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MESSAGE FROM THE FOUNDER

Dear Friends,

When I lived in Uganda 5 years ago, I met so many rural women who have the hard work of firewood and water collection and are hustling to make ends meet. In Uganda, 90% of the population lacks access to modern forms of energy for lighting and cooking. Close to 30% of their daily income is consumed by these unhealthful purchases. I worked to advise technology companies such as improved cookstoves, solar, and water filters, which have been developed for these consumers. However, we could not find any distributors in the rural areas that could buy these products at volume. This is because access to financing and business acumen is low.

I created ENVenture as a market transformation solution to support rural distributors to sell clean energy by running an Indiegogo campaign back in 2013. ENVenture did not happen overnight, but when I look back at the steady period of growth and impact achieved in 2017, I could not be prouder. Our work has created 56 energy enterprises who have hired many women in their communities. Our work has enabled young people to gain access to new opportunities through the Business Development Fellowship. Our business trainings have demonstrated increase in clean energy adoption. And because so many of our distributors work in schools, many children are getting light to study at night and clean drinking water in the classroom.

I hope that you continue to join us on our journey as we put power in the people's hands, both literally and figuratively for a clean energy future.

Aneri Pradhan
Founder & Executive Director
Dear Readers,

The McGinnity Family Foundation has been privileged to invest in ENVenture and all the good work executed in 2017. We are a relatively small family foundation looking to transform the world by giving voice to young people and their game-changing ideas. Aneri’s ability to give life to her game-changing vision of creating clean energy stores throughout Uganda has been simply amazing. ENVenture understands systems thinking and applies it very successfully. We love the ENVenture model and how the team continues to tweak it. And, it was exciting to see ENVenture expand exponentially in leveraging our two small grants into a much larger grant!

From our perspective, our support of ENVenture is a very wise use of our limited funds. We look forward to continuing our association with ENVenture as it continues to grow in conducting transformative work in Uganda. And, it is our hope that the ENVenture model can be replicated elsewhere with similar results.

Tom McGinnity
Executive Director
ACCESS TO ENERGY
7,000 clean energy products sold, reaching about 42,000 people

JOBS CREATED
56 small energy enterprises hired about 300 shop attendants and sales agents

GENDER
75% of income opportunities obtained by women youth

INVESTMENTS MADE
$100,000

IMPACT HIGHLIGHTS
Follow On Investments and Opportunities Made Post-Incubation
1) 10 Women-led CBOs nominated by ENVenture for the Cherie Blair Mentoring Women in Business Program
2) SAPU - Empowered Entrepreneur grantee ($5,000)
3) JEEP - Women in Energy Award from GE and Power Africa ($100,000)
4) RICE - Became a WWF energy access regional hub partner
5) Initiative Uganda - Pollination Project grantee ($1000)
6) Joseph Obore - Pollination Project grantee ($1,000)
7) NEW Foundation - SENDEA awardee ($30,000 debt)
8) KIRUDEF - Indiegogo crowdfund & WWF grantee
9) BUCCID - WWF grantee

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- 250 people trained
- 7000 metric tons of CO2 offset
- $1.4 Million income saved from fossil fuel expenditure

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FINANCE. Rural distributors lack access to up-front capital to wholesale volume clean energy from suppliers. **EVenture delivers affordable clean energy loans** to qualified Community Based Organizations (CBOs). ENVenture’s credit line is for CBOs to purchase from ENVenture’s catalogue of high quality solar products, water filters, fuel briquettes, and improved cookstoves, ensuring they have the means to buy stock at the beginning. CBOs determine through market research which technologies to buy and sell in their community.

CAPACITY BUILDING. However, access to financing is not enough. ENVenture hosts all our partner CBO staff for interactive **Business 101 Bootcamps** covering topics such as finance, marketing, sales, accounting, and business management. Clean energy suppliers also demonstrate their products and develop relationships with our distributors through the bootcamp. ENVenture recruits **Business Development Fellows** to serve as mentors to each business; during the 3-month Fellowship period, Fellows support and train the CBO in launching the enterprise. By working with youth, ENVenture is creating a new talent pipeline for the clean energy access sector.

