

From Pilot to Mainstream: Building a Gridless Clean Energy Network to End Energy Poverty Together



Jim Ayala

Founder, Hybrid Social Solutions

MCPI Annual Conference

July 30, 2025

2010: LET THERE BE LIGHT

From Corporate CEO



To Social Entrepreneur



FOCUS: 25 MILLION WITHOUT ACCESS TO ESSENTIALS



Food



Water



Shelter



Electricity



Education



Health & Safety



Livelihood



Communication



Business model: Last-mile distributor of solar-powered solutions. 95% purchased by villagers with loans. 5% purchased for CSR projects. 2% tithe.

- Durable products designed for rural needs
- 8 benefits (financial, quality of life, developmental)
- Product payback less than 1 year
- No cash out, financing thru MFI partners
- Delivery and installation
- Training on benefits and maintenance
- Warranty and customer service (1 wk turnaround)

Reach: 1.2M HH in 10,000 rural villages

Deployment Growth (2023-2025): 32%→75%→85%



2023: 16

2024: 29

2025: 40

REDEMPTIVE BUSINESS TRANSITION (2022)

Redemptive Business Definition

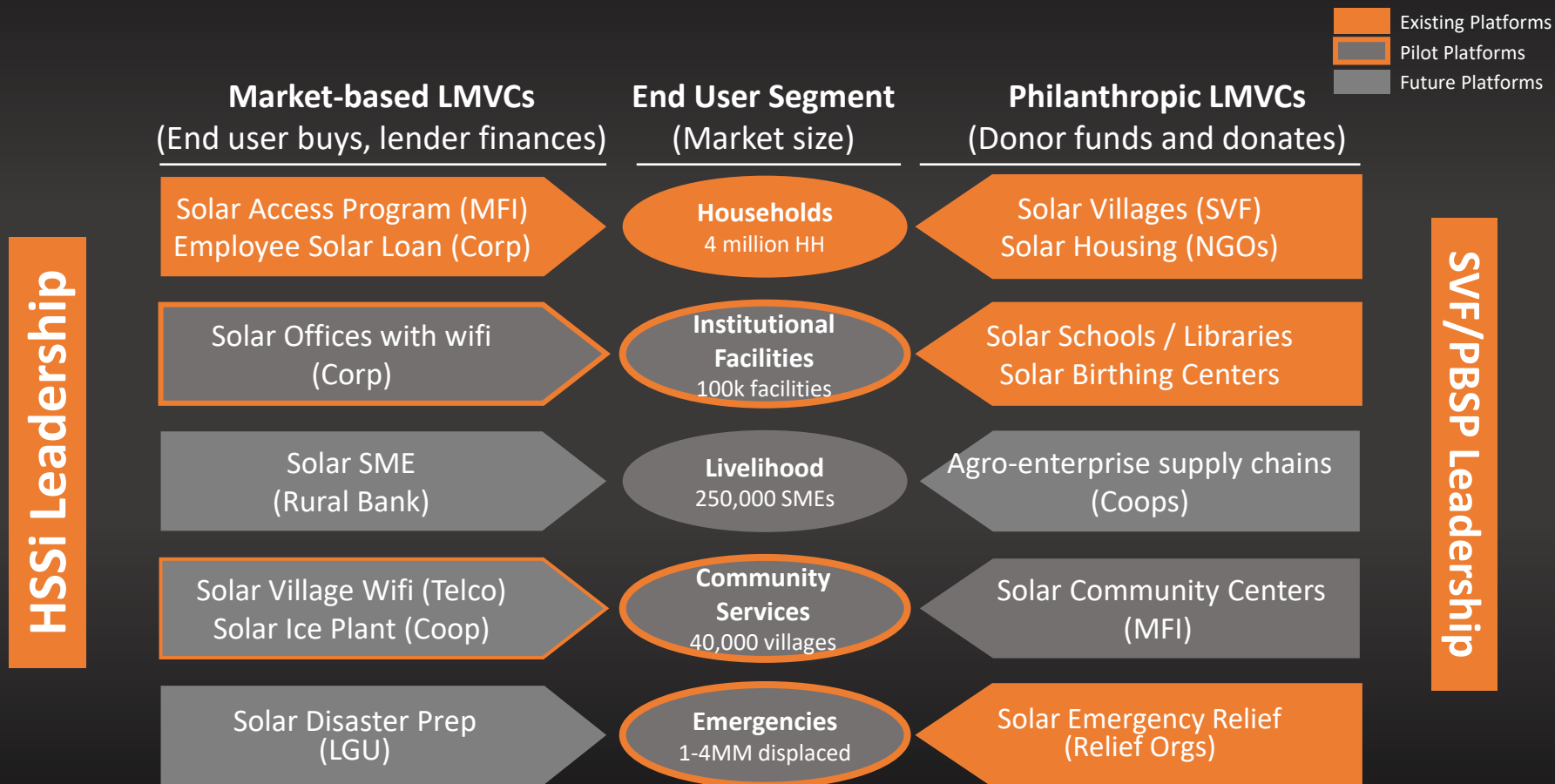
Financially healthy and market-competitive enterprise

