CROWDFUNDING PLATFORM TO ENERGIZE RURAL COMMUNITIES

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Project Name: Crowdfunding Platform to Energize Rural Communities.

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1. INTRODUCTION

1.2 Project Presentation

This project idea comes from four entrepreneurs in the search for a social and environmentally sustainable future. We wanted to create a way in which people can have the opportunity to support renewable energy projects with the objective of helping other people by increasing their quality of life. That was when the idea of connecting people eager to invest in projects and companies looking for new alternatives of financing came in the form of a crowdfunding platform.

At first, the idea was to find projects so that we could offer investors profitability in the long run at the same time as receiving, as well, some interests. This way is a win-win situation for investors since they are, simultaneously, making profit, helping people get access to renewable energy, and funding local or small companies to get financed to sell their products to low income people that cannot afford to buy energy products at once.

We found that similar ideas are already being carried out by some other companies outside of Spain, and they are working well. But then, as a differentiation element, we thought of offering other projects with similar social and environmental objectives but thinking about people who just wanted to help and were not looking for profit. This was when the idea of combining investment and donation projects in the same platform arose. The donation side of the platform will be mainly carried out in collaboration with NGOs for energy projects with a very high social impact and incapable of generating a financial revenue for investors.

This way the platform is able to solve different problems. It is making it easier for local and small companies working on clean energy projects to overcome traditional funding and financial barriers. And at the same time, it is solving the high upfront cost for families with low resources willing to access clean energy products. So, at the end, we are helping reduce the number of 1.2 billion of people that currently do not have access to electricity in the world.

By now, the business model is fully validated, and the interest rates calculated for the investment options contribute for the platform’s functioning. Also, the platform is already implemented as a web page and is working well. Currently people are able to donate in a real project, read about our business idea and leave feedback. In order to validate the donation side of the platform, we have collaborated with a real NGO (Energía sin Fronteras) to find funds for one of their projects related to energy access in Latin America and to date, we have collected more than 3.000€, which represent a complete success for us.

1.3 Promoter’s Team Presentation

Jorge Nieto Palacio

Jorge is an electronics and automation engineer who likes to practice surf and thus, is really concern about environment. The idea of making true the project was really meaningful to him and wanted to make it happen no matter how. He specialized in his degree’s last year in electronics for renewable energy and energy efficiency and decided, after finishing, to study a master’s on renewable energy and energy market. He was fully dedicated to this final project while he was studying his master and now, as he started working for a renewable energy company, is trying to combine his work with the dedication this project implies.
He was mostly dedicated to the design and development of the web page, as well as, to the technical aspects of the project.

**Jesús Mora Lario**

Jesús is an experienced electrical engineer with an international background after having lived and worked in Spain, Mexico and UK. During his first years of career, he realized about how important switching to a new economic model in general is, and in particular switching to a new energy model: a more sustainable, more accessible and less carbon dependent model, where new generations do not have to pay the price for our mistakes, pollution turns into a bad joke from the past and everyone has the same rights in terms of energy access. That is why he took the master in renewable energies by EOI and joint the group of Kinergy, with the hope of creating something tangible with a high social impact.

Currently he combines his time working for the energy market regulator in Spain with the launching of Kinergy to the market. He is in charge of the technical aspects of the platform and the public relations.

**Mariana Aycart Ávila**

Mariana is an environmental and social scientist with international experience in the United States, Brazil and Spain. Her career has been focused on combining both the natural world and our society to find solutions to solve the climate crisis we are facing. She enrolled in the Sustainable Development and Corporate Responsibility master’s degree at EOI in order to support those private or public entities, or individuals, in their involvement to create a more sustainable and healthy future. She has always been interested in entrepreneurship and Kinergy has helped her to gather all her personal and professional interests in a project that has a real impact in the world.

She is currently working in the sustainability consulting field and spends her spare time trying to make Kinergy a successful project that will help as many families as we can. She worked in the design and development of the web page and assisted with communication and outreach efforts.

**Jose Correa Rollano**

Jose is an experienced Strategic Alliances Advisor with a demonstrated history of working in the public-corporate relations and strategic communications industry. Skilled in Negotiation, Assertive Communication, Brand Communication and Event Management. With an MA(SocSci) Business and Management (Honours) of the University of Glasgow, a Diploma on Bargaining and Negotiation Strategies of The London School of Economics and Political Sciences (LSE) and a IMSD - International Master in Sustainable Development and Corporate Responsibility focused in Sustainability Studies from Escuela de Organización Industrial (EOI).

In his previous job at Medellin-Colombia’s City Hall as Office Advisor in Public Relations, he help to create and accompany the strategic communications processes and political relations between the Secretary/Secretariat of Youth and private, public, academic and social institutions in order to generate alliances that help attend the necessities of the city’s population between the ages of 14 to 28. He also coordinates the processes of international cooperation with institutions such as USAID, OIJ, OYW, UN, among others.

His motivation for starting Kinergy, is to contribute with the mitigation of poverty and social inequality in developing countries and impulse human development of vulnerable populations.
2. BUSINESS MODEL DESIGN

2.1 Empathy Map

- Influenced by:
  - Investors: other investors and successful business cases
  - Donors: previous experiences and education and NGO campaigns

- Convincing channels:
  - Investors: social media, specialized media, and word of mouth from experienced investors
  - Donors: social media and word of mouth from NGOs and people in their surroundings

- What motivates them?
  - Investors: financial resources, security, and empathy
  - Donors: giving back and their own privilege, empathy

- Concerns/Apirations:
  - Investors: financial situation, earning money while contributing for a better world
  - Donors: social inequality, a better future for all

- Social Profile:
  - Investors: young professionals and high purchasing power population, socially and environmentally aware
  - Donors: adult and medium-high purchasing power population, NGO and volunteering involvement

- Exposed to:
  - Investors: many investment options
  - Donors: different options for NGO's involvement

- What do they SAY AND DO?
  - What do they HEAR?
    - Investors: knowledge of international markets and society
    - Donors: enthusiastic and giver
  - What do they SEE?
    - Investors: financial situations
    - Donors: social inequality
  - What do they THINK AND FEEL?
    - Investors: financial resources, security, and empathy
    - Donors: giving back and their own privilege, empathy
  - What do they ASPIRE TO?
    - Investors: economic benefits and involvement in impactful projects
    - Donors: social equality and impact

