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HERi Madagascar S.a.r.l



Business Overview

ESTABLISHED: 2012

LOCATION: Antananarivo, Madagascar

LISTING: Unlisted

TYPE OF COMPANY: For profit,
Non-Dividend Paying

NUMBER OF EMPLOYEES: 51 - 100

BUSINESS AREA:

Economic and Social Development;
Micro-Franchise; Access to Energy;
Agriculture; Renewable Energy;
Sustainable Development; Energy Access;
Rural Development; Madagascar

COMPANY WEBSITE:

www.beheri.com

BUSINESS OVERVIEW

Founded in Madagascar, HERi Madagascar S.a.r.l (HERi) is an enterprise with an inclusive business model that connects rural communities with access to clean energy, enhanced livelihoods and opportunities for sustainable development. HERi's kiosks are operated as franchises by local female entrepreneurs.

These energy-enabled kiosks are both retail outlets for life-enhancing products, and purchasing hubs for high-value crops – increasing both access and income within the communities we serve. Today the company has 85 kiosks, reaching a network of 200,000+ low-income rural households every day. By the end of 2017, HERi targets 150 kiosks within Madagascar with ambitions for international growth.

SOCIAL MISSION

The social mission of HERi is to connect rural communities with products and services that offer access to clean energy, enhanced livelihoods and opportunities for sustainable development, through a franchise network of female entrepreneur-run kiosks.

WHO BENEFITS?

CUSTOMERS AND THEIR FAMILIES:

Providing increased lighting to customers and their families. Illuminating the homes of 20,000+ families.

LOCAL COMMUNITIES: Creating inclusive micro economies with long-term developmental impacts (on education, health, security, etc).

FARMERS: Providing opportunities to increase and access new sources of revenue by growing and selling high value crops.

LOCAL ENTREPRENEURS CREATING

LOCAL EMPLOYMENT: Each kiosk requires one local female entrepreneur. The entrepreneur will typically hire several assistants to manage, operate and serve as delivery personnel for the village and the surrounding areas.

Commercial and Financial Summary

BUSINESS HIGHLIGHTS

FINANCIAL: Target 75,000 daily customers and average revenue per kiosk of €1,000 by the end of 2017.

OPERATIONAL: The number of kiosks has reached 85 as of January 2017 (+193% compared to 2016) and the number of employees is now 78. The company aims to install 65 new kiosks by the end of the year, resulting in operations located in more than 10 regions of Madagascar, and reaching 2,000,000 people.

FUNDING TARGETS: The company targets funding to double the kiosk network in Madagascar within 3 years, and to start operations in 3 new countries within 5 years.

Impact Assessment Matrix

ECONOMIC IMPACT

	MEASUREMENT	REPORTED DATA
Local Economy	Number of Kiosks as of December 2016	80
	Number of kiosks by the end of 2017	150 kiosks
Productivity	Time saved walking to the charging station	98%
Financial Inclusion	Average Net Revenue per Entrepreneur	€190
Sustainable Business	HERi average revenue per Kiosk	€350 Target is €1,500
Household Finances	% reduction in household spending on energy	Up to 37%

ENVIRONMENTAL IMPACT

	MEASUREMENT	REPORTED DATA
Environment & Health	% of customers replacing kerosene lamp	66%
Clean Energy	Installed kW of photovoltaic capacity	153
	kW of energy produced each year	206,408

SOCIAL IMPACT

	MEASUREMENT	REPORTED DATA
Community	Lighting solutions penetration per village	11.6%
	Number of households accessing a clean source of lighting every day	21,695 (December 2016)
	Number of people impacted every day	108,477 (December 2016)
Technology Access	Average no. of electrical services available per kiosk (fridge, printer etc.)	5.5
Education	Increase in time studied after sunset	150%
Education & Training	Days of initial training per new entrepreneur	10

GOVERNANCE

	MEASUREMENT	REPORTED DATA
Governance	Oversight of Social Mission	Created a Values Committee

MUST READ

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