Generation Approach**

- **Provide Solar Mamas product to demo it to their villages and generate income opportunities for themselves and their communities by building global markets for large scale energy access**

**The Power of a Boost**

Solar Mamas will showcase and sell the Rakshak torch first in India, and then in 10 countries globally to generate income.

<table>
<thead>
<tr>
<th>Country</th>
<th>Total No. of Solar Rakshak Torches sold across 10 Countries</th>
<th>Total Net Income for 1000 Solar Mamas</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>100</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>Madagascar</td>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>Kenya</td>
<td>3.</td>
<td></td>
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<tr>
<td>Uganda</td>
<td>4.</td>
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<tr>
<td>Indonesia</td>
<td>5.</td>
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<tr>
<td>Philippines</td>
<td>6.</td>
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<tr>
<td>North East India</td>
<td>7.</td>
<td></td>
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<tr>
<td>Bangladesh</td>
<td>8.</td>
<td></td>
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<tr>
<td>Myanmar</td>
<td>9.</td>
<td></td>
</tr>
<tr>
<td>Cambodia</td>
<td>10.</td>
<td></td>
</tr>
</tbody>
</table>

**Total No. of Solar Mamas in Each Country**

- 100

**Total No. of Households Impacted by 1 Solar Mama**

- 100

**Total No. of Households Impacted across 10 Countries**

- 100,000

**Net Income from 1 Rakshak Torch for 1 Solar Mama**

- $4.50

**Total Net Income for 1000 Solar Mamas**

- $4,500,000

Barefoot College Solar Mamas are solar engineers. They have the capacity and confidence to manufacture, install and service solar products in their villages.

- **Want proven solutions to demo and distribute in their markets to generate income.**

Frontier Markets’ Solar Sahelis are solar consultants. They use and collect customer data to design, distribute and service products like the Rakshak torch.

- **Want to increase the distribution reach of high impact productive products.**

Frontier Markets’ solar technology

**Education Approach**

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Barefoot College’s solar technology

**Income Generation Approach**

- Provide Solar Mamas product to demo it to their villages and generate income opportunities for themselves and their communities by building global markets for large scale energy access

**Global Energy Access Scale**

- Economic opportunity for rural women and their communities
- A program by women, for women

**Frontier Markets & Barefoot College**

Combined their best programs into an energy access toolkit. It will catalyze better entrepreneurial performance and sustained growth.