



hiLyte

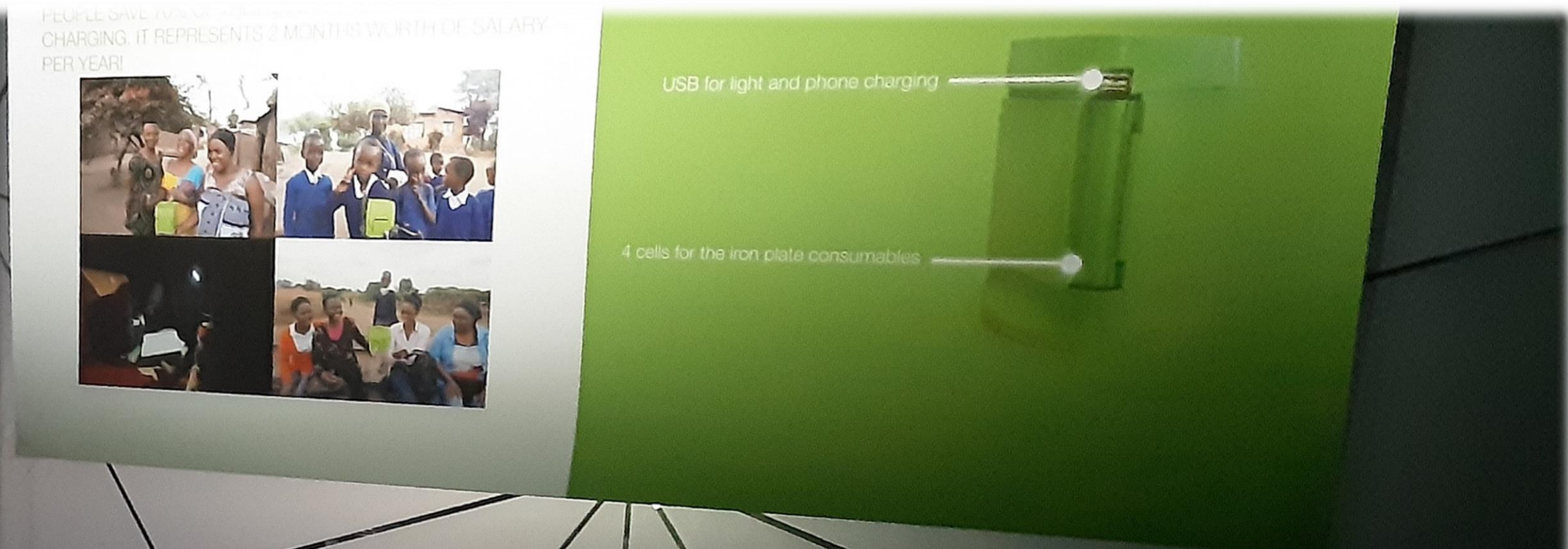
Bringing clean and affordable energy to all

