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Solar Sister deliverables: Customer stories, Kiva profiles, and entrepreneur accounts

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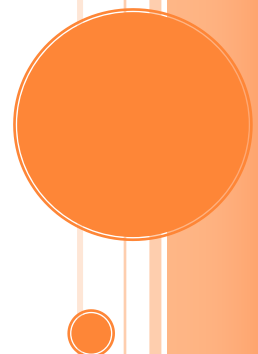
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SOLAR SISTER DELIVERABLES

Customer Stories, Kiva Profiles, and Entrepreneur Accounts

Emily Albi, Katrina Van Gasse, Kevin Kozel
Summer 2013



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Table of Contents

Executive Summary	3
Customer Stories	4
Hilda the Cake Maker	4
Martin Oketayot the Physics Teacher	6
Walter Ocitti the Community Leader	9
Kiva Profiles	11
Esther Atoo	11
Jamila Eton	12
Peace Agnes Akita	13
Rose Ocherro	14
Alice Tumusiime	15
Rita Adongo	16
Betty Ouni	17
Entrepreneur Accounts	18
Profile Information	18
Profile Picture	19

Executive Summary

During a two month placement with Solar Sister in Uganda, the Santa Clara team was able to compile qualitative and quantitative data that will improve the organization's awareness of their customers and employees. Three customers were interviewed and stories were written with short, medium, and long versions. Profiles were created for seven entrepreneurs that were deemed qualified enough to receive Kiva loans. Last, 50 Solar Sister Entrepreneurs were surveyed and important information was input into their Salesforce.com accounts. The team also compiled many photographs during Solar Sister site visits that will be transferred to Solar Sister online. Each customer story, Kiva profile, and Salesforce.com account has at least one photo attached to it. The following document contains samples of all the media and information we collected for Solar Sister.

I. Customer Stories

Hilda the Cake Maker

SHORT:

Hilda is a cake designer in Gulu, Uganda that uses a Solar Sister lantern to keep her business open longer and generate income to support her ten children.

MEDIUM:

Hilda designs custom traditional African cakes for celebrations in her community in Gulu, Uganda. After purchasing lights from Solar Sister, she is now able to keep her business open longer without the added cost of paraffin. She also uses the solar lights for her catering business, allowing her to finish her work at night since the lights are so bright and portable. With the additional income from her two businesses, she can afford to support and pay school fees for ten children that live in her house, five of whom are her children and 5 that are orphans she has taken in.

LONG:

Hilda is a designer of traditional African cakes who has used solar lights to increase the profitability and productivity of her business. After purchasing lights from Solar Sister, she is now able to work longer hours without the added cost of paraffin. She also uses the lights for her catering business, allowing her to easily finish work at night. Her baked goods have earned an impressive reputation in Gulu, Uganda where they used for celebrations like weddings, funerals, and introductions. With the additional income from her two businesses, she can afford to support and pay school fees for ten children living in her house.

Solar Sister eradicates energy poverty by empowering women to sell solar power products in their communities. Hilda purchased the Sun King Pro solar lantern and uses it to light up the cake preparation room, making it easier to complete the intricate frosting designs at night. Working on cakes after dark is essential to Hilda's business because she has a day job at a school and the children who help out are full time students.

She has turned the cake business into an economic opportunity to support over ten children and dependents in her household. She is a mother of five children but has reached out to provide for five others who are orphans, students, or in need of financial support. All the children she supports contribute to the cake business and in return Hilda uses all the proceeds to pay for their school fees, scholastic material, medical care, and basic needs. Each family member is eager to work

because the income earned from the cake business gives them opportunity, education, and a way of life.

Before solar, Hilda had to use battery lamps and paraffin which were not as bright and safe as solar light. Now she even uses the lantern for her mobile catering cake business during the weekends. The mobility of the solar lantern is so practical for the cleaning, cooking, and set up during the nighttime events. Solar light has been such an asset for both Hilda's cake shop and catering business and has positively impacted the lives of her and her family.





Martin Oketayot the School Teacher

SHORT:

Martin Oketayot uses solar to brighten his home and the futures of his students by teaching the economic and environmental benefits of harnessing the power of the sun.

MEDIUM:

Martin Oketayot is a physics teacher at a secondary school in Gulu, Uganda. He uses solar light to improve the quality of life for both himself and his students. At home, Martin uses a solar lantern to provide enough light for grading tests and homework. In the classroom, he teaches his students about the benefits of purchasing a solar lantern. By emphasizing the environmental and economic impact that solar light has compared to paraffin, he is spreading the word about solar energy in Uganda.

LONG:

Martin Oketayot teaches physics at a local high school in Gulu, Uganda. He recognizes all the benefits that solar light has to offer and is more than willing to share this information with his students. Whether it is in his own home or in the classroom, Martin is using solar light to brighten up the future of Uganda.