- What do they HURT ABOUT?
  - Investors: not finding options for invest, investment and economic return
  - Donors: social inequality
### 2.2 Business Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investors</td>
<td>Clients acquisition</td>
<td><strong>Investors:</strong> monetary and social return</td>
<td>Website contact</td>
<td>People with social and environmental interests</td>
</tr>
<tr>
<td></td>
<td>Website development</td>
<td><strong>Donors:</strong> social and environmental positive impact</td>
<td>Projects newsletter</td>
<td>Professionals in the energy and sustainable development field</td>
</tr>
<tr>
<td></td>
<td>Monetary transfers</td>
<td><strong>NGOs:</strong> visibility for projects and funding</td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Donors</td>
<td></td>
<td><strong>Local companies:</strong> Funding and visibility</td>
<td>Personal meetings</td>
<td></td>
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<tr>
<td>NGOs</td>
<td>Web Page</td>
<td></td>
<td>Social Media</td>
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<td></td>
<td>Internet Connection</td>
<td></td>
<td>Website comments</td>
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<td>and contact email</td>
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<td></td>
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<td>Clients word to mouth</td>
<td></td>
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<tr>
<td>Local companies</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Channels</th>
<th>Revenue Streams</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Page</td>
<td>Social Media</td>
<td>Donations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>Interests from</td>
<td></td>
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<td></td>
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<td>loans</td>
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<td>Management fees</td>
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</tbody>
</table>
2.3 Value Proposition Canvas

Kinergy is an online crowdfunding platform that supports projects with high social and environmental impact, specifically in the renewable energy sector. It offers the options of donating or investing your money in a project of your interest.

- **Gain Creators**
  - Concise list of impactful, specialized projects
  - Collaborations with NGOs and local companies
  - Collateral or donation

- **Pain Relievers**
  - COVID-19 outbreak
  - Secure payment methods and tracking
  - Easy access and payment

- **Customer Segment**
  - Investors and Donors

- **Gains**
  - Easy access to specialized projects of their interest
  - Positive social and environmental impact
  - Friendly user webpage

- **Pains**
  - Projects in which to invest with no impact
  - Time spent looking for specialized projects of their interest
  - Complicated crowdfunding platforms
  - Non-reliable and trustworthy NGOs or companies in specialized projects

- **Customer Jobs**
  - Social satisfaction
  - Positive environmental impact
  - Profit

- **Value Proposition**
  - Fundraising for specialized projects
  - Positive impact in society and the environment
  - Collaborations with NGOs and local companies

- **Services**
  - Online crowdfunding platform
3. PLANIFICATION

3.1 Executive Summary

- **Company name:**
  Kinergy. The name of the company comes from a composition of Nahuatl (Mayan tongue) and English. The word Kin means SUN in Nahuatl and Energy in English.

- **Description of the company activity:**
  The platform has been created with the aim of bringing access to electricity to more than 1,200 million people that currently do not have access to it all over the world, especially in Africa, Southeast Asia and some regions in Latin America. The vast majority of these people live in rural and remote areas in developing countries, where bringing the national grid closer to these households is too expensive. For their energy needs they rely on candles, kerosene lanterns, batteries and firewood. This results in a daily expense that is very costly in the long run. Furthermore, this type of indoor lighting causes indoor pollution and chronic lung problems.

  Small-scale, distributed solar home systems provide an effective and affordable way of bringing light to people without electricity in disperse areas. A basic system consists of a small solar panel, a battery, a charge controller, LED lights, and a universal outlet for charging cellphones or other small appliances. A basic system costs roughly $250. This amount of money can look relatively low for us, but for vulnerable people in developing countries it represents a high cost, similar to the cost that buying a brand-new car would represent for us. However, it could become affordable through microfinance options with the savings resulting from not having to buy candles, batteries or kerosene fuel.

  Minigrids are also a feasible option for people without electricity living in less dispersed areas. These systems are usually made of a generation unit consisting of solar panels with batteries and diesel generators, and a distribution grid. As this technology is incipient, the high costs associated to the infrastructure cannot rely only in the private sector. Therefore, the support of public agencies and governments is needed to the successful development of this kind of projects.

  To meet our objective, Kinergy will focus its activity on helping find funds for projects and companies willing to change the current scenario.

  Our understanding is that there are 2 large groups of people with no access to electricity: those who can afford to pay for the equipment and those who cannot. Hence, Kinergy will address the issue from two perspectives:

  1. **Online debt:** After carrying out a meticulous due diligence process to local companies looking for funding, we will open the option of funding for projects on Kinergy’s website where investors of all kind will be able to contribute with their funds. After a specified time, the investors will receive their funds plus an agreed interest

  2. **Donations:** Create a section on our platform for those energy projects with a very high social impact trying to help vulnerable people incapable of paying loans back. These projects will be mainly carried out in collaboration with NGOs.

- **Description of the founding team:**
Four students, based on their knowledge about renewable energy and sustainable development, and with the common objective of making a positive social and environmental impact, created this energy projects’ crowdfunding platform.

● **Summary of the business model:**

Kinergy makes money through investment projects.

- We take 4.98% commission every time a loan becomes fully founded. The energy company will pay Kinergy a one-time fee for arranging the loan.
- Kinergy also takes a management fee, which is a percentage of the total loan. The solar company pays this throughout the payback period to cover operational costs.
- NGOs will be charged with a management fee during their project’s fundraising time.

● **Problem that is being solved:**

1. Lack of access to electricity: more than 1,2 billion people around the world do not have access to electricity.
2. Funding and financial barriers: local companies working on clean energy projects have difficulties accessing traditional financial means.
3. High upfront costs: clean energy products have a high upfront cost for families with low resources.

● **Products or services offered:**

Kinergy offers:

- Profitability on people’s investment as well as creation of social and environmental impact.
- Visibility to those projects with a high social impact looking for donors.
- Funds to local companies or projects investing in renewable energy in remote, rural communities.

● **Market description:**

At the moment there are 1.2 billion people lacking access to electricity in the world. The biggest market is in Africa with 600 million people, followed by 520 million in Far East and 80 million in South America.

There is also a remarkable trend in the growth of energy companies looking for place their products in remote areas of developing countries as well as a trend in the increase of crowdfunding as financing method, since companies can collect funds in a more flexible and cheaper way than with traditional ways.

