

PROJECT EVALUATION

Mango Solar – Lighting up African homes!

Infos

Host: Mnago Solar, Inc.
Location: Neu-Ulm (Germany), Kenya
Project-ID: Gexsi #25
Project Link: <https://mango-solar.com>

Project featured

Start: 22 July 2020
End: open

How we support Mango Solar

Funding: Impact Challenge Award
Visibility: Media work

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PART 1

Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
	<p>Affordable and Clean Energy Access to clean energy for all, through pay-as-you-go solar systems for rural populations in parts of Africa</p>
	<p>Good Health and Well-Being Replacement of harmful kerosene lamps with powerful solar lighting</p>
	<p>Responsible Consumption and Production Robust, long-lasting products; sustainable sourcing; repair- & recyclable.</p>
	<p>Reduced Inequalities Mango Solar specifically addresses people at the lower end of the income pyramid, who previously could only obtain energy at much higher prices.</p>
	<p>Climate Action Replace fossil fuels by renewables.</p>

PART 2

Impact Assessment

Summary:

<i>Category:</i>	<i>Score:</i>
<hr/>	
1. Sustainable Development Goals	
1.1 People	8,8
1.2 Planet	8,5
2. Social Innovation	
2.1 Disruptive Idea	8,2
2.2 Social Entrepreneurship	8,7
2.3 Impact Model	8,3
3. Opportunity	
3.1 Leverage	7,7
3.2 Quality Check	8,8
3.3 Win-Win Situation	8,7

Evaluation in detail:

Categories + Questionnaire:

Score: Explanatory notes

1. Sustainable Development Goals *

1.1 People

Are relevant target groups reached such as people at risk / marginalized groups?	9,0	Mango Solar specifically addresses base-of-the-pyramid markets, which are underserved.
Engagement for an open, human-centered society, for social cohesion and inclusion?	8,5	Strong ethical vision to improve peoples lives by boosting digitalization alongside fighting energy poverty.
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	9,0	Products and services are tailored for bop-markets (light, digitalization)
Score	8,8	

1.2 Planet

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	8,5	Clean-tech startup which helps to fight climate change;
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	8,5	Strong focus on recycleability, ethical sourcing and robust design.
Score	8,5	

*Evaluation of comprehensive impact dimensions covered by various SDGs.

2. Social Innovation*

2.1 Disruptive Idea

Inspiring, bold concept	8,0	Digitalization makes it possible to serve small-scale units (steered and paid through mobile phones)
New actors, beyond the usual suspects	9,0	Mango Solar was founded by three student, who gained local distribution partners
Attractive, newsworthy topic; new insights	7,5	Concept not entirely new, but new impulses for a fast growing sector
Score	8,2	

2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Highly engaged, entrepreneurial team.
Sound, ethically founded business model	8,5	Strong ethical mission, clearly stated by the founders
Team or organisation covers all relevant areas of competency	8,5	No visible bottlenecks; last mile distribution likely through partners
Score	8,7	

2.3 Impact Model

Solid, plausible impact logic	8,5	Many obvious impact dimensions, including access to basic goods, climate change, and health.
Significant potential to scale / replicate	9,0	Access to energy is a 1bn people market.
Impact integrated in governance structure	7,5	Ethical set-up still to be fully embedded in corporate structure
Score	8,3	

*Includes the concept of social entrepreneurship. Social Innovation refers primarily to the idea, social entrepreneurship to the mindset of the changemakers who implement the idea.

3. Opportunity

3.1 Leverage

We can make a difference with our means (funding, visibility, network)	7,0	Raise visibility for possible investors or partners; Gexsi funding less relevant due to larger funding needs.
Good timing / opportunity	8,0	Mango Solar as part of a growing portfolio of innovative solar projects, which strengthens Gexsi's climate strategy.
Project is at a critical point to take off (scale or replicate)	8,0	Yes, Mango Solar is at the point of taking-off with first clients + investors.
Score	7,7	

3.2 Quality-Check

Positive references	9,0	Award-winning impact startup with sufficient network
No reputational risks	8,5	Strong references, strong ethical vision of the founders
Team or project is sufficiently known / has been checked	9,0	Team not yet known in person, but positive reference through Impact Factory.
Score	8,8	

3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	9,0	Perfect alignment with Gexsi focus on social entrepreneurship; international project with supporters in Germany
Project suited to significantly increase Gexsi's media reach / visibility	8,0	Mango Solar is winner of Gexsi' Impact Challenge #2, which creates media attention.
Practicability; project easy to implement (smooth coordination, flow of funds, legals)	9,0	Direct contact through Gexsi Impact Challenge set-up.
Score	8,7	

ANNEX

Explanatory notes

Date: 21 July 2020
Bewertung durch: Andreas Renner Gexsi Founder
Andrea Rebensburg Gexsi Team

Legende:

0	does not apply at all (kick-out)
1-3	hardly applies
4-6	applies
7-9	applies in full
10	applies quite exceptionally

Hinweise:

Weighing
If an aspect is classified as particularly relevant and marked accordingly (bold), it can be weighed double.

Method
Evaluation through Gexsi team member (senior/founder level) + challenge/review through at least one further team member; optionally inclusion of third party stakeholder; score through a collective decision-making.