REPIC Failure Presentation
November 2023
Briac Barthes

hiLyte Cube



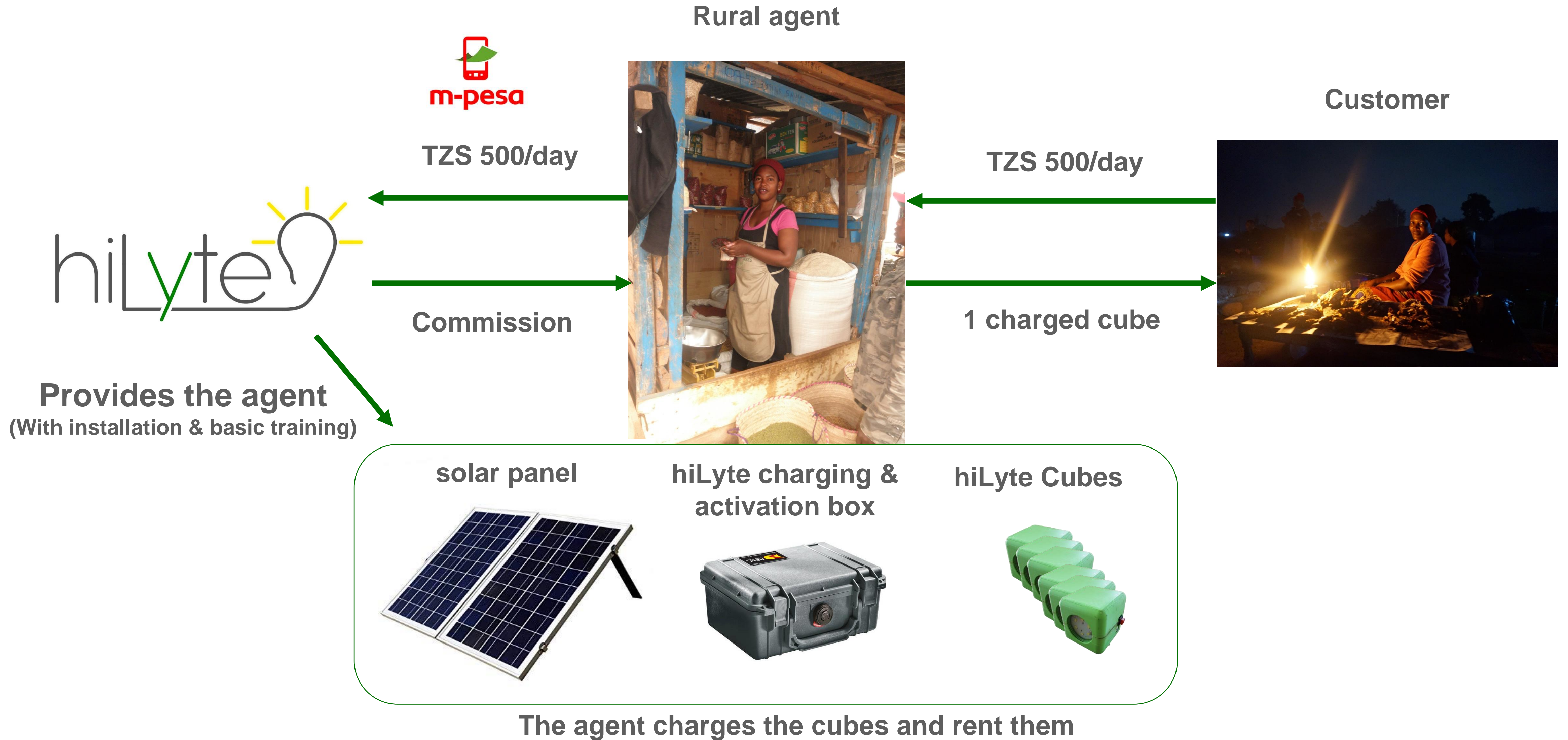
**Smart power bank
with embedded LED**



- **Powerful LED lighting**
- **Mobile-phone charging**
- **Not weather-dependent**
- **Affordable**