● **Marketing strategy:**

**Target definition**

- Local Energy Companies: companies looking for working capital out of the traditional ways in order to facilitate the placement and financing of their products in their home countries.
- NGOs: Non-profit organizations in need of capital to develop or implement their projects in developing countries or vulnerable communities. An example of these is Energía sin Fronteras.
- Vulnerable communities: people living in vulnerable conditions, mostly in developing countries, that are in need of financing or donation of electricity technologies in order to mitigate health afflictions (cooking with biomass or fuels / heating or cooling), increase security and boost human development.
- Local and National Governments: local or national authorities in need of international or private cooperation in order to reach their targets of poverty and social inequality mitigation.
- Investors and Donors: people willing to invest or donate in high impact social projects expecting a return or in a philanthropic way.

**SWOT**

- **Strengths:** Multilingual – Donation & Investment in one platform – Renewable energy projects – High social impact & human development. Expertise in social media and multi-skilled team.
- **Weaknesses:** First crowdfunding platform created by the team. Multiple financial regulations in the targeted countries and lack of contacts in the industry.
- **Opportunities:** Market share in Spain. Fast growing market with a lot of potential and international agencies support.
- **Threats:** Existing competitors in the market, potential regulatory changes and lack of stability in many of the targeted countries.

**Marketing Mix**

- **Product:** After a creative process to understand what kind of product we wanted to develop, we created a Crowdfunding Platform (web page) that gives to people the option of investing (with a return) or donating (philanthropy) in high social impact projects that are related to clean energy technologies in developing countries.
- **Price:** Kinergy creates profit through the investment projects developed by third parties. The company charges 4.98% commission every time a loan becomes fully founded. The energy company will pay Kinergy a one-time fee for arranging the loan. Kinergy also takes a management fee, which is a percentage of the total loan. The solar company pays this throughout the payback period to cover operational costs. Management fees may vary depending of the size and target of the project.
- **Place:** As Kinergy is an online platform, the location of our activity varies depending of the location of the customer. For us, the only commercial channel will be our web page, but the social media networks will be our main promotional channels. On the other hand, we will implement different territorial strategies that will reach the places where our potential stakeholders are based, such as 3rd sector public events, sustainability or environmental events, among others.
- **Promotion:** The promotion strategy is divided in four sub-strategies: Digital communications (Social Media), Territorial and Community Incidence (participation in events related Kinergy’s activities), Public Relations and Strategic Alliances, and Press and Media (free press).

**● Competition:**

There are other companies already in the investment part of the business through crowdfunding like Trine (Sweden) and Lend a Hand (UK), and others more focused on microlending and donation projects such as M-Changa, GlobalGiving and Kiva. They are all increasing their numbers, especially in terms of amount of money raised and donors, however, there is still room for more as there is a huge marketplace in the world, especially in Spain, where there is not any other platform like Kinergy. We have found only one doing something similar, although the activity of the crowdfunding platform founded is based on equity crowdfunding for companies based just in Europe.

**● Competitive advantages:**
3.2 Marketing Plan

3.2.1 Target Definition

Based on the principles of Marketing Analysis and after researching the possible stakeholders for Kinergy, we identified our stakeholders and directly interested parties in Kinergy. Also, after analyzing competitors such as Trine, Kiva, M-Changa and Lend a Hand, we reached the following result:

- **Local Energy Companies**: companies looking for working capital outside the traditional ways in order to facilitate the placement and financing of their products in their home countries.
- **NGOs**: Non-profit organizations in need of capital to develop or implement their projects in developing countries or vulnerable communities. An example of these is Energía sin Fronteras.
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- **Local and National Governments**: local or national authorities in need of international or private cooperation in order to reach their targets of poverty and social inequality alleviation.
- **Investors and Donors**: people willing to invest or donate in high social impact projects expecting a return or in a philanthropic way.

### Image 1. Kinergy’s stakeholders.

- **Strengths**: Multilingual – Donation & Investment in one platform – Renewable energy projects – High social impact & human development. Expertise in social media and multi-skilled team.
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● **Opportunities**: Market share in Spain. Fast growing market with a lot of potential and international agencies support.

● **Threats**: Existing competitors in the market, potential regulatory changes and lack of stability in many of the targeted countries.

### 3.2.3 Marketing Mix

- **Product**: After a creative process to understand what kind of product we wanted to develop, we created a Crowdfunding Platform (web page) that gives people the option of investing (with a return) or donating (philanthropy) in high social impact projects that are related to clean energy technologies in developing countries.

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Image 2. [www.kinergyproject.com](http://www.kinergyproject.com)

- **Promotion**
  1. **Communication strategy**
     - **Digital strategy**

After analyzing Kinergy’s stakeholders, the team developed a strategy to be implemented in three social networks, Facebook, Instagram and LinkedIn – with the option of opening a profile in Twitter in case the platform reaches a higher level of brand recognition –.
Through posts using photography, videos and digital press, Kinergy will implement an advertising strategy of the different projects – donation and investment – in order to reach its stakeholders mainly in Spain and Spanish speaking countries (apart from the organic promotion in English for the rest of the world). This strategy will include the payment of sponsored posts (the cost depends on the prices of each platform) and strategic hashtags and tags, in order to expand the scope of the promotion and create a word of mouth in social media aiming to become viral. Kinergy will also take advantage of special dates of the year related to its core activity like Earth’s Day in order to create brand awareness.

For this strategy we also used a strategic tool in order to plan the communication actions for Kinergy. An example of this tool is:

<table>
<thead>
<tr>
<th>ACTION</th>
<th>OBJECTIVE</th>
<th>TARGET</th>
<th>NETWORK</th>
<th>COST</th>
<th>DURATION</th>
<th>RESPONSIBLE</th>
<th>INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post inviting people to donate to project Corylus</td>
<td>Increase the amount of donations and meet Target</td>
<td>Reach 3000€ for Corylus project</td>
<td>Facebook</td>
<td>5€</td>
<td>7 days</td>
<td>Jose Rollano</td>
<td>Metrics in social networks and amount of donations</td>
</tr>
</tbody>
</table>

Facebook: Through Kinergy’s Facebook page the team shared initially posts of the Corylus project (donation project in alliance with Energía sin Fronteras) to promote participation of stakeholders and create word of mouth.

https://www.facebook.com/kinergyproject

Image 3. Kinergy’s Facebook. See more of Kingery’s Facebook posts in Appendix II.

Instagram: Through Kinergy’s Instagram profile, the team shared initially posts of the Corylus project (donation project in alliance with Energía sin Fronteras) to promote participation of stakeholders and create word of mouth in order to meet the crowdfunding target.