Having meaningful impact in the world

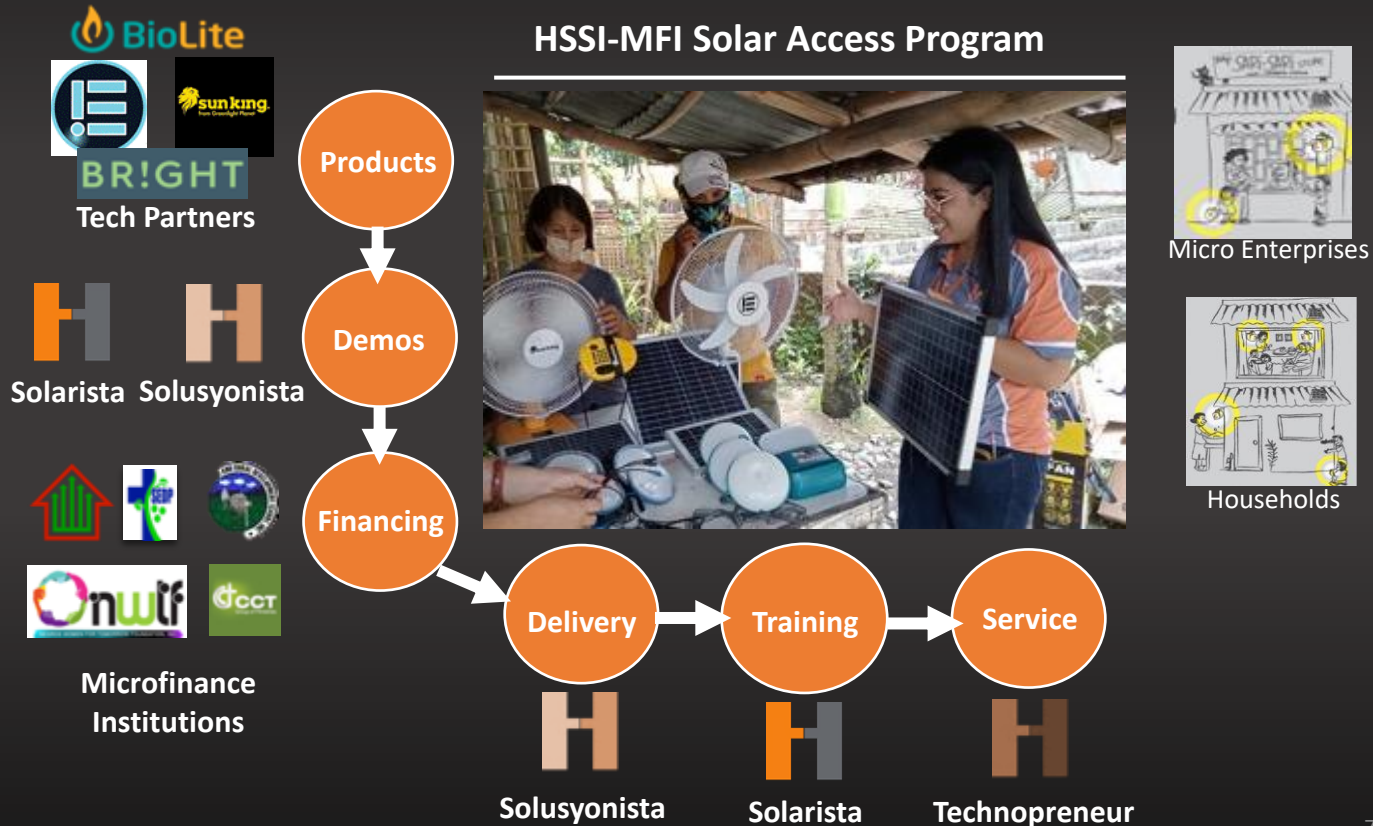
Through scalable and sustainable ecosystem partnerships

