



Financed Productive Equipment

Affordable productivity tools,
engines of sustainable rural economic growth.



Tulima Solar is a sister company of Simusolar Tanzania which has been in existence since 2014. Tulima solar leader productivity-enhancing agricultural equipment in Uganda. We are a for profit private enterprise.

Equipment: Affordable (Payment plans), customized to local needs, and has a direct and significant impact on productivity, food supply, and rural incomes.



Current Alternative and Tulima's Value Proposition.

Existing product suite solving immediate needs...

Water Pumping

Current alternative

1. No pump, **reliant on rain. 1% country is under irrigation.**
2. No activity during dry season <5% use petrol, manual or electric grid pumps
3. No capital to purchase equipment buy non or buy cheap ineffective of not environmentally clean

Value proposition

1. **Solar water pumps** (Submersible & Surface)
2. Customized to each farmer's specific needs
3. Financed for 22 months with 25% down payment.

Percentage off-grid

Tanzania: **67%**

Uganda: **78%**

Kenya: **36%**



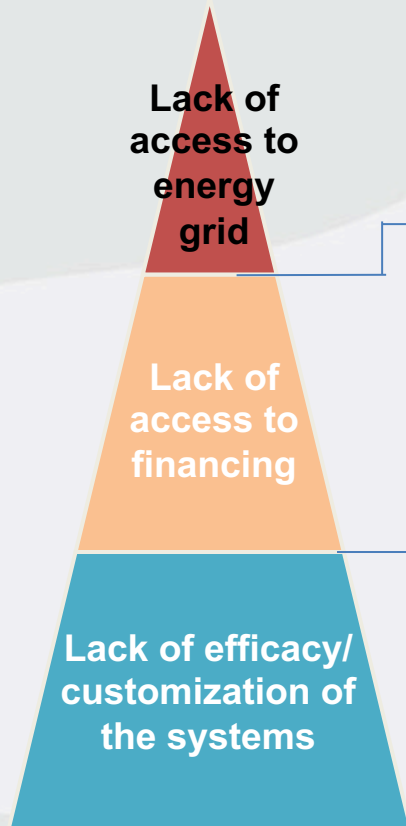


With Tulima, technology transforms a problem into business opportunity.

Technology enabled an important business model innovation...

What stopped farmers from using productivity tools?

How did technology bridge these barriers?



- **Solar powered tools:** tech enabled cost-effective production of small-scale solar panels



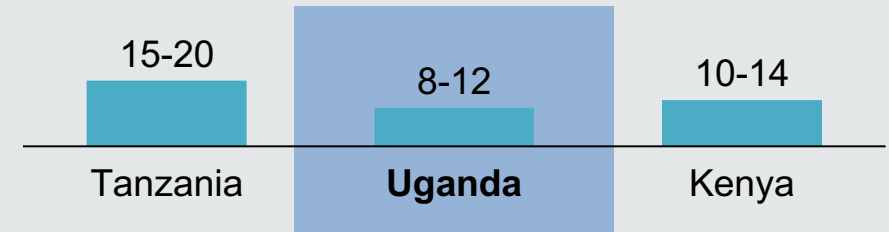
- **Mobile money:** payment systems for the unbanked
- **IoT - remote control of device:** systems can be monitored and blocked in case of missing payments instalments, enabling affordable PAYG



- **Mobile design customization:** systems can be customized to maximize efficiency given the soil's characteristics, via mobile sales app