Being a secondary school teacher is not an easy task. After teaching classes all day, you need to go home and grade stacks of assignments and tests. However it is quite difficult to read these papers with a dim paraffin light or no light at all. Martin saw this as a problem that limited his potential as a teacher, and the solution he found was solar light. He now uses lamps bought from Solar Sister to light up his house at night and complete all of his work. Whether he is giving out good grades or bad grades, he can at least read the papers thanks to his solar lanterns.

His students also have similar issues with visibility at night. Most of them are dependent on paraffin to light up their homes, which is dangerous, expensive, and not that bright. Martin tries to convey all of the benefits of using a solar lantern to his students through different class activities. He teaches the economic value by using simple arithmetic to demonstrate the money that a solar lamp would save the students and their families. He also ties solar power into his physics lessons when he covers the environmental impacts of greenhouse gases and other forms of pollution.

The benefits of solar powered lanterns are apparent, but it is not always such an easy decision to buy one. In order to increase the adoption of solar, it takes people like Martin, who lead by example and spread the word in the classroom. Martin is truly a leader in his school and in his community.



Walter Ocitti the Community Leader

SHORT:

Walter Ocitti is a leader in his community and a radio presenter for Mega FM who uses his 5 solar lights to benefit himself and his community.

MEDIUM:

Walter Ocitti is a community leader who owns 5 solar lanterns with hopes of purchasing more. The lanterns are used for everyday tasks and to provide light for his 3 children when they need to read or do homework at night. He is also a radio presenter for Mega FM in Gulu, Uganda, where he sometimes speaks about the benefits of solar light. Walter Ocitti is truly an inspiration to everyone he meets and brightens up the world around him, literally.

LONG:

Walter Ocitti is a community leader and radio presenter for Mega FM in Gulu, Uganda. He first purchased a Sun King Pro based on a recommendation from his wife and has since purchased four more solar lamps. He now owns 2 Sun King Pros and 3 Kiran lights with hopes of purchasing more in the future.

Through his job as a radio presenter, Walter can talk about the benefits of owning his five lights. He is a very influential member of his community, whether it be on the air or in person, and he uses his status to promote the spread of solar products.

Walter loves having solar lamps around the house for numerous reasons. He uses them for everyday tasks, but more importantly, he gives them to his 3 children. They use the Kiran and Sun King Pro lamps for completing homework and reading books after dark. At the end of the day, Walter and his solar lights brighten up his home and the world around him.



II. Kiva Profiles

Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Esther

Borrower Family Name: Atoo

Gender: Female

Location: Lira, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Esther is a 36 year old woman with 10 people living in her household. She and her husband have eight children they take care of: six boys and two girls. Seven of the children were enrolled in school before she joined Solar Sister, and she uses the extra income to send her last daughter to be trained in sweater weaving.

Esther earns her income from three sources. She receives a salary from being the director of Children of Hope Uganda, a non-profit organization supporting war-affected people. She also sells her crops at the local market and is a Solar Sister. Solar Sisters are female entrepreneurs who sell solar products to their communities.

She enjoys being a Solar Sister because it allows her to earn money to support her family on a daily basis and improve their standard of living. Esther also likes that selling solar products exposes her to people at the grassroots and she can get to know their needs.

Esther currently uses solar light in her own home for cooking and for the children to do homework at night. She hopes to have a self-reliable family and for her children to receive good educations. Her other goals include moving into a permanent home and getting a dependable vehicle for transport.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Jamila

Borrower Family Name: Eton

Gender: Female

Location: Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Jamila is 60 years old. She has a large family of eight children who are all adults. Her children range from the ages of 22 to 42 years old. She lives in her matrimonial home with her husband.

Jamila is a businesswoman and her husband is a salary earner. Jamila is also a Solar Sister. Solar Sisters are female entrepreneurs who sell solar power products to their communities. She uses the profits that she earns as a Solar Sister to expand her business.

In the future she hopes to buy land and invest in real estate for her family. Through Solar Sister she is able to help promote the development of solar and also serve the public by selling solar light.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Peace Agnes

Borrower Family Name: Akita

Gender: Female

Location: Lira, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Peace is 29 years old and happily married. She has one biological child and four dependents. All four dependents are currently enrolled in school, two of which are attending a technical school and a school of hygiene. She also cares for her two year old baby girl.

Peace works for an organization called Children of Hope Uganda, which is a non-profit organization that supports war affected people in Northern Uganda. Alongside working full time, she is a Solar Sister. Solar Sisters are female entrepreneurs who sell solar products to their communities.

With the income she earns as a Solar Sister, Peace will pay for her daughter's day care and finish her house so her family can live comfortably. She has already seen the benefits of solar light in the home since she no longer is affected by kerosene fumes and doesn't worry about fire danger for her children.

Peace has goals of starting her own business with her husband so that her family can live above the poverty line. Her dream is to live a sustainable life and provide for her family so her children can do the same.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Rose

Borrower Family Name: Ochero

Gender: Female

Location: Lira, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Rose is 31 years old. She lives with her husband and three kids. She has three boys who are 12, 7, and 3 years old.