@kinergyproject
Linkedin: Through Kinergy’s LinkedIn profile, the team shared initially posts of the Corylus project (donation project in alliance with Energía sin Fronteras) to promote participation of stakeholders and create word of mouth in order to meet the crowdfunding target. Specially in this social network, we used Hashtags that relate the project to the industries relevant to it and topics such as sustainability, climate change, renewable energies, among others.

https://www.linkedin.com/company/14063853/admin/

2. Territorial strategy:
Kinergy’s territorial strategy is based on participation and incidence in communities. Participation in events related to the third sector, poverty mitigation, renewable energies, sustainability (SDGs) and climate change mitigation will help brand recognition/awareness growth and Kinergy’s corporate reputation.

In terms of incidence in communities, Kinergy’s strategy is to visit schools and universities in Spain in order to create awareness on the issues of vulnerable populations around the world and how investment or donations to our projects can help not just these people in need, but also the planet. These visits aim also to engage possible future stakeholders that can impulse the platform.

3. Public Relations and Strategic Alliances:

In terms of public relations, Kinergy’s strategy is to create partnerships with private companies, public institutions, academic institutions and non-profit organizations in order to expand its scope of influence and impact on decisionmakers that will impulse the platform.

It is very important for Kinergy to be able to talk directly with local and national governmental institutions that may help access communities or resources that boost the projects in the platform. Also, Academia is essential in order to access young populations that will participate in the future in terms of investment or donations while creating awareness of climate change mitigation, renewable energies and human development.

NGOs are also a key partner in order to implement projects and increase brand recognition in local communities, investors/donors and other institutions that can benefit the platform. Moreover, private companies can invest, sponsor or contract with Kinergy in order to achieve their sustainability strategies or reputation management targets.

Therefore, an example of a partnership for Kinergy is the one made with Energía sin Fronteras, the NGO that implements the Corylus project in Honduras and for which Kinergy has raised 3,171,21 €.

See more of Kinergy’s strategic alliances in Appendix II.

4. Press and media strategy:

Kinergy will look for spaces in local and online media in which the platform can deploy its communications strategy in order to publicize the brand at a regional level and if possible national level during the first year of operations. After the first year, Kinergy will try to expand its communications on media to an European level. All of these as Free Press in audiovisual channels, radio, newspapers and specialized media for sustainability or renewable energies.

3.2.5 Brand image

Brand workshop

During the creation process of Kinergy, the team developed a brand workshop using the mythology True North to be able to understand the personality, tone and image of Kinergy as a “living” and dynamic entity. The results of the workshop are the following:

- Name: Kinergy comes from a composition of Nahuatl (Mayan tongue) and English, as is the language in which we developed our project. The word KIN means SUN in Nahuatl and that is why we played with it, and the word ENERGY in order to achieve a commercially attractive name, that ultimately means Solar or Photovoltaic energy.
Personality: Based on the questions asked to the group while implementing the true north methodology, the conclusions were:
- Kinergy is a woman, a mother, a caretaker, a feminine entity that comes from nature and help those in need while taking care of our planet.
- If Kinergy was a real person, would dress with the following colors: green, yellow and white.

Logo creation

After implementing the true north methodology in the brand workshop, the team proposed a number of elements related to Kinergy’s activity and personality. After debating between plants, the sun, light, among other elements, the team got to the conclusion that the logo had to represent not just photovoltaic energy, but also nature. The result was the following:

![Kinergy's Logo](Image 6)

3.3 Financial Plan

The financial plan for the first two exercises has been elaborated in line with the strategy of the company and using the template provided by our tutor. In this report, it has been included a summary with the results. For further details, please refer to the attached document “Financial Plan Kinergy.xls”.

In order to estimate the financial result for the first years, we have analyzed the current market situation and the financial results of our main competitors. These competitors are located in countries such as the UK and Sweden, countries where crowdfunding has been working well and growing at a very high rate as a financing method in the last years. There is still a long way ahead for crowdfunding in Spain in order to reach the metrics of our European neighbors, but, as the below chart represents, the amount raised by crowdfunding in Spain is increasing year by year.

![Cumulative amount of funds collected by crowdfunding in Spain](Image 7)
The objective for the first tax year is to try to minimize costs as much as possible until we build a considerable project portfolio that help us find funding and develop during the second fiscal year. Therefore, we will not rent an office and we will not be able to employ anyone during 2020. However, we will incur in other important costs, especially those related to marketing, website development, customers acquisition and due diligence processes.

Team members will receive a symbolic salary to help them support themselves during the first year. The salary will increase in the next consecutive years according to the company’s growth. In addition, team members are to help Kinergy by contributing with 1.000€ each for expenses related to settlements and opening expenses.

Identically, in order to reduce costs, we will work from home during 2020 like many other start-ups. After the result of the first tax year, we believe that we will have enough profit to start renting our own office.

In order to start building the trust of companies and investors, we will begin financing projects for the amount of 20.000€, far away from the current amounts being raised by the competitors, what leaves a lot of room for improvement in the future. The objective for 2020 is to complete the year having raised around 370.000€ in total, amount that will help us to start taking bigger steps during 2021.

We are also planning to raise 20.000€ at the beginning of the year to help us internationalize the company by opening Kinergy’s first international office in middle Africa. The objective is to raise 20.000€ from Crowdlending. In addition, we are also planning to hire three more employees to help us carry out our business: one employee to manage, maintain and develop the website and two more employees for the new delegation in Africa.

With the new delegation the objective is to reduce the variable costs related to the travel expenses and the due diligence processes. Moreover, as our presence in the continent will grow, we expect our influence to increase in a similar way. We will be able to raise funds for bigger projects, attract more investors, increase Kinergy’s profit and the most important thing: boost our social impact.

Apart from the business side of the platform, Kinergy will also support donation projects. These projects will also involve some management expenditure that will be covered with a management fee paid by the organizer agency. In any case, this fee will not exceed the real cost of the management.