**Recharged with
solar energy**

Business model



Activities in Tanzania



hiLyte cubes manufactured in Tanzania



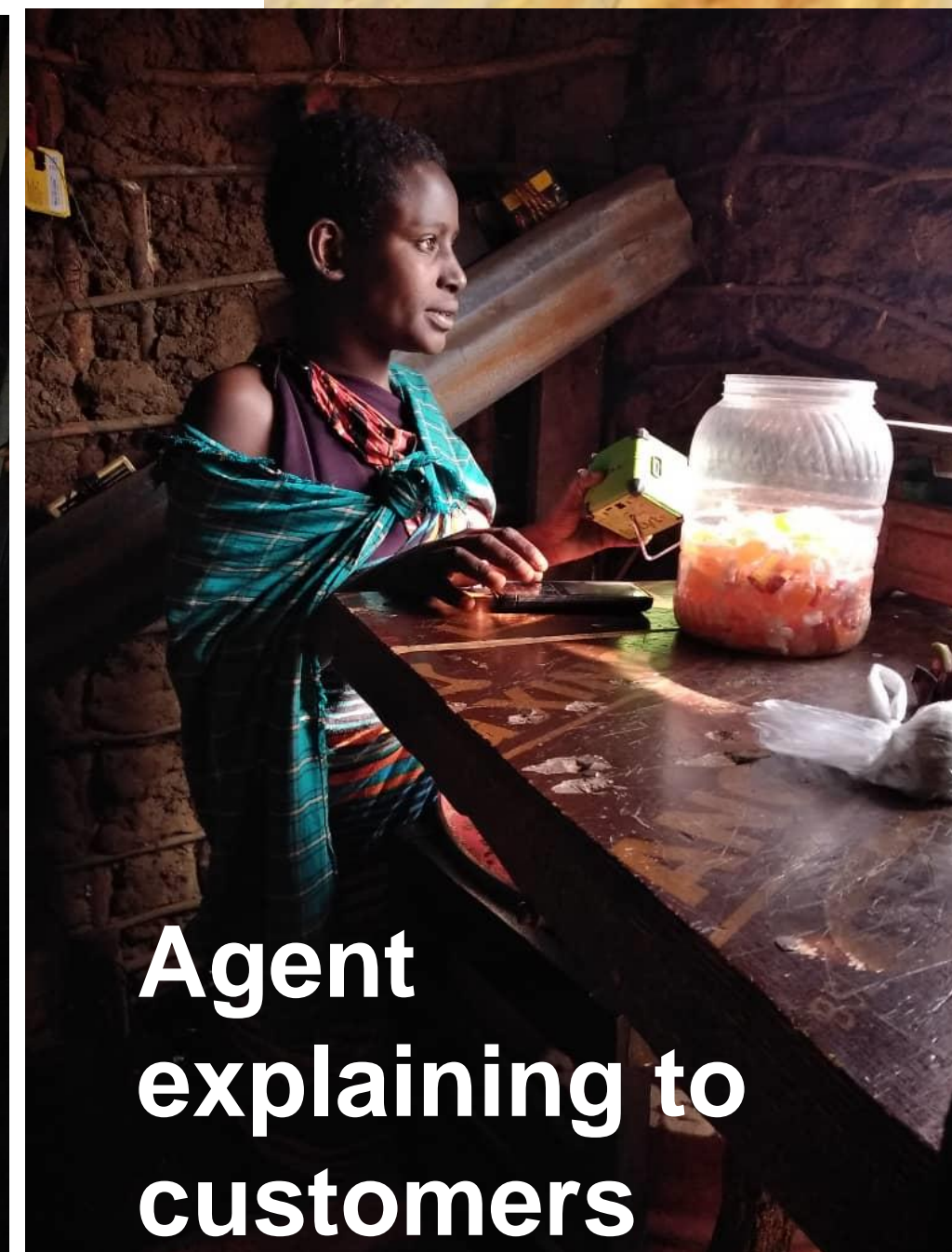
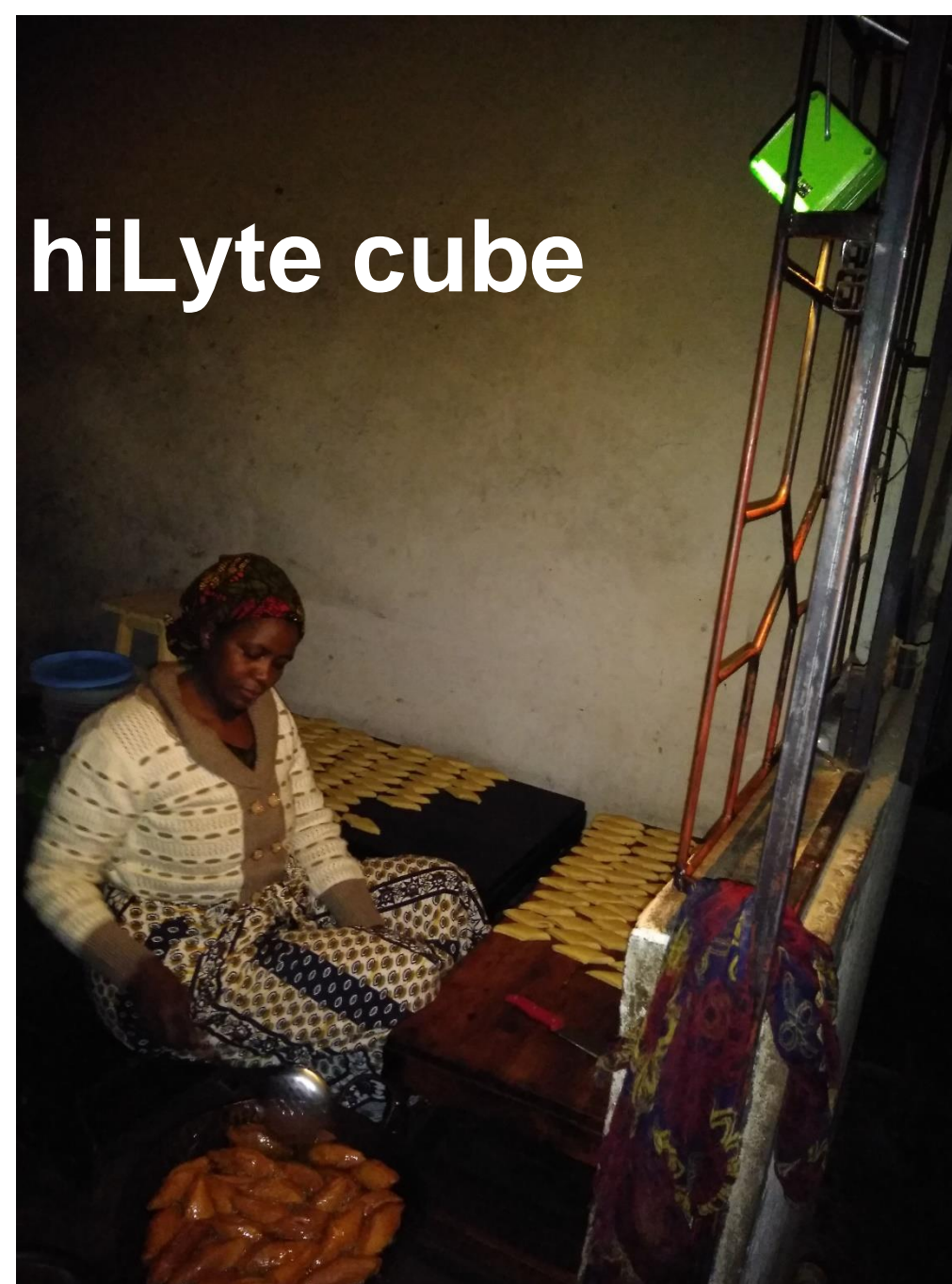
Customer Research