Committed to transforming the lives of its stakeholders

RURAL ENERGY ACCESS THRU LAST MILE VALUE CHAINS



DISTRIBUTION SOLUTION: LAST MILE VALUE CHAIN





2

Last Mile
Value Chain

CSR LAST-MILE VALUE CHAIN FOR EDUCATION SEGMENT



Education
Segment

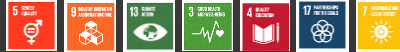


In place.
Ready for scaling

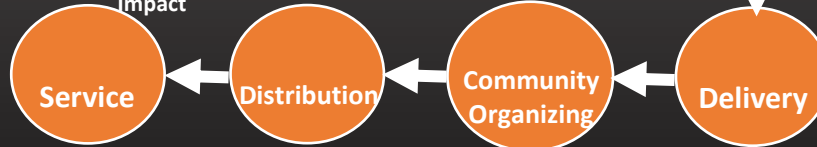
SOLAR LIBRARY LMVC (DONOR BUYS, NGO IMPLEMENTS)



SDG



Impact



Program
Partnership



NGO Partner

Govt Partner

Products



Tech Partner

Donation



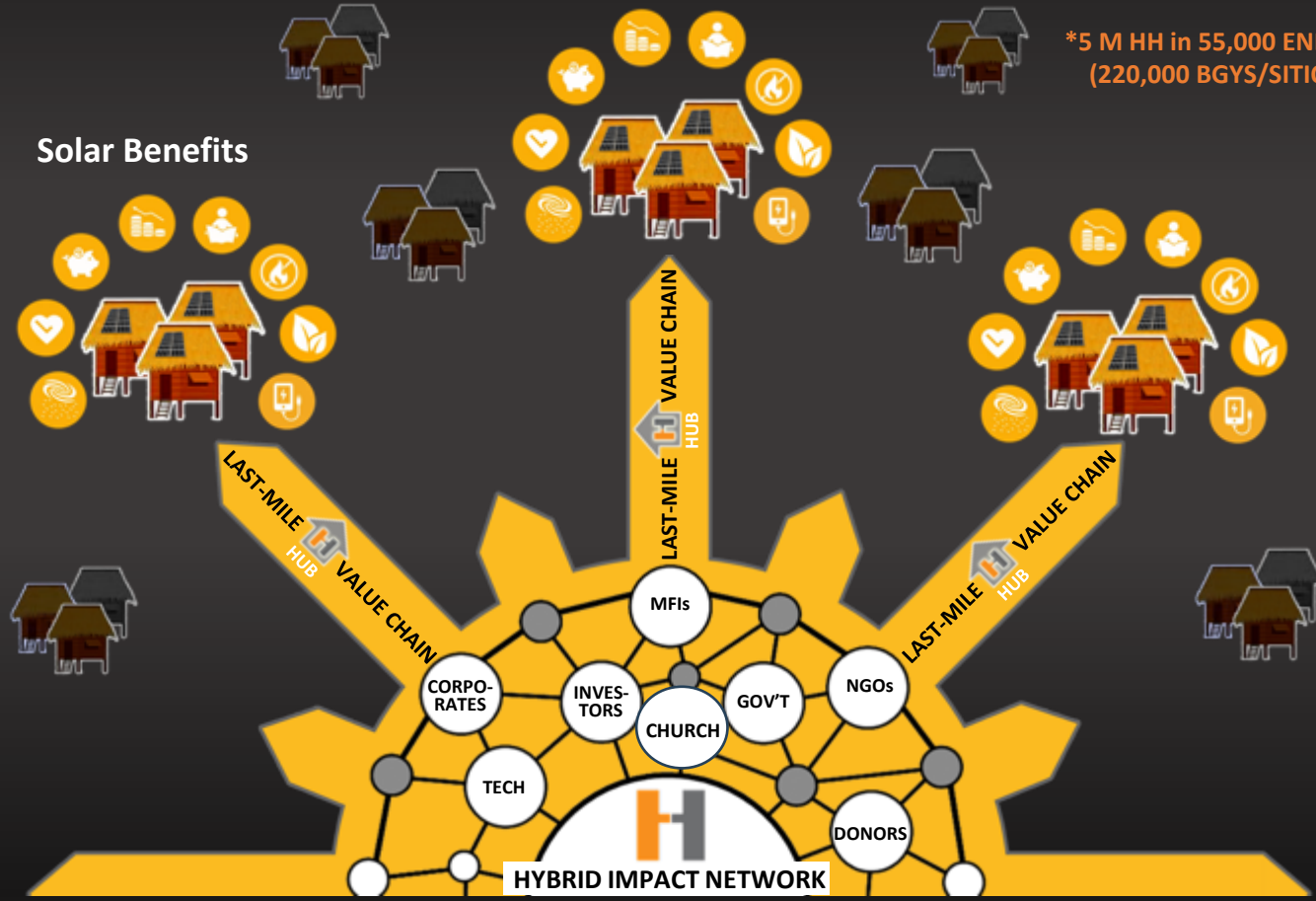
Funding Partner



BUILDING GRIDLESS CLEAN ENERGY NETWORK

GOAL: EMPOWER ALL ENERGY POOR COMMUNITIES*

*5 M HH in 55,000 ENERGY POOR VILLAGES
(220,000 BGYS/SITIOS/PUROKS TOTAL)



IMPACT OF SOLAR ACCESS PROGRAM PARTNERSHIP