Having considered the previous facts, we have obtained the below results:

### BALANCE SHEET

<table>
<thead>
<tr>
<th></th>
<th>Beginning of Tax Year 2020</th>
<th></th>
<th>End of 1st Tax Year 2020</th>
<th></th>
<th>End of 2nd Tax Year 2021</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Euros</td>
<td>%</td>
<td>Euros</td>
<td>%</td>
<td>Euros</td>
<td>%</td>
</tr>
<tr>
<td>Non-Current Assets</td>
<td>5,000,0</td>
<td>26.6%</td>
<td>1,100,0</td>
<td>0.6%</td>
<td>1,000,0</td>
<td>1%</td>
</tr>
<tr>
<td>Current Assets</td>
<td>14,000,0</td>
<td>73.4%</td>
<td>25,851,7</td>
<td>94.4%</td>
<td>103,028,3</td>
<td>99.0%</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>19,000,0</td>
<td>100.0%</td>
<td>27,951,7</td>
<td>100.0%</td>
<td>104,028,3</td>
<td>100.0%</td>
</tr>
<tr>
<td>Net Equity</td>
<td>4,000,0</td>
<td>21.1%</td>
<td>-4,903,8</td>
<td>-50.0%</td>
<td>28,958,1</td>
<td>45.6%</td>
</tr>
<tr>
<td>Long Term Liabilities</td>
<td>35,000,0</td>
<td>78.9%</td>
<td>10,187,0</td>
<td>120.5%</td>
<td>17,270,9</td>
<td>26.6%</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>0,0</td>
<td>0.0%</td>
<td>3,248,5</td>
<td>36.4%</td>
<td>19,998,2</td>
<td>29.8%</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY + LIABILITIES</strong></td>
<td>19,000,0</td>
<td>100.0%</td>
<td>8,451,7</td>
<td>100.0%</td>
<td>65,028,2</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
## INCOME STATEMENT

<table>
<thead>
<tr>
<th></th>
<th>End of Tax Year 2020</th>
<th>%</th>
<th>End of Tax Year 2021</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME (Sales)</td>
<td>55.300,0</td>
<td>100,0%</td>
<td>208.400,0</td>
<td>100,0%</td>
</tr>
<tr>
<td>Direct Variable Costs</td>
<td>18.300,0</td>
<td>33,1%</td>
<td>16.400,0</td>
<td>27,1%</td>
</tr>
<tr>
<td>Other Direct Variable Costs</td>
<td>0,0</td>
<td>0,0%</td>
<td>-11.460,0</td>
<td>-20,0%</td>
</tr>
<tr>
<td>Total Variable Costs</td>
<td>18.300,0</td>
<td>33,1%</td>
<td>14.720,0</td>
<td>7,1%</td>
</tr>
<tr>
<td>(1) SALES GROSS MARGIN</td>
<td>37.000,0</td>
<td>66,9%</td>
<td>191.680,0</td>
<td>92,9%</td>
</tr>
<tr>
<td>HR Expenses (Structural Costs)</td>
<td>24.000,0</td>
<td>43,4%</td>
<td>31.680,0</td>
<td>44,0%</td>
</tr>
<tr>
<td>Other Structural Costs (Including Marketing)</td>
<td>21.600,0</td>
<td>30,0%</td>
<td>15.800,0</td>
<td>26,8%</td>
</tr>
<tr>
<td>Total Structural Costs</td>
<td>45.600,0</td>
<td>81,4%</td>
<td>117.680,0</td>
<td>70,8%</td>
</tr>
<tr>
<td>(2) EBITDA</td>
<td>-8.000,0</td>
<td>-14,5%</td>
<td>46.200,0</td>
<td>22,2%</td>
</tr>
<tr>
<td>Depreciation Allowance</td>
<td>500,0</td>
<td>0,9%</td>
<td>500,0</td>
<td>0,2%</td>
</tr>
<tr>
<td>(3) EBIT</td>
<td>-8.500,0</td>
<td>-15,4%</td>
<td>45.700,0</td>
<td>21,9%</td>
</tr>
<tr>
<td>Financial Cost</td>
<td>-483,8</td>
<td>0,9%</td>
<td>1.242,8</td>
<td>0,6%</td>
</tr>
<tr>
<td>FINANCIAL RESULT</td>
<td>-483,8</td>
<td>-0,9%</td>
<td>-1.242,8</td>
<td>-0,6%</td>
</tr>
<tr>
<td>Extraordinary + Incomes / -Outcomes</td>
<td>0,0</td>
<td>0,0%</td>
<td>0,0</td>
<td>0,0%</td>
</tr>
<tr>
<td>(4) EBT</td>
<td>-8.983,8</td>
<td>-16,2%</td>
<td>44.457,2</td>
<td>21,3%</td>
</tr>
<tr>
<td>Provision Taxes / Benefits</td>
<td>0,0</td>
<td>0,0%</td>
<td>11.114,3</td>
<td>5,3%</td>
</tr>
<tr>
<td>(5) NET Result</td>
<td>-8.983,8</td>
<td>-16,2%</td>
<td>33.342,9</td>
<td>16,0%</td>
</tr>
</tbody>
</table>

### Marketing Expenses

<table>
<thead>
<tr>
<th></th>
<th>End of Tax Year 2020</th>
<th>%</th>
<th>End of Tax Year 2021</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Expenses</td>
<td>8.400,0</td>
<td>15,2%</td>
<td>16.800,0</td>
<td>8,1%</td>
</tr>
</tbody>
</table>

## INVESTMENT - FINANCING

<table>
<thead>
<tr>
<th></th>
<th>Opening of 1st Tax Year 2020</th>
<th>%</th>
<th>End of 1st Tax Year 2020</th>
<th>%</th>
<th>End of 2nd Tax Year 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment in Fixed assets</td>
<td>26,3%</td>
<td>5,5%</td>
<td>1,0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Non-current assets)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment in Current Assets</td>
<td>73,7%</td>
<td>94,5%</td>
<td>99,0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Current Assets)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL INVESTMENT</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Fixed + Current)</td>
<td>19.000</td>
<td>27.452</td>
<td>104.028</td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>euros</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL FINANCING</td>
<td>100,0%</td>
<td>100,0%</td>
<td>100,0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own Resources (Net worth)</td>
<td>21,1%</td>
<td>-69,0%</td>
<td>43,6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign Resources</td>
<td>78,9%</td>
<td>159,0%</td>
<td>56,4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working Capital</td>
<td>14.000,0</td>
<td>74%</td>
<td>3.700,2</td>
<td>56%</td>
<td>44.630,0</td>
</tr>
<tr>
<td>(Permanent Resources - Non-Current Assets)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>69%</td>
</tr>
</tbody>
</table>
After analyzing the information provided by the tables, we have obtained the next conclusions:

1. Kinergy is able to make profit in every exercise. Although, in order to do so, the founders team have to make a financial effort during the first year to support themselves.
2. Kinergy’s profitability will increase considerably along the years as well as its reputation, influence and impact.
3. Public support has not been considered when elaborating the financial plan. Currently there is a lot of interest coming from international agencies like the European Union that supports these initiatives. The results could improve considerably after having received the mentioned support.
4. Kinergy’s financial expenses will be relatively low since the platform relies mainly in the team’s members effort and altruism during the first year to take the project forward.
5. Profit and losses coming from donation projects do not affect the overall results, however it provides a high level of intangible profit.