Market for solar productivity tools for entrepreneurs in East Africa

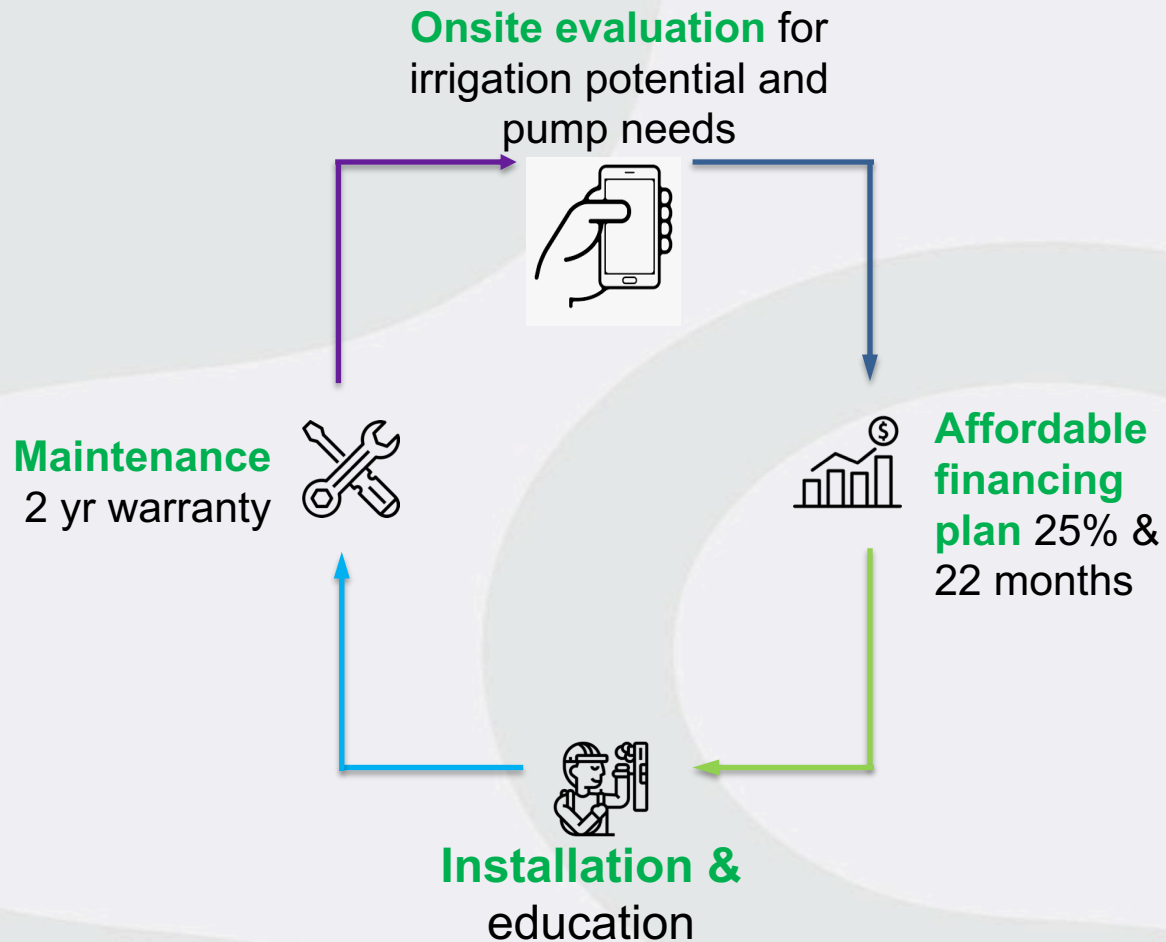
of smallholder farmers, millions





The Customer Journey and Impact

Inclusive Model : Solar Water Pump Customer Journey



Social Impact and environmental impact observed so far

- Increased food supply
- Added income of up to X2 breaks poverty cycle
- Agricultural value chain benefits from smallholder prosperity
- SWP replacing dirty fuel energy with clean energy

Standardized underwriting, design tools, payment methods, and IoT tracking allow the business to scale, even in a distributed, rural environment.



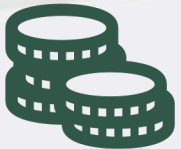
Over coming barriers to tech SWP uptake.

Required : **Customized quality solutions along with financing and aftersales service.**



Customer Education On Renewable Technology and Solar Water Pumping

- how they can lead to better outcomes and prosperity
- understanding the technology and developing water sources (especially boreholes)



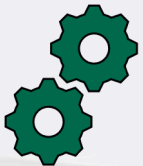
Offer Customer financing

Facilitate purchase of quality productive equipment increasing yields and incomes



Value-chain partnerships

With input and service providers to source farmers that need these solutions



After-sales services

Warranties designed to increase farmer income



Affordable productivity tools,
Engines of sustainable rural economic growth.

TULIMA SOLAR LIMITED

Plot 32A Friendship Rd., Ministers Village, Ntinda

Kampala, Uganda

Toll free: 0800 388 883

Website: www.tulimasolar.com

Email: sales@tulimasolar.com; info@tulimasolar.com