



Discover the Smart Energy Difference



## The problem

Sub-Saharan Africa is energy infrastructure deficient, which impedes energy access for millions of Africans who desperately need reliable access to affordable energy. A majority of energy access control processes are owned by energy service companies, whose business practices both increase the cost of energy and restrict energy access to everyday Africans. These practices have manifested into barriers that deprive 850 million Africans of access to safe, clean, and reliable energy.

## The Solution



**Empower Users** – give users control, let them resolve their own energy access pain-points through Auragen’s platform



**Acquire** – let users put our platform to task & develop the energy infrastructure they need



**Manage** – with a variety of assets, users are motivated to generate energy individually or as a group to store or sell energy using our tech

## The product



**Process Automation** – reproducible advanced methods simplify energy access related tasks & efficiently improve return time



**DXP** – a combo of technologies & agile workflow engines, focused on dynamic sequential fulfilment of tasks relevant to users



**CRM & CAM** – relationships that allot capital to users for implementation of customer goals

## Business Model

A solution to Sub-Saharan Africa's energy access problems lies within the reach of every citizen in the world but it takes innovations & novel strategies to deliver a successful solution to the market. Utilizing our technology, users are empowered to leverage automated processes to solicit, or elicit aid by engaging with each other to develop grid-independent energy sources that bring energy access, security and resiliency to their communities.

As a tech-enabled startup, Auragen can bring to market a product that employs modern platform solutions to create a process-driven marketplace that enables energy users to qualify and engage with distributed energy infrastructure projects and funding opportunities. Our platform’s capabilities allow communities to organize and empower themselves through a curated proposal process that matches community needs with distributed energy projects and providers on a local scale. Auragen’s business model and platform will consist of both a community-to-provider proposal marketplace and an energy fulfilment marketplace, where communities can buy and sell energy from distributed, local grids to meet the needs of desperate communities. Auragen will generate revenue through subscriptions, commissions, licensing, advertising, and data assets as we operate as a B2B2C company.

### Market

**\$ 13.1** bn  
tam

**\$ 11.1** bn  
sam

**\$ 7.86** bn  
som

**\$ 3.93** bn  
ems

### Location