3.4 Operations Plan

Kinergy’s operations plan has been developed following the product provided to our customers and partners as well as based on the process our team has carried out to develop this crowdfunding platform.

Key Activities

First, as explained, Kinergy is an online platform, having low expenses in the development of the web page but incurring in high efforts and time commitment from our team members in the initial phases of its development. Therefore, Kinergy’s key activities can be explained in three: website development, monetary transfers (through our website) and client’s acquisition (both donors and investors and strategic alliances with NGOs and local companies).

1. Website development

Through Wix.com, a free online website builder, our team spent the first implementation phases of the project developing the webpage. The product was developed following aesthetics from similar crowdfunding platforms as well as following our brand and logo themes, developed during our marketing strategy. In addition, the webpage is multilingual, and all the content must be linked according to the language chosen (English or Spanish) and based on a coherent pattern and form. Lastly, our team managed to obtain the domain for www.kinergyproject.com; allowing Kinergy to have a more professional outlook for the public and not mentioning the Wix free builder. It is also important to mention that in future years, this activity will not be carried out but website maintenance will always be present in the development of Kinergy’s project.

3000€

2. Monetary transfers and bank services

In order to have our crowdfunding functioning and being able to collect real monetary resources, we used Stripe, an online payment method, simpler and more user-friendly than other traditional methods like Paypal, since it does not ask for many personal details, which required time and effort for donors or investors. This method allowed us to connect our investment and donations options to real bank accounts. This is a particular interesting part of our project since we wanted to raise real funds for the Energía sin Fronteras Corylus project and our donors were able to do so through our webpage linked to the NGO Stripe’s account. In addition, this payment method does not require our team to collect any personal information from donors since the monetary transfers go directly to the NGO database and bank account, allowing any NGO to use their own data protection and financial legal base.

+1,4 % + 0,5€ per transaction.

Also, we will have to hire a e-wallet service, currently provided by multiple companies like Lemon way.

+200€/month

3. Client acquisition
Once Kinergy’s website was developed and connected to a reliable payment method, our team carried out the main activity to create real impact with our platform: client’s acquisition. Through this activity we connect with NGOs and local companies in order to have their high social impact projects featured on our website. We elaborate a list of potential collaborations with such entities and proceed with our strategic alliance’s strategy. In the initial phases of our project, we have been able to create a real partnership with Energías Sin Fronteras. This partnership has allowed us to continue with the client’s acquisition phase further, reaching potential donors and investors for our platform. In this particular case we attracted donors through our marketing strategies that explained the Corylus project and based on a real donation target that we set for this project. Through our marketing strategy explained above we expect to attract both investors and donors for future projects, as well as bring more collaborations with NGOs or local companies for our platform.

700€/month in the first tax year and 1400€/month in the second year.

Timeline of Activities

Below, there is a summary of the main activities carried out during the first 7 months (January-July 2019) of the platform:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business validation</td>
<td>Business validation</td>
<td>Business validation</td>
<td>Website development</td>
<td>Website development</td>
<td>Website development and update</td>
<td>Website update</td>
</tr>
<tr>
<td>Client acquisition (NGO collaboration)</td>
<td>Client acquisition (NGO collaboration)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key Resources

1. Human resources

Our team is composed of 4 members that dedicated their time since January 2019 to create Kinergy’s business model as well as to the development of the website and strategic alliances efforts. We are planning to employ 3 new resources in 2020.

24.000€ in the first year and 91.680€ in the second year.

2. Equipment

As explained earlier, the only tangible material we would have in the first fiscal year is IT equipment.

2000€

3. Office
We are planning to work from home in the first year. In the second year the plan is to rent and office in Madrid and another one in Middle Africa.

The total estimated cost is **2000€/month**.

**Key Partners**

1. **NGOs and local companies**

   NGOs and local companies are fundamental key partners of Kinergy. They represent the structure and content of our website and creating partnerships with both organizations means that Kinergy works as a business and has potentially a successful present and future. They provide the projects featured on our website, have the potential to attract more investors or donors, and allow us to bring visibility to our website from their own partners.

   In the case of NGOs, they usually have a large network of volunteers and high levels of involvement, especially if they are specialized in a specific field and professionals are interested in their projects. Therefore, NGOs provide not only interesting projects with high social impact but also contribute with their own partnerships for visibility and donors or investors acquisition.

   On the other hand, local companies allow Kinergy to have a real presence in the target region for projects, potentially attracting more local companies in the same region as well as other potential target vulnerable populations to raise funds for.

2. **Investors and donors**

   Once the projects and collaborations are carried out, investors and donors are the ones that would make our fundraiser succeed or fail. These two groups are the baseline for Kinergy, since they provide the funds, make our project known and potentially support Kinergy to work in the long run.

**Operations Process Map**

The activities carried out by Kinergy are represented in the circled figures
3.5 Demoday Presentation

KINERGY
Supporting Sustainable Development

www.kinergyp项目.com
Issues

Lack of access to electricity
More than 1.2 billions people around the world don’t have access to electricity

High upfront costs
Clean energy products have a high upfront cost

Funding and financial barriers
Local companies working on clean energy projects have difficulties accessing traditional financial means

Solution

Renewable energy markets
Funding local companies or projects investing in renewable energy technologies in remote, rural communities

Crowdfunding platform
Donations and investment options

Projects with high social impact
Impacting positively these vulnerable populations
Market validation

1200M People → 200M Families
200M families x 300S (Price GH₵)
Industry Value: $80 billions

Market validation

€22,720,730
INVESTED IN SOLAR ENERGY

€3,478,573
REPAID TO INVESTORS

€54,509,750
Total invested

Crowdfunding & P2P Lending 2015 - 2018
Market validation

Competitive Advantage

Differentiation
- Donation and investment options
- Multilingual
- Market share in Spain
Business Model

We take **4.98%** commission every time a loan becomes fully-founded. The energy company will pay Kinergy a one-time fee for arranging the loan.

Kinergy also takes a **management fee**, which is a percentage on the total loan. The solar company pays this throughout the payback period to cover operational costs.