Both Rose and her husband contribute to the household income. She works at a retail shop in town and her husband works for the district.

Rose is also a Solar Sister. Solar Sisters are female entrepreneurs who sell solar power products to their communities. She uses the profits that she earns as a Solar Sister to reinvest in her retail business. In addition, this income helps pay off medical bills and is used towards purchasing food for her family.

Rose's biggest dream is to educate her children. She loves being a Solar Sister because it allows her to have a decent life style.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Alice

Borrower Family Name: Tumusiime

Gender: Female

Location: Rukungiri, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Alice is 57 and has been married to Reverend John Tumusiime for 33 years. They have 4 children that have all completed their schooling. After paying for her own children's education, she started covering the school fees of other children. When two of her siblings passed away, she paid for all their children along with several other orphans in the area.

Alice is a very influential member of her community. She is an orphan coordinator, owns the Rondavels Hotel, owns a pre-primary and primary school, and even hosts after school tutoring. As a member of Women's Fellowship and Mothers Union, she is also a role model for many local women.

Recently, Alice became a Solar Sister. Solar Sisters are female entrepreneurs who sell solar products to their communities. With the extra income from selling solar products, she continues to invest in her hotel business and pay school fees for local orphans. She loves being a Solar Sister since her customers are always so joyful when they receive solar products. Bringing light to her family and friends makes her happy too.

Alice hopes to create jobs for all of her family members and the orphans that depend on her. She is happy to see Uganda use free energy from the sun rather than spend money on electricity. Her dream is to one day turn off the electricity in her house and only use solar power.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Rita

Borrower Family Name: Adongo

Gender: Female

Location: Lira, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Rita is 37 years old and lives in a house with her siblings and six children. She has three biological children, ages 2, 10, and 13. The other three children in the house are dependents that she supports.

Rita earns money to support her family through housing rentals, farming, her teaching salary, and Solar Sister. Solar Sisters are female entrepreneurs who sell solar products to their communities. With the extra income she earns from Solar Sister, she can expand her farming and rental businesses as well as pay for household necessities and scholastic materials.

One day, Rita hopes that her children will receive a more advanced education than she did and that they will have permanent assets like houses, land, and belongings. She recognizes Solar Sister as an important factor in achieving her dreams due to the added income she receives and the networking opportunities.



Loan Type: Individual Loan

Client ID: xx

Loan ID: xx-1

Borrower Given Name: Betty

Borrower Family Name: Ouni

Gender: Female

Location: Barr, Uganda

Primary Sector/Activity: retail – renewable energy products

Language of description: English

The borrower will use this loan to purchase solar power lamps to sell to her community.

Borrower and loan use description:

Betty is 46 years old and lives in a house with her six children and two orphans she takes care of. Her siblings also live in the house and help provide for all the children whose ages range from 11 to 24.

Betty is the owner of a small business that sells sodas and baked goods to members of her community. She also has a very innovative idea to make money extra income with her solar lantern. She places her Kiran light in the bottom of a bucket, attracting hundreds of white ants. Then she traps them, cooks them, and sells them, providing delicious snacks to her friends and family while earning money in the process.

With the income she earns from Solar Sister she is able to send all of her children and dependents to school. Her dream is that, with the money she saves, she can send them all to universities and she can build her very own house. She loves Solar Sister because it helps promote the development of solar in the grass roots as well as business in the community.




III. Entrepreneur Accounts

The survey information about the Solar Sister Entrepreneurs was compiled and the most important categories were input into each SSE's Salesforce.com profile page. A headshot was also attached to each account.

Here is an example of the profile for Sarah Serunjongi:

Business Account Detail
Edit
Delete

Account Name	Sarah Serunjongi View Hierarchy	Account Record Type	Entrepreneur [Change]
Gender		Account Owner	 Zaina Tusiime [Change]
Phone	(078) 246-1460	Parent Account	
Team	Luwero	Description	
Tanzania Team		Date Joined	11/6/2012
Team Leader	<input type="checkbox"/>	Level of Engagement	Superstar
2013 Trainings Attended		Women's Group	Mothers Union CDC
Write-Off	<input type="checkbox"/>		

▼ Profile Information

Leadership Role	<input checked="" type="checkbox"/>	How have you benefitted from Solar?	It has minimized my expenditure, I use it to charge my phone, I can read at night, no smoke from candles, I can leave my children at home now with no worries
Education Level	Grad 5	How have your children benefitted?	Children no longer have to go to shops to buy paraffin. They don't have to look for matchbooks. They are very proud and admired.
Head of Household?	Yes		
Children's Access to Light?	Yes		
Size of Household	7		
Number of Children	6		
Monthly Income	150,000		
Education Expense per Term	265,000		
Medical Expenses Monthly	20,000		