hiLyte staff installing solar panels

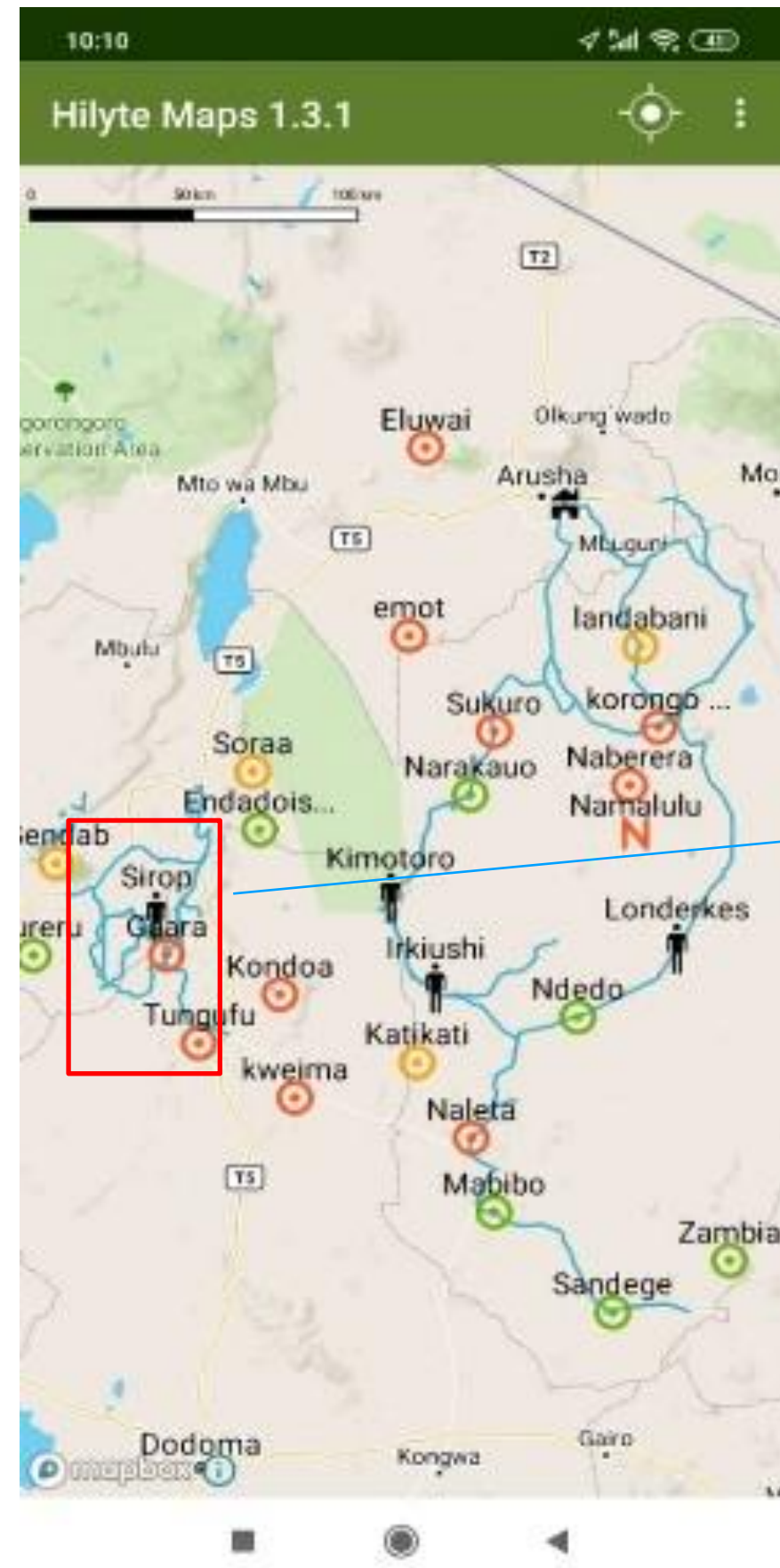


