


## FACT SHEET

# Ramadan, Tahir, Sultan & their friends small shop, MSE

Hora Kore



## Business Details

**4** 

Number of Powerblox

**3** Business operators  
empowered

**4**   
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



## MEDIA SERVICES

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

TV



## Key Achievements

**3** Additional jobs created

**From 0 to 2710 ETB** Weekly income increase since electrification

**3** Lamps powered for own use

**From 0 to 132** Weekly customer increase related to energy

**5** Lamps powered for income

**8** Total lamps powered

**15** Mobile phones charged per day

The Odo, Dida & Adi Mobile Charging & Barber MSE, serves as a valuable asset to the community by providing essential services such as household electrification, mobile charging, and barber shops. Through its operations, the MSE not only meets the needs of community members but also creates economic opportunities for its operators, contributing to local economic development and empowerment. The MSE plays a crucial role in improving the quality of life and fostering socio-economic development in the area.

## 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  
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Swiss Agency for Development and Cooperation SDC