for the period of May 2024-April 2025



74,000 HHs with
improved energy
access



107 MM hours of
additional light &
charging



Php 683 MM
energy savings



84,700 metric
tons of CO₂
reduced



CCT
Multipurpose
Cooperative



Ito ang bangko natin.



Let's grow your business, together.



HYBRID IMPACT NETWORK PROGRESS

2010-2025



**Improved
Energy Access**



**390,000 households
(Solar systems)**

**Add'l lighting/
charging**



570 Million Hrs

Energy Savings



Php 3.8 Billion

CO2 Reduction



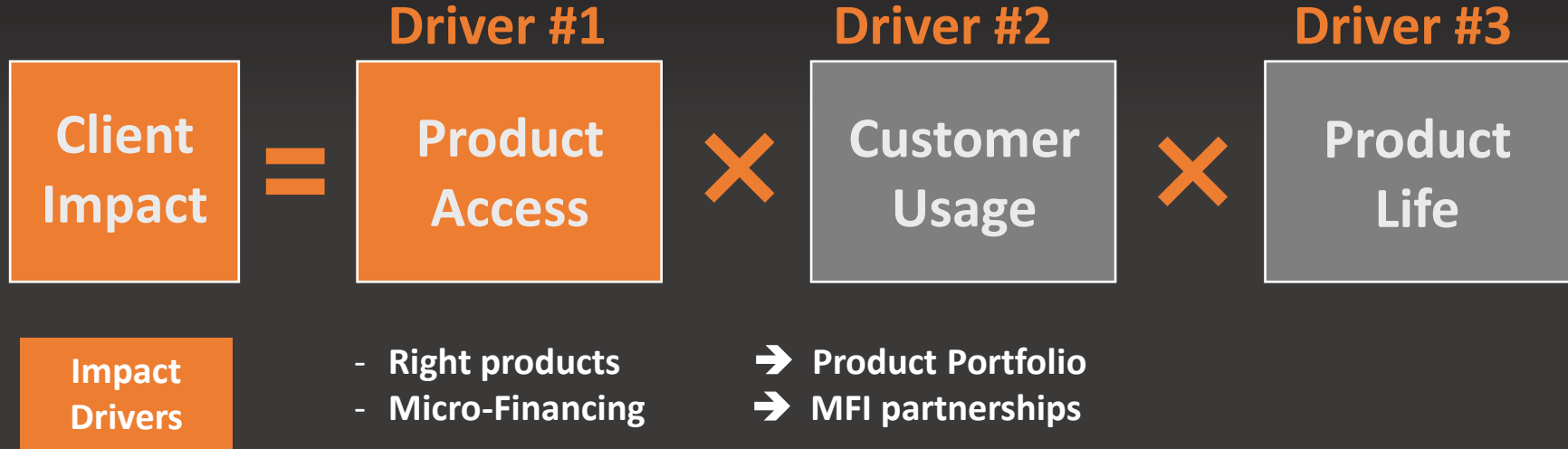
450,000 Tons

2 Million Solar Users!

HYBRID CLIENT IMPACT SYSTEM



HYBRID CLIENT IMPACT SYSTEM



CURRENT SOLAR SOLUTIONS PORTFOLIO

Solar Lamps

- Lamp only (1)
- Lamp with charging (5)
- Lamp with radio/player (2)