Growth Strategy

<table>
<thead>
<tr>
<th>Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 employees</td>
</tr>
<tr>
<td>370,000€ raised</td>
</tr>
<tr>
<td>48,100€ revenue</td>
</tr>
<tr>
<td>No office</td>
</tr>
<tr>
<td>Investment: 15,000€</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 employees</td>
</tr>
<tr>
<td>1,520,000€ raised</td>
</tr>
<tr>
<td>127,800€ revenue</td>
</tr>
<tr>
<td>2 offices</td>
</tr>
<tr>
<td>Investment: 20,000€</td>
</tr>
</tbody>
</table>

| +15 employees |
| +10,000,000€ raised |
| +1,000,000€ revenues |
| 5 offices |
| Investment: 50,000€ |

3 - 5 years
Stakeholders

- Local companies
- NGOs
- Donors
- Investors
- Local communities

Marketing & Communications
Digital Strategy

- **Facebook**: Kinergy Project
- **Instagram**: @kinergyproject
- **LinkedIn**: KINERGY

To promote participation of Stakeholders and create word of mouth and brand awareness.
Social Media

Territorial Strategy *(customer acquisition)*

Participation and incidence in communities:

- In events related to the 3rd sector, poverty mitigation, renewable energies, sustainability (SDGs) and climate change mitigation
- Incidence in communities: visit academic institutions in Spain to create awareness of the issues of vulnerable populations around the world

Both aim also to engage possible future stakeholders that can impulse the platform in terms of investment or donation.
Public Relations and Strategic Alliances

Create partnerships with:
- Private Companies
- Public Sector
- Academic Institutions
- Non-profit organizations - NGOs

To expand Kinergy's scope of influence and impact on decision makers that will impulse the platform.
Investment

What are we financing?

Through Sunlight Share, we are financing a system that drastically reduces the customer's reliance on an affordable and reliable energy source. We provide energy to those areas where solar just isn't an option.

- **DUE DILIGENCE SUMMARY**
  - **Highlights**
    - **Capital raising ability:** The company closed a $10m equity round, allowing it to scale up operations.
    - **Competitive advantage:** Sunlight Share has a strong position in the solar energy sector with a large customer base.
    - **Management and expertise:** The company has high-level management and expertise.
  - **Diversified customer base:** The company has a high number of customers in Africa, with a particular focus on Ghana.
  - **Key Risks:**
    - Penetration of solar energy in the market.
    - Competition from other renewable energy providers.

Investment

Loan conditions

- **Investment example**
  - **Amount Invested:** $100,000
  - **Monthly Interest Rate:** 7.0%
  - **Total Interest:** $7,000
  - **Expected Return:** $107,000

About Sunlight Share

- **BUSINESS MODEL**
  - Sunlight Share is operating in the space of Commercial & Industrial (C&I) and Off-grid businesses, focusing on delivering economic and social benefits to customers across Africa.
  - The company has a strong focus on providing affordable solar energy solutions.

- **POWER AS A SERVICE**
  - The company offers a turnkey solar energy solution to customers in Africa, providing a reliable and sustainable energy source.
**Donation**

Projects currently open to donations

**Corylus Project**

Energía sin Fronteras aims, through this project, to provide access to electricity to remote and low-income rural communities. The project is currently in its second phase, in which the goal is to support 260 households.

- Project in Honduras.
- Installation of solar home systems for basic access to electricity.
- Substitution of candles, kerosene lamps, for clean and safe energy batteries.
- For every 100€ we get, we will be able to help 1 more family.
- Number of families we will help with the current amount raised: 34

Click to DONATE

---

**Current Results**

Communities impacted in Honduras: Victoria y Sulaco

Donations: 3,471.21€

Families with clean energy: 34

Impacted population: 204 people
THANK YOU!

Special thanks to:

ANY QUESTIONS?
4. BIBLIOGRAPHY


- Energy 4 Impact (2018). *Energy access crowdfunding: Who funds it and why?* Retrieved from: [https://www.energy4impact.org/news/energy-access-crowdfunding-who-funds-it-and-why?glid=Cj0KCQiw3uboBRDCARIsAO2XcYB7PCNAPCQhQiregiALPZIFMZCt0mYWt6pcQKSoObaUOqpawiLgCtlaAmO7EALw_wcB](https://www.energy4impact.org/news/energy-access-crowdfunding-who-funds-it-and-why?glid=Cj0KCQiw3uboBRDCARIsAO2XcYB7PCNAPCQhQiregiALPZIFMZCt0mYWt6pcQKSoObaUOqpawiLgCtlaAmO7EALw_wcB)


5. APPENDICES

5.1 Appendix I. Market Validation

**Market Validation**

In order to carry out the market validation, firstly we decided to meet with some experts about rural electrification in developing countries to get a good insight of the sector to determine whether the idea could work.
We met with Juan García, CEO of Sunkofa Energy - startup focused on building minigrids in Africa. Juan also has more than 10 years of experience working in Africa for Isofotón and Engie. Thanks to him, we learnt about the current scenario of rural electrification in developing countries and the different alternatives to change the situation, along with the understanding of the international agencies’ position with regards to the topic.

He also recommended us some articles to check carefully like Photovoltaic Rural Electrification by E. Lorenzo, a famous article about rural electrification, and the annual report Powering the Crowd into the Future, by Energy 4 Impact, organization focused on accelerating energy access in Africa through crowdfunding. From these articles we learnt further about the energy needs of vulnerable people, their energy budget, how SHSs and minigrids can change their lives and how crowdfunding is currently helping achieve this, including the lessons learned and the identified profile of the potential investors.

In second place, we met with Maryse Labriet, founder and director of Eneris Environment Energy Consultants. Maryse has more than 20 years of experience in the development of sustainable energy futures, low carbon and climate resilient policies and sustainable energy access for all. She gave us a priceless lesson about NGOs point of view and how they operate to meet their energy access goals. She also gave us really good ideas for our business model, including the idea of validating the donation part with a real project in collaboration with a NGO.

After that, we decided to know further details about crowdfunding as financing method and contact energy access companies that have used crowdfunding in the past and crowdfunding platforms to know their opinion, ideas and feedback about Kinergy. Among the companies contacted, we received replies from:

- M-Changa. Africa’s first & largest mobile fundraising site
- Kiva. Non-profit organization that allows people to lend money via the Internet to low-income entrepreneurs and students in over 80 countries. Kiva’s mission is “to connect people through lending to alleviate poverty.”

Since 2005, Kiva has crowd-funded more than a million loans, totaling over $1 billion with a repayment rate of between 98 and 99 percent.

