

ENTREPRENEURS *du Monde*



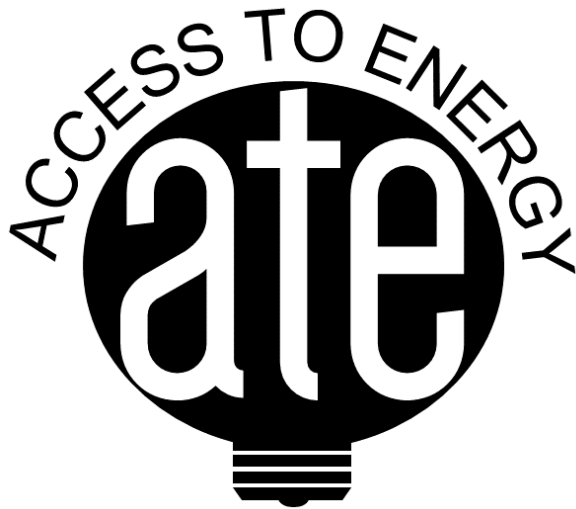
ATE Co Equipping Manila Slums with Solar Kits Through an Innovative Rent-to-Own Business Model

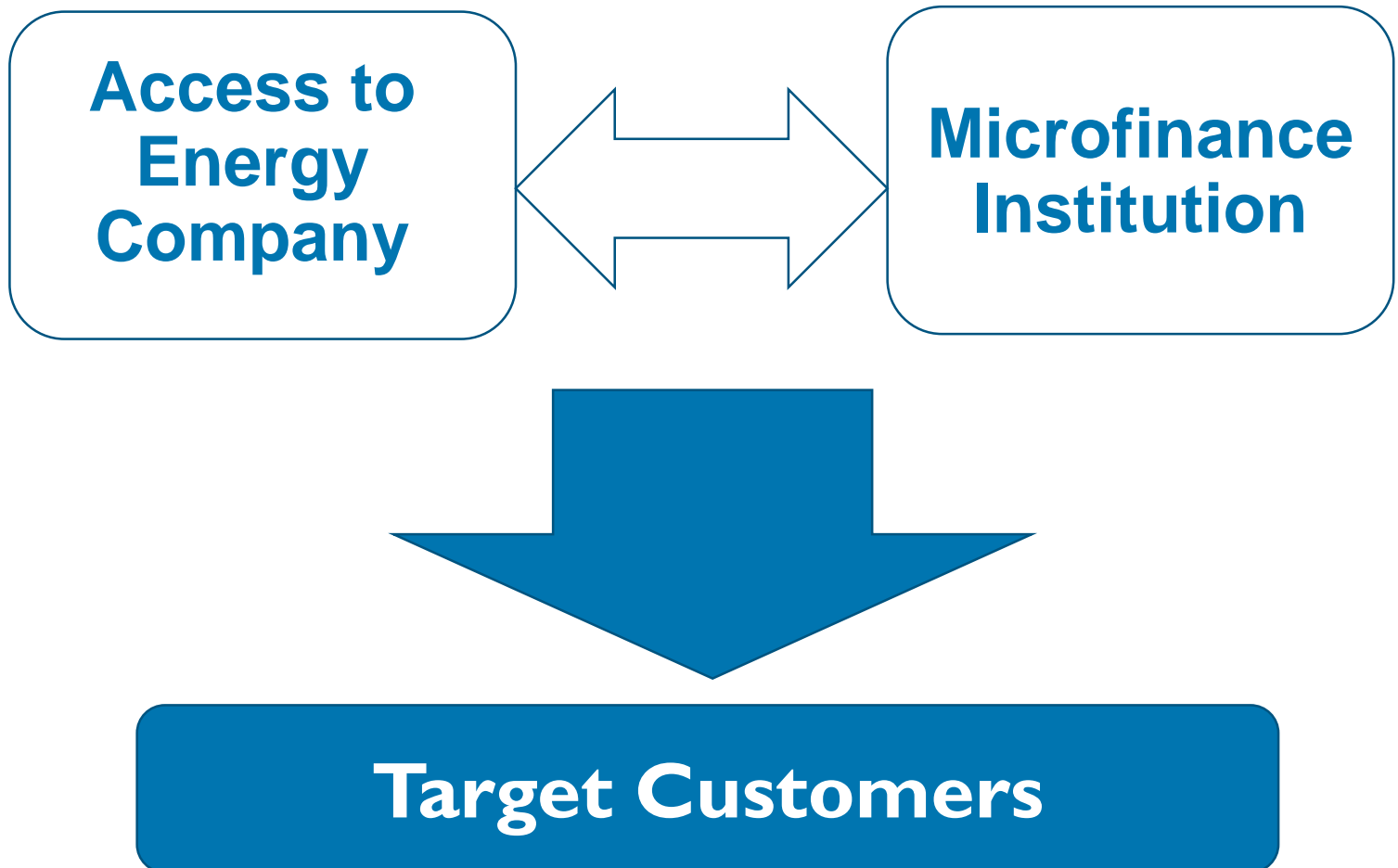
ASEF, June 2017

Slums of Manila









Pay-as-you-go Business Model





AN INNOVATIVE RENT-TO-OWN MODEL
BASED ON TRIED AND TESTED
BREAKTHROUGH PAY-AS-YOU-GO
TECHNOLOGY

Subscribe with a 4 USD down payment

Flexible top-ups (USD 0.4/24 hrs)

3*100 lm lights, cell-phone charger

Product unlocked for life after 18 months



- Created in 2015
- Operating in the slums of Manila, starting from Tondo area
- 170 customers as of today
- Objective of 500 by the end of the year
- Team of 7 staff
- Sustainability forecasted after 4 year of operation



CONTACT

Solène Gondrexon, Project Manager

solene.gondrexon@entrepreneursdumonde.org

Bénigne du Parc, Country Coordinator

benigne.duparc@entrepreneursdumonde.org

Activation of a battery
in Barangay 128



ATE Co. 100th client

Solar panel on a roof
In Barangay 128, Manila



Installed battery in one house
In Barangay 128, Manila

Marcy, ATE Co. collection officer, with clients
In Barangay 128, Manila