Families using the hiLyte cube

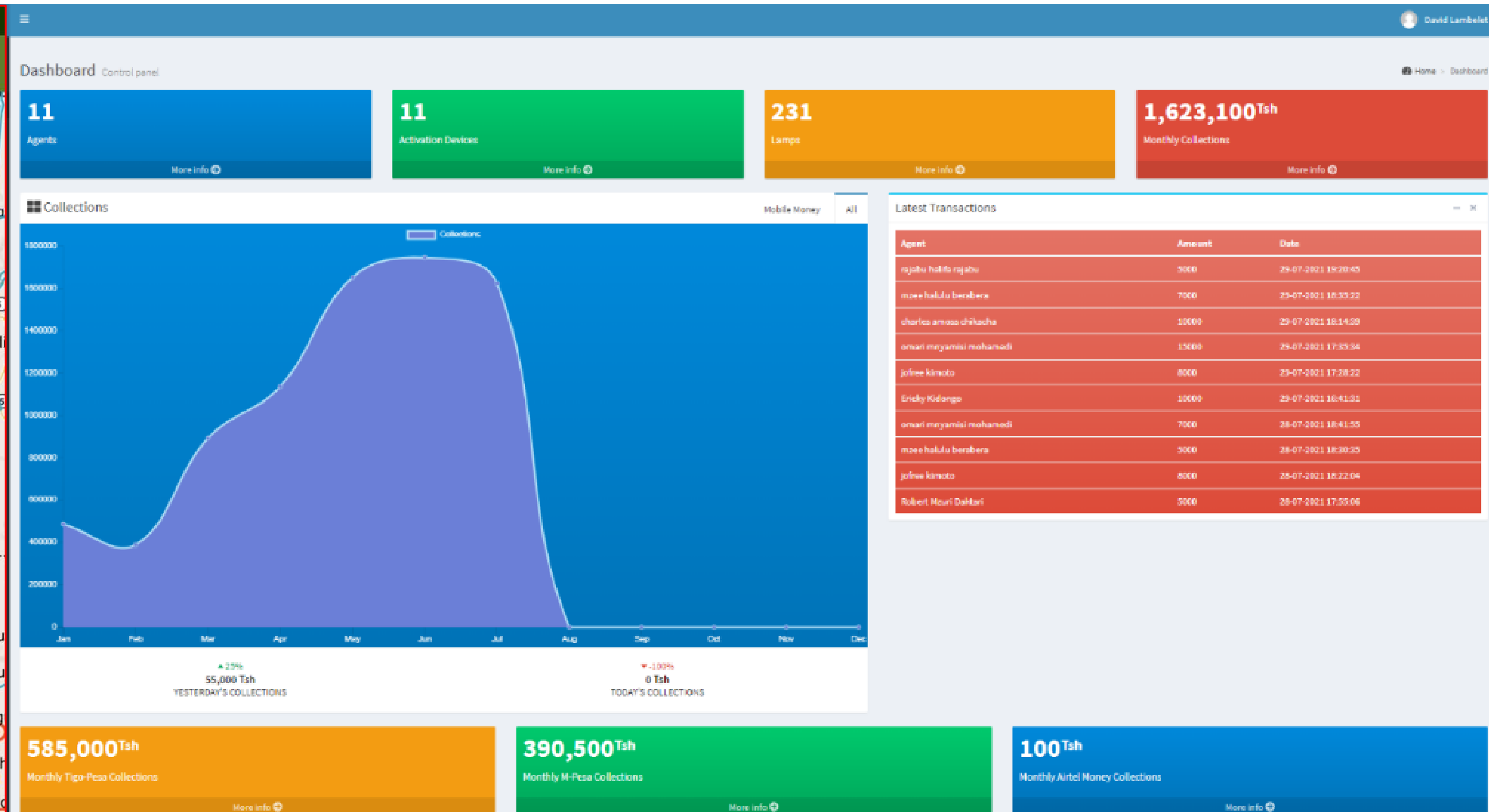
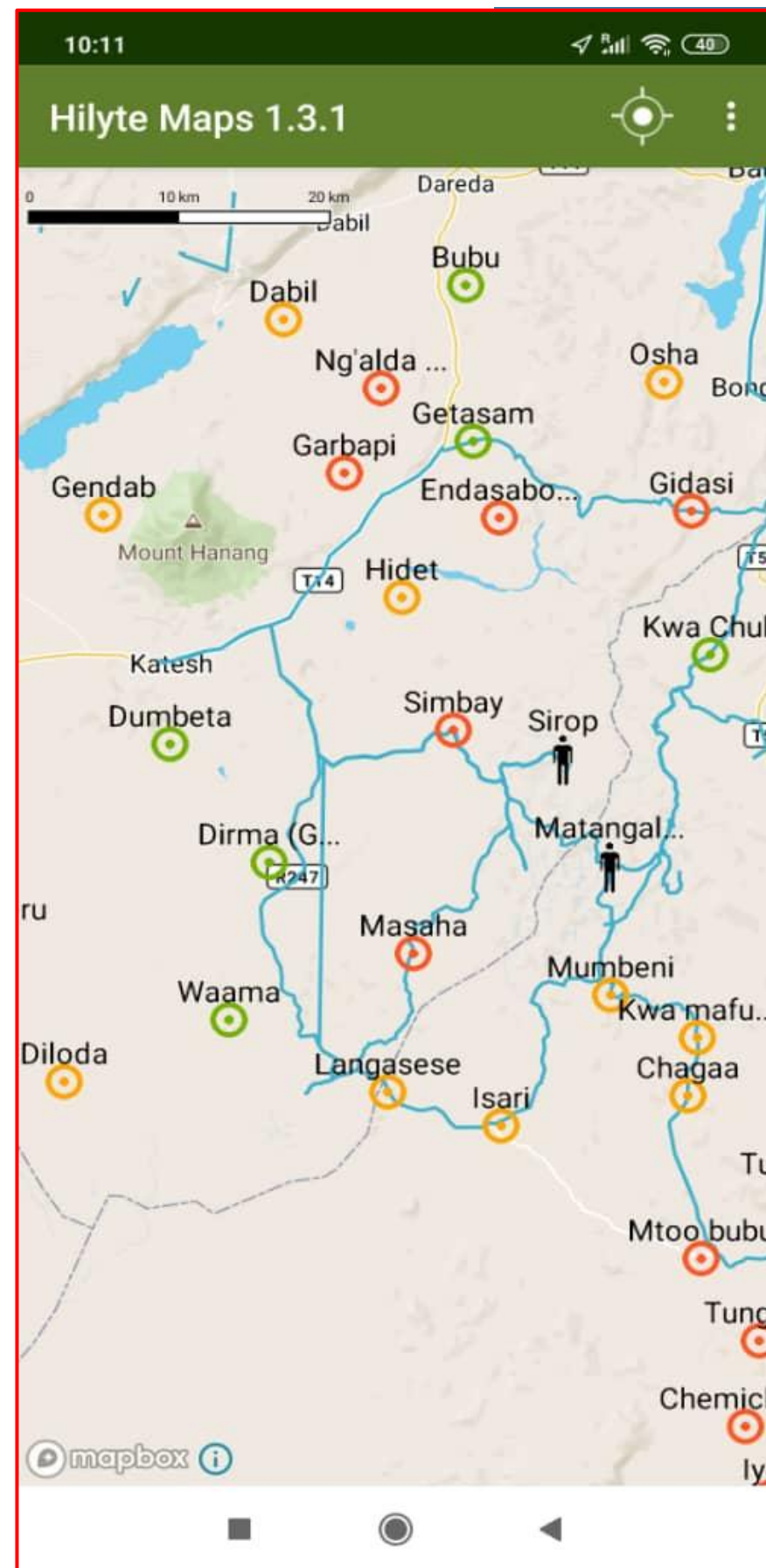


Agent explaining to customers

Interfaces developed



hiLyte Maps



hiLyte Collection software

Issues faced

- Product testing was taking 6 months/iteration (Covid)
- Delivery problems as customs was keeping packages for months and asking for unrealistic amounts to be paid
- Quality issues with the prototypes used for testing
- Drought in the end of 2021- early 2022
- All people of the village have money at the same time



Reality vs Expectations



EXPECTED

Total costs per agent* (USD)	1080
Average rent of lamps	80%
Daily Revenue per agent	3.7
Mobile Money fee (5%)	0.19
Agent fee (15%)	0.56
Total daily revenue per agent* (USD)	2.96

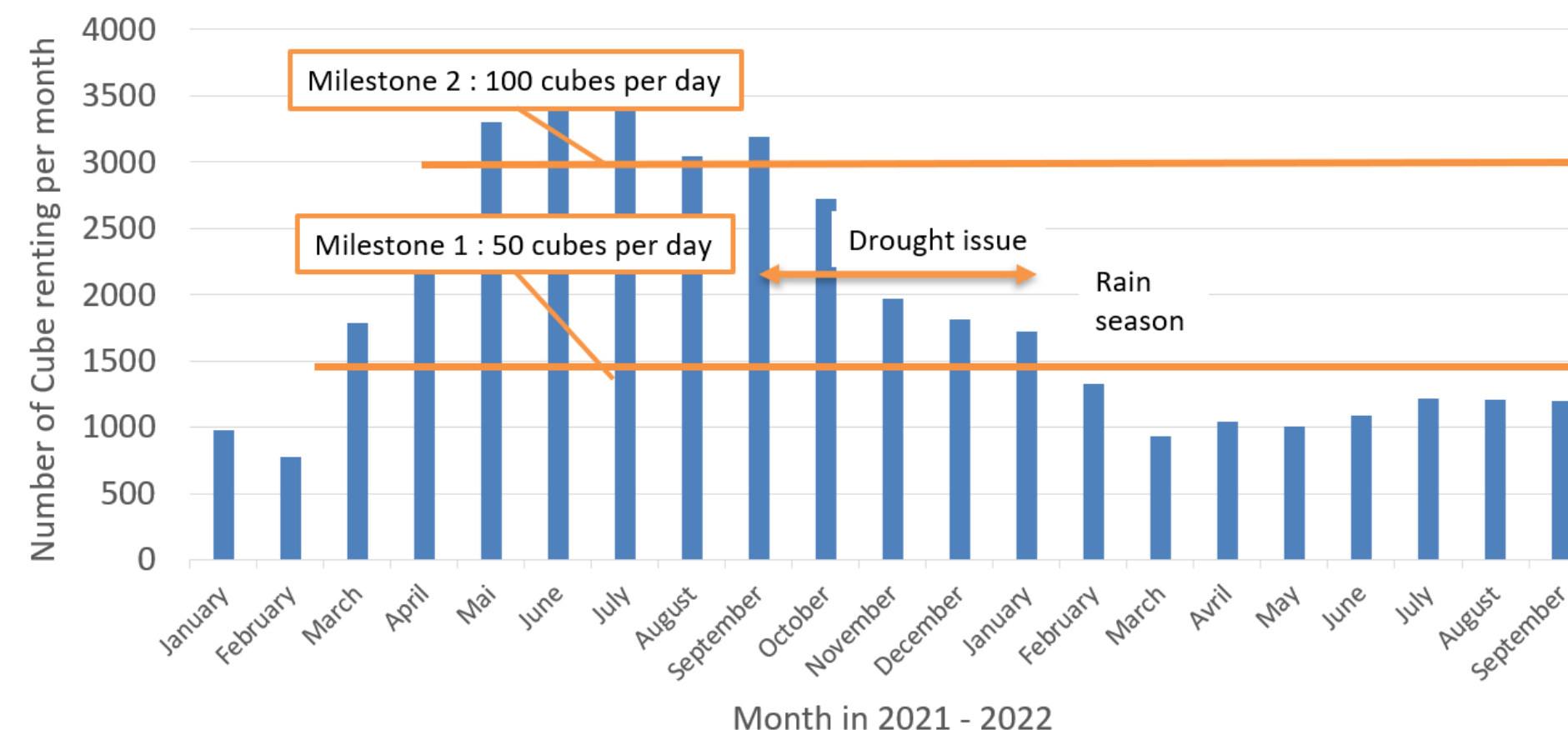
Days of rent to repay the initial investment: **323 days**
 Lifespan of the system : **>3 years**
 ROI after 3 years: **200%**

REALITY

Total costs per agent* (USD)	1080
Average rent of lamps	20%
Daily Revenue per agent	0.92
Mobile Money fee (5%)	0.05
Agent fee (15%)	0.14
Total daily revenue per agent* (USD)	0.74

Days of rent to repay the initial investment: **1'459 days = 4 years**
 Lifespan of the system : **3 years with maintenance**
 ROI after 3 years: **None**

Monthly hiLyte cube renting



* 1 agent is given 23 lamps, a charging system and an activation device

Conclusions

Lessons learnt

- If customers don't have a regular revenue, the company doesn't either
- Product development should not be done internally
- Manufacture in a country where it is easy to receive components
- If customers live far from the plant, make sure very low maintenance is needed



Impact of the hiLyte Project

- The 250 lamps are still working in Tanzania
- Clean energy mission is being kept by everyone who passed through hiLyte
- Business case written by UniNe
- hiLyte Tanzania staff was very well trained on Solar technology



Thank you!



hiLyte closes, but new opportunities will arise!

Thank you REPIC for your support



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If we had a better renting rate



EXPECTED

Total costs per agent* (USD)	1080
Average rent of lamps	50%
Daily Revenue per agent	2.3
Mobile Money fee (5%)	0.12
Agent fee (15%)	0.34
Total daily revenue per agent* (USD)	1.84

Days of rent to repay the initial investment: **587 days = 1.6 years**
Lifespan of the system : **>3 years**
ROI after 3 years: **186%**

REALITY

Total costs per agent* (USD)	1080
Average rent of lamps	30%
Daily Revenue per agent	1.38
Mobile Money fee (5%)	0.069
Agent fee (15%)	0.207
Total daily revenue per agent* (USD)	1.104

Days of rent to repay the initial investment: **978 days = 2.7 years**
Lifespan of the system : **>3 years**
ROI after 3 years: **12%**