- Emerging Cooking Solutions. Emerging Cooking Solutions is a social enterprise, based in Zambia, and sells solar home systems, clean cookstoves and sustainable fuel pellets. The company targets
low-income populations in urban areas, aiming to convert them from charcoal to sustainable fuel pellet cooking.

- Azuri Technologies. Since 2012, Azuri has delivered affordable solar home systems on a commercial basis to customers in 12 countries in sub-Saharan Africa. The company has sold more than 150,000 systems, impacting more than 750,000 lives

From all these companies we learnt about the financial barriers that companies in developing countries have when finding financing through the traditional ways. They also gave us some good tips in order to develop a useful and practical platform.

During our market research and thanks to Maryse Labriet, we had the chance of meeting with an experienced Spanish NGO: Energía Sin Fronteras (ESF). ESF was born 16 years ago from the initiative of a group of professionals coming from the energy industry in Spain committed with the 1600 millions of people that did not have electricity at that moment in the world. Since the foundation, they have carried out more than 60 projects in Latin America, Africa and Asia.

After our first meeting with them, they gave us really good advice regarding the development of Kinergy website, the marketing campaign and about the profile of Spanish donors. They also gave us the opportunity to collaborate raising funds for one of their projects: Corylus. Thanks to this project and once we have met the objective, we set of raising 3.000€, we have been able to validate the donation side of the business.

Equally, in a second meeting with ESF we met with Hernán Cortés, project manager of Corylus project, and casually, part of the project board of EOI+. He helped us understand the details of Corylus. His descriptions were especially useful for us to visualize how energy access projects are changing for good many people lives.

We also have to mention our interview with Nieves Cifuentes, environmental and sustainability corporate manager of Naturgy and lecturer in EOI. She gave us an important lesson about the technical and social conditioning aspects thanks to her previous experience with rural electrification projects in Latin America.

Once we validated the purposefulness and the viability of the crowdfunding as a financing method for energy access projects, we started focusing on the point of view of potential investors to know in detail their needs and suggestions.

Adrian Cordero and Elena Royo gave us the opportunity to meet with them too. They are young professionals with good experience in investments with purpose. They gave us their priceless point of view about an attractive interest rate for our projects and what kind of information an investor wants to read in order to feel confidence enough before investing.

The last person we interview was Alberto Aguilar Cárdenas, Head of Leveraged and Acquisition Finance Iberia of Banco Santander. He showed his interest in the idea from the very first moment and congratulated us for “an idea that could perfectly work”. He recommended us to launch the website with the sponsorship of an important person (e.g. the CEO of a big company) in order to obtain the trust of investors.

By last, we carried out a survey on our website and we invited all our donors, friends and anyone interested in general, to leave their feedback about the platform and the business model.

We managed to get the opinion of 74 people and, in general, the feedback was positive and constructive. We have presented a summary with the main results in the below charts:
As shown in Figure 3, only 31% of the surveyed people declared having invested in the past. More than half of these investors have stated that their contributions reached more than 1000€ (Figure 4). In addition, 91% of them found that the interest that we offer is acceptable (Figure 5) and 82.61% would invest in any project of Kinergy (Figure 6).
From the 69% of users who had never invested in the past, we can appreciate that 82% agree with the interests offered by Kinergy, and 75% of those users showed interest in investing in Kinergy’s projects. These numbers are really good but slightly lower than the previous figures. This tiny difference could be related to the distance between the financial world and this profile of users.
5.2 Appendix II. Marketing Strategy

Facebook posts:

![Facebook post 1]

![Facebook post 2]

![Facebook post 3]
**Instagram posts:** In this section you can find the word of mouth effect in this particular social
LinkedIn posts:

¡Hoy Os presento un trabajo en el que he estado trabajando estos últimos meses! Muy emocionante. Muchas gracias!

#Kinergyproject

Desde Kinergy promovemos el proyecto iCyclus de Energía sin Fronteras, una iniciativa que busca mejorar la calidad de vida de familias en situación vulnerable en áreas rurales de Honduras, mediante la electrificación de sus casas con energía solar (Solar Home Systems).

¡En el link en nuestro perfil y ayuda a transformar las vidas de quienes tienden a ser jóvenes hombres de escasos recursos con una pequeña donación!

@marianaaayc

¡Gracias a todos y todas por los 2.251,15€ recaudados hasta el momento! Con este dinero podremos ayudar a 22 familias inicialmente y en un futuro muchas más gracias al efecto de los fondos semilla.

https://linkd.in/leFThuff

En la fotografía podemos ver cómo el proyecto iCyclus energiza a la población local en situación de vulnerabilidad en Honduras. Con una donación puedes mejorar la calidad de vida de quienes más lo necesitan.

#desarrolloasostenible #energiaeolica/fotovoltaica #energíasrenovables #sustainability

See translation
Desde #Kinergy promovemos el proyecto #Corylus de Energía sin Fronteras. Una iniciativa que pretende mejorar la calidad de vida de familias en situación vulnerable en áreas rurales de #Honduras, mediante la electrificación de sus casas con energía solar (Solar Home Systems). Entra al link y ayuda a transformar las realidades de quienes más lo necesitan con una pequeña donación.

#ApoyaElDesarrolloSostenible, todos podemos cambiar el mundo. 😊

https://Inkd.in/eANus2T

#Ener #climatechange #environmentalsustainability #sustainability #sustainabledevelopment #energiasrenovables #desarrollosostenible

See translation

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¡Gracias a todos y todas por los 366€ recaudados hasta el momento! Con este dinero podremos ayudar a 3 familias inicialmente y en un futuro muchas más gracias al efecto de los fondos semilla.

https://Inkd.in/dQeQpSU

En la fotografía podemos ver al director del proyecto Corylus -Hernán Cortés de Energía sin Fronteras- mostrando a la población local los principios básicos de los equipos solares durante la Fase I del proyecto.

See translation

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Desde #Kinergy promovemos el proyecto #Corylus de Energía Sin Fronteras - EsF. Una iniciativa que pretende mejorar la calidad de vida de familias en situación vulnerable en áreas rurales de #Honduras, mediante la electrificación de sus casas con energía solar (Solar Home Systems).

...

Entra este link: https://Inkd.in/eANus2T y ayuda a transformar las realidades de quienes más lo necesitan con una pequeña donación.

#ApoyaElDesarrolloSostenible, todos podemos cambiar el mundo. 😊

#environmentalsustainability #sustainability #sustainabledevelopment #solar #climatechange #renewableenergy

See translation
Strategic Alliances: