


## FACT SHEET

# Rabla, Tayiba, Munisa and their friends café & breakfast service MSE

East Borana



## Business Details

4 

Number of Powerblox

4 Business operators  
empowered

3   
Number of locations

June  
2023 Date of installation

179,200 ETB

Total cost paid

100% Loan percentage paid  
back within 10 months  
of installation



The Energy for Rural Start-Ups initiative, a joint venture between Caritas Switzerland and Power-Blox AG, pioneers rural electrification in Ethiopia. Utilizing Swiss-developed Powerblox (PBX) swarm battery technology, it aims to provide last-mile connections to off-grid rural households by applying a nano-grid approach, bridging gaps between solar home systems and larger mini-grids. In its first phase June 2023 - January 2024, 87 Powerblox were installed in 49 locations, empowering 14 micro-enterprises, 2 cooperatives, and 6 public institutions in rural areas of Oromia Region. With a 100% Powerblox payback rate within 10 months, the initiative demonstrates business viability and fosters economic growth, household resilience, and social inclusion. Scaling up, the aim is to install 7,000 Powerblox, electrify 100,000 households, 1,000 health centres, and empower 5,000 SMEs, supported by a sustainable financing and operation model and public institutions.

# Top appliances & revenue streams



## HOUSEHOLD ELECTRIFICATION

Providing reliable and affordable electricity to households, empowering them to power their daily lives.

Light bulbs



## MOBILE CHARGING SERVICES

Offering convenient and accessible mobile charging solutions, catering to the growing demand for mobile connectivity.

Charging station

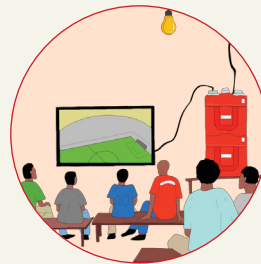


## BARBER SHOPS

Supporting the growth of small businesses, such as barber shops, by providing them with the necessary power to operate efficiently.

Hair clippers

sterilizer



## MEDIA SERVICES

Enabling access to information and entertainment through TV services, enhancing the quality of life for our customers.

TV

DSTV

Decoder

Speaker

## Key Achievements

**3** Additional jobs created

**1531%**

Weekly income increase since electrification

**18** Lamps powered for own use

**1385%**

Weekly customer increase related to energy

**23** Lamps powered for income

**41**

Total lamps powered

**210** Mobile phones charged per day

This business not only offers food services but also provides electric power to the surrounding community and businesses. The availability of electric power has enabled the café to extend its operating hours, thereby offering improved services to customers. With a reliable power supply, the café and other small businesses in the area can explore new business opportunities beyond their traditional reliance on pastoralism. The number of weekly customers has also witnessed a rise, indicating a positive correlation with the availability of energy. The electrification project has resulted in the creation of three new jobs and a substantial increase in the café's weekly income. The electrification of the café has brought about significant economic and social benefits, including job creation, increased incomes, and improved services for the local population.

## Join the effort

Partner with us to revolutionize rural electrification in Ethiopia. Learn more about our initiative and impact and discover how to get involved on our website today.



\*The PBX are currently 50% subsidized to support the pilot phase and simulate the landing price during commercial scaling.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC