

TFN Impact Report

Name of your Organisation:	The GravityLight Foundation
Name of the project TFN funded:	GravityLight
Date Funded by TFN:	1 st December 2016
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Since our TFN pitch we have reached over 2,200 people living off-grid households with GravityLight in Kenya.</p> <p>TFN funds have gone further than anticipated, due to project efficiencies and leveraging matching funds from other donors (Comic Relief, DOEN and SPRING Accelerator). They have enabled us to run an 8 week comparative study with 44 households in Western and Central Kenya, as well as test different sales and marketing approaches.</p> <p>Specifically, we have gathered insights on the different needs of rural vs urban households among our target market in Kenya, feeding this into future product improvement priorities.</p> <p>For example, rural households have bigger homes requiring longer cables to spread the ancillary 'SatLights' around their home, and brighter light to be able to light up larger rooms.</p> <p>In contrast, in significantly smaller urban homes, packed with furniture, the size of the bag carrying the weight/rocks takes up proportionally more room in a home and requires careful installation to ensure it is not obstructed by furniture on descent.</p> <p>In both scenarios, portability of the light was important. Rural homes often cooked outside or in a separate building, which meant they needed to be able to bring the GravityLight, or 'SatLight' outside of their home. For users with livelihoods that also required lighting, such as running a kiosk, market stall or sewing, being able to easily take GravityLight with them to work would be a huge benefit.</p> <p>Focusing our activities specifically on low income households also helped us better understand the implications of uncertain and variable income streams, and the role of community savings groups in providing money to smooth out such fluctuations and enable investments in solutions such as GravityLight.</p> <p>This led us to develop more relationships with community saving groups, as an alternative marketing approach to attending market days, as well as to test different installment payment approaches. We co-created these models with our sales team and customers in Western, Nyanza and Eastern Kenya to make GravityLight more affordable, increase sales and, in turn, our impact.</p> <p>Our customers typically spent \$0.40 on kerosene a day for lighting. \$10 was deemed an affordable and reasonable deposit, however, given the reliance of many on good harvests or informal work, it was important to have flexible installment payments that allowed for</p>

TFN Impact Report

	<p>variable incomes. We therefore set the minimum at \$1.50, paid weekly, which could be paid over 10 weeks or more quickly if they had more disposable income in certain weeks. Building up networks within communities, we worked with village elders and community savings groups as 'character references' for customers to help minimize the risk of defaults.</p> <p>The Kenyan elections have had a significant impact on the Kenyan economy, affecting the incomes of our target market, and creating uncertainty that has led them to prioritize stockpiling essentials such as tinned food, postponing investment in household products such as GravityLight, for fear of looting or inability to make their repayments. Despite this affecting sales since July, introducing installment payments increased sales by 32% in the first month.</p>
What portion of the project did TFN fund?	11%
How many direct beneficiaries did the TFN funded project reach?	2,200
How many indirect beneficiaries did the TFN funded project reach?	0
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	Subsequently, we were accepted onto the SPRING accelerator which has supported us with in kind strategy support through an intensive bootcamp on human centred design, as well as in kind research support for focus groups and home observations on our 'value proposition' and the assumptions behind our theory of change.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	Following the Kenya pilot and the insights that has provided, we are currently reviewing what the next steps for the organisation are to most effectively meet the needs of our target market.
Do you have any other comments or feedback on the experience of the TFN process?	We had an extremely positive experience of the TFN selection process - including a very welcoming and supportive approach from the TFN team and challenging thought-provoking and insightful questions from the selection panel.

TFN Impact Report

	<p>At the event, similarly it was great to see how deeply members engaged with the presentations, challenges and solutions, bringing previous knowledge and experience to the Q&A section.</p> <p>Compared with other presentations to large audiences or pitches to corporate judging panes, my experience at TFN was extremely humbling and inspiring. The incredible generosity of TFN's members blew me away. As I went home on the tube, I had a renewed faith in, and appreciation for, the strangers around me, realising the collective impact that individuals, who I'd never met before, could have.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>One visit stands out in particular for me. I met with Kim in Meru, a single father of an adolescent son and daughter.</p> <p>Kim ran a kiosk selling peanuts at the corner of the road, motivated by the need and desire to support his kids to go to school. Kim roasted peanuts by the light of a kerosene lamp in the evenings and before sunrise, to be able to sell more at his kiosk. Not only was this light an additional overhead to the fuel for roasting, he also did this in his home, polluting the one room that he and his children lived in.</p> <p>With his GravityLight, Kim told me of how it enabled him to roast peanuts in the evenings, for longer, without worrying about the cost of lighting. As a result he had more stock to sell, enabling him to generate more income for his family.</p> <p>In parallel, as he worked, his son also used the 'SatLights' to read and study in the evenings. It was incredibly moving to see how much this light meant for Kim and his family and the changes and benefits that he felt immediately. It reinforced my motivation to tackle energy poverty and appreciation of the opportunities that such a seemingly simple change can bring.</p>