

An Introduction to our Lean Data Approach

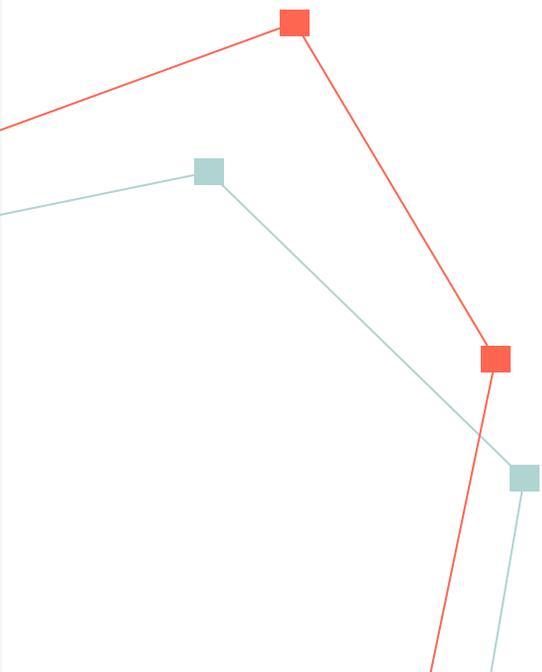


Introduction

We help social enterprises grow their businesses and improve their impact performance.

-  **Quick turnaround time, to fit around your decision making**
6-8 weeks average engagement duration.
-  **We work in your language**
150+ trained Lean Data enumerators in 30+ countries.
-  **Benchmark your impact performance**
Compare performance across a portfolio, or against peers using our proprietary database.
-  **Benefit from our expert analysis**
Complex customer data distilled into concise insights.
-  **Communicate your impact**
Independent verification of your and beautiful data reports to share!

In Numbers



It won't surprise you that we like numbers! Here's a data-snapshot about our own work.

| | |
|---------|--|
| 100,000 | Customer Surveyed |
| 225 | Companies using Lean Data |
| 68% | Average response rate |
| 70% | Proportion of surveys by phone call |
| 15 mins | Average survey length |
| 9 weeks | Average project duration |
| 74 | Net Promoter Score® (from our clients) |

How It Works

Core components of a Lean Data project

200-300 interviews; mix of qualitative and quantitative questions; in an accessible and actionable report.

Sample

200-300

(typically enough for ~95% confidence level)

Method

Phone, online or in-person, in local language.

Questions

Mix of open-ended & multiple choice

Duration

6-8 weeks

Deliverables

1. 10-30 page report
2. Raw data, allowing for extra analysis & review
3. Fun staff quiz to engage your team with results

Our Experience In Energy

Energy is our flagship sector. We have conducted 145+ projects, conducting 22,500+ interviews with end-users, across 15 countries



Standardised Energy Indicators

Core Performance Indicators

- Poverty focus (income level inclusiveness)
- Quality of life improvements
- Challenges experienced (ease of use)
- Net Promoter Score® (loyalty and satisfaction)
- Customer Effort Score (service and support)
- Value for money
- Access to alternatives (choice)
- First access to product/service (new access)

Other sector-agnostic indicators available

- Who in the household first heard about the product/service (gender)
- Customer acquisition channel
- Motivation to purchase
- Decision making in household (gender)

Optional modules available to include

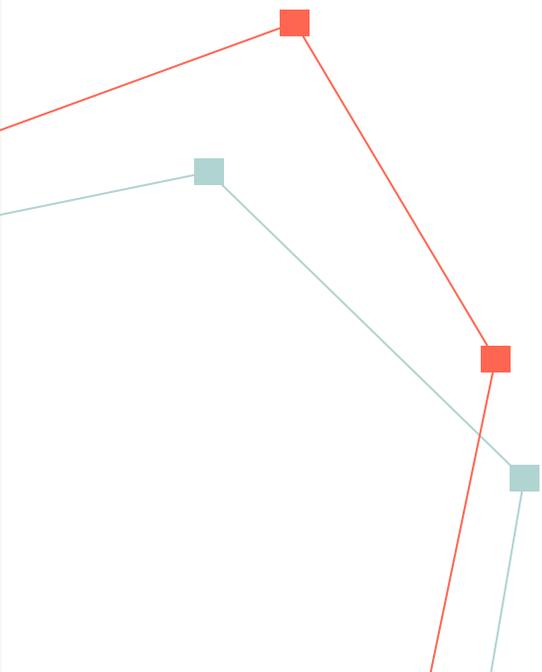
- Environmental impact (carbon emissions averted)
- Disability profile
- Adoption persona
- Indebtedness and credit/financing questions
- Income seasonality
- Income-generation (productive use)
- Education impact
- Safety impact
- Health impact
- Prior solar/mobile ownership and awareness
- Electricity reliability

The Energy Lean Data Benchmark

Companies included to date

- ARED
- Arnergy
- Azuri
- Baobab+*
- BBOXX
- BioLite
- BURN
- d.light
- Devergy
- Easy Solar
- Ecozen
- Fenix
- Frontier Markets
- Futurepump
- Green Energy Biofuels
- Greenlight Planet
- Greenway Grameen
- HelloSolar
- Husk Power Systems
- Kalangala Infrastructure Services (KIS)
- KopaGas
- Lendable
- Lumos
- M-KOPA
- Mobisol
- Nizam Bijili
- OffGridBox
- Oolu Solar
- Orb Energy
- Pawame
- PEG
- Pollinate Energy*
- PowerGen
- Promethean
- REDAVIA
- Rent to Own
- RUH
- RVE.SOL
- SELCO
- Simusolar
- SolarNow
- Solar Panda*
- SparkMeter
- Standard Microgrid
- SunCulture
- SunnyMoney
- Ultratec
- Winsol

Our Clients



Select Clients



Feedback from Funds & Foundations

“Lean Data has provided actionable insights for our funds and helped to build customer-centricity into our grantees”

Martina Castro, CDC (private investment arm of DFID)

“Lean Data has allowed us to see comparable impact data across our portfolio for the first time.”

Roy Steiner, Omidyar Network

Feedback from Social Enterprises & Non-Profits

“This data was a real eye-opener... I was shocked by how honest the answers were.”

Willem Nolens, SolarNow CEO

“This is the most insightful report we have done with smallholders, period.”

David Ellis, Ethiochicken CEO

“We feel good about the positive results but even more excited about the things you pointed out that we can work on.”

Ella Gudwin, VisionSpring President

I can now plant on time.

I no longer live in darkness.

I was interested in the payment plan.

My family is
very

>healthy

>happy

>safe

>hopeful

now.