TECHNOLOGY. ENVenture developed **ENVision mobile**, an open source simple pictorial mobile app to track inventory, sales, and orders in 2G and Edge networks for low-literate sales agents and micro-entrepreneurs. This helps users to manage their sales and performance more effectively, and allows ENVenture to receive real-time product updates to help monitor and measure success.
Raised $2500 from our Indiegogo campaign launch that supported one distributor

ENVenture registered as a Company in Uganda

ENVenture runs its first Business 101 Bootcamp for 24 people

First hires: Executive Director and Country Coordinator

2013

2014

Four distributors supported by ENVenture

2015

2016

2017

Hired 2 full-time and 3 part-time people

Participated in Bethnal Green Ventures accelerator in London

Fifty Business Development Fellows recruited

Partnered with Resilient Africa Network for hosting bootcamps

Ran three Business 101 Bootcamps for 200 people

Spoke at 4 major events

Fifty new distributors supported by ENVenture

Signed partnerships with 12 energy suppliers

Joined wPower Hub, ACCESS, People-Centered Accelerator, Forbes Nonprofit Council

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Fifty new distributors supported by ENVenture

Signed partnerships with 12 energy suppliers

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Developed beta ENVision app for data collection

Vodafone Americas Foundation Wireless Innovation Project Finalist

American Express Ashoka Leadership Academy Emerging Innovator

Growth

Milestones to Date
Partner Spotlight: ENVenture

How ENVenture has invested in women to help solve the energy crisis

Energy Sector Requires More than Just Soundbites on Women's Empowerment

2017 American Express Leadership Academy Emerging Innovators Bootcamp

Financing Social Entrepreneurship: How to Close the Opportunity Gap

E Cabinet: E for Entrepreneurship podcast

Achieving Gender Equality Across the Value Chain

Transforming ventures in Sub-Saharan Africa and South Asia

Ugandan Tech: 6 startups thinking way outside the box

Following Trump win, Silicon Valley prepares to step up its global development work
"One old woman by the names Yoless Mbambu in Muhindi Parish, Nyakiyumba sub-county, Kasese district narrated a success story how our solar lantern saved her daughter in law from infant mortality rate. It was at midnight when she got labour pain in the mountain where there is no maternity ward, no electricity and they had to walk 15 km to Bwera Hospital. They had to use the solar lamp in lighting the path up the hospital. More so when they reached at the hospital, the power went off and at a critical time when she was to give birth, and the full hospital did not have the standby generator. It's the solar lamp that saved the situation according to our client. Even the midwife wondered where the old woman bought the solar lamp from all along from the mountains. This is the impact we have created to our people and will continue to do so to meet the target. Because of this success, Yoless has spread good word about our business. Thanks to ENVenture for the support for saving lives and may God bless you and give more years on earth." - Rwenzori Environment and Agriculture Development Technologies (READT)
ENVenture held three Business 101 Bootcamps in 2017, training 200 people. We cover courses such as Accounting, Finance, Marketing & Sales, Human Resource Management, Data Collection, and interactive exercises such as the Business game. There are also "Train the Trainer" sessions on solar, water filtration, cookstove, and briquette technologies. Attendees also received a smart phone on loan to use the ENVision beta for testing mobile recordkeeping behavior. Participants rated the bootcamp highly, and felt that they would not be able to afford these kinds of lessons normally. 30% said they would pay for additional trainings because of the high value and knowledge obtained.
Initiative Uganda is nonprofit, community based organization, working to improve on the health and socio economic situations of vulnerable young people and women. It was established in 2008 by two young people to challenge poverty, unemployment, HIV and sexual and reproductive issues among the rural and urban poor in Iganga, Uganda.

Clean energy and water are critical to human survival and poverty eradication. About 80% of illnesses in Iganga are linked to poor water and sanitation conditions and lack access to clean energy options. Initiative Uganda took action to overcome the problematic situations that keep people in poverty and disease.

Initiative applied for the ENVenture program to get more knowledge, skills and financial support to set up a sustainable business to promote access to clean energy and safe water solutions among the communities we serve. In the one year period of partnership, we have able to set an clean energy business (Green Goods) to promote access and distribute clean energy, water and hygiene solutions in Iganga and surrounding communities. Our business model focuses on clean energy distribution and economic advancement, we work with women and youth as last mile solution providers. This year we have distributed 250 clean cook stoves, 50 solar lanterns, 85 water filters; we have directly created 10 jobs, (1 manager and 9 sales agents) of which 6 jobs have been taken by women. Through the partnership we have been able set another social business manufacturing and selling reusable sanitary pads.

ENVenture has helped us to get a $1000 grant from the Pollination Project to grow our business. We hope to get more partners to give us both financial and technical support to grow and expand our clean energy business and other social impact businesses we have created to reach out to more communities in need.
How ENVenture supports Green Bio Energy, an improved cookstoves and briquettes company reach more rural customers

By Ziwa Hillington, Sales & Project Manager and Paul Buettner, Deputy Managing Director

Green Bio Energy (GBE) offers low-income Ugandan families access to cost-saving, eco-friendly and safe energy solutions such as charcoal briquettes and Improved cookstoves, which reduce deforestation and reduce fuel expenditure for cooking.

As a manufacturer, GBE managed to produce and sell an average of 50 tons of charcoal briquettes and 4,000 Improved CookStoves (ICS) per month in 2017. Thanks to the partnership with ENVenture, the following growth was realized:

- **Sales to 14 Community Based Organization distributors across Uganda for Improved Cook Stoves and briquettes.**
- **One Job created** for a youth sales consultant, for the direct management of this distribution activity.
- **About 9,800,000 Million UGX (or $2,800) of income realized** from January to September 2017
- **About 4 tons of briquettes (which supplies fuel for over 3,600 meals) and 204 Improved Cookstoves (ICS) purchased.**

In 2018, we plan to increase sales through ENVenture by:

- Controlling the scope of reach in order to emphasize a continued follow up on the CBOs (a defined # of CBOs and central region concentration)
- Assisting the CBOs with marketing and awareness of the technologies

GBE projects to reach 60 tons of briquettes and 5,000 Improved Cookstoves per month for the 1st quarter of 2018. GBE is ready to work with the ENVenture CBOs for a viable and market based approach for them to sell clean cooking technologies.
How ENVenture supported Joseph Obore, a 24-year old male Ugandan Business Development Fellow, to fulfill his potential

By Joseph Obore, ENVenture Business Development Fellow Feb 2017 - Feb 2018

I was placed with three different Community Based Organizations (CBOs); Nyakasanga Community Development Foundation (NYAKU) and Rural Focus Initiative Uganda (RUFI-U) in Kasese District and Action for Development of Grassroots Communities (ADEGCO) in Bukea district. I wanted to be a Business Development Fellow because I wanted to gain in-depth knowledge, skills, experience, and lessons for business growth, and acquire problem solving skills in solving communities’ pressing challenges. I gained this and also learned project implementation and management, creative problem solving, critical thinking, and effective communication skills.

Having studied “Energy, environment and development” and “project planning and management” as course units at University, I wanted to implement my knowledge learned from class in to real life problem solving situations in the field.

During the Fellowship, I created 3 sustainable clean energy enterprises, supported in resources mobilization through project proposal and business plan writing, fundraising, and participating in energy product showcases, exhibitions and pitching events.

All 3 CBOs I worked with had the same thematic program area of focus in Energy and Environment to promote clean energy access through creating sustainable clean energy enterprises.

This experience helped me with my next goal of running Action for Development of Local Communities (ADOL). This is a Community Based Organization I founded where innovative and problem solving ideas/projects are designed, initiated and implemented using the Human Centered Design approach. **Thanks to ENVenture, I received a $1000 grant from the Pollination Project to start ADOL!** I hope for our CBO to one day partner with ENVenture to sell clean energy technologies in my own home community whilst empowering the local youth there.
FINANCIAL SNAPSHOT 2017

Income
$249,644.69

Expenses
$269,927.93
WHAT WE HOPE TO ACHIEVE IN 2018

We want to reinvest our loans in supporting **12 new energy businesses in each 4 regions of Uganda**. Through this model, we anticipate reaching an additional **60,000 rural people** with clean energy.

We plan to host **4 Business 101 Bootcamp** trainings in the different regions of Uganda.

We plan to recruit another **50 Business Development Fellows** to work with the new businesses we support, with at least half of this cohort getting clean energy jobs post Fellowship.

We plan to add about **200 sales jobs** in rural Uganda through the businesses we support, benefiting women and youth.

We plan for deeper relationships with our partners, **cultivating one energy supplier per region** to increase volume, which lowers prices for rural consumers.

We want to increase our **earned revenue** income for 2018.

We plan to **release ENVision mobile** into the Google Play store, an inventory and sales management tool for the public.

We aim to recruit **5 regional field officers** to monitor and support our businesses at scale.
ENVVENTURE BOARD OF DIRECTORS

Clive Allison
Elizabeth Cecelski
Julia Mayersohn
Ellen Morris

ENVVENTURE STAFF

Aneri Pradhan, Executive Director
Julius Mujuni, Country Manager
Robert Birungi, Senior Loan Officer
Smith Tukahirwa, Fellowship Coordinator
WE ARE GRATEFUL FOR THE INDIVIDUALS AND DONORS WHOSE GENEROSITY MAKE OUR WORK POSSIBLE IN 2017.

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