Solar Home Systems

- 2-Light system (2)
- 3-Light system (3)
- 4-Light system (4)
- Expandable 12-V system (2)



Appliances

- Desk fan (1)
- Stand fan (1)
- TV (2)
- Clean cook stove



Solar Office System

- Solar Generators (6)
- Satellite Wifi (1)
- Piso wifi (pilot)

AGRICULTURE

Irrigation



Threshers



Land
Preparation



INDUSTRIAL

Clothing



COMMERCIAL

Hairdressing



Cooking



SOCIAL/PUBLIC

Education



Mills



Drying



Chilling



Carpentry



Restaurant / cafe



Retail cooling



Health devices



Night fishing



Cold storage



Milking



Construction



Cinema



Phone charging



Vaccine storage



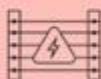
Oil Presses



Egg Incubators



Electric fences



Electronic/
auto repair



Transport



Handcrafts

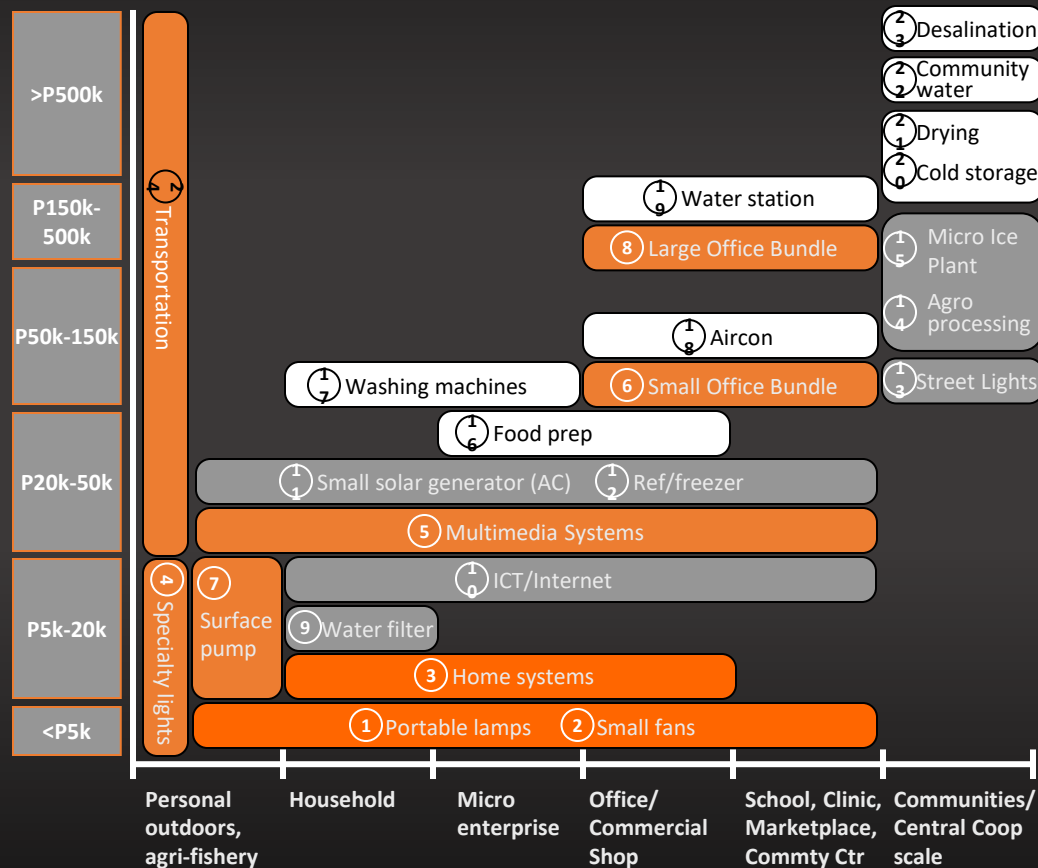


ICT



ENERGY LADDER FOR RURAL COMMUNITIES

PRODUCT CATEGORIES



In portfolio

1 2 3

Testing / piloting

4 5
6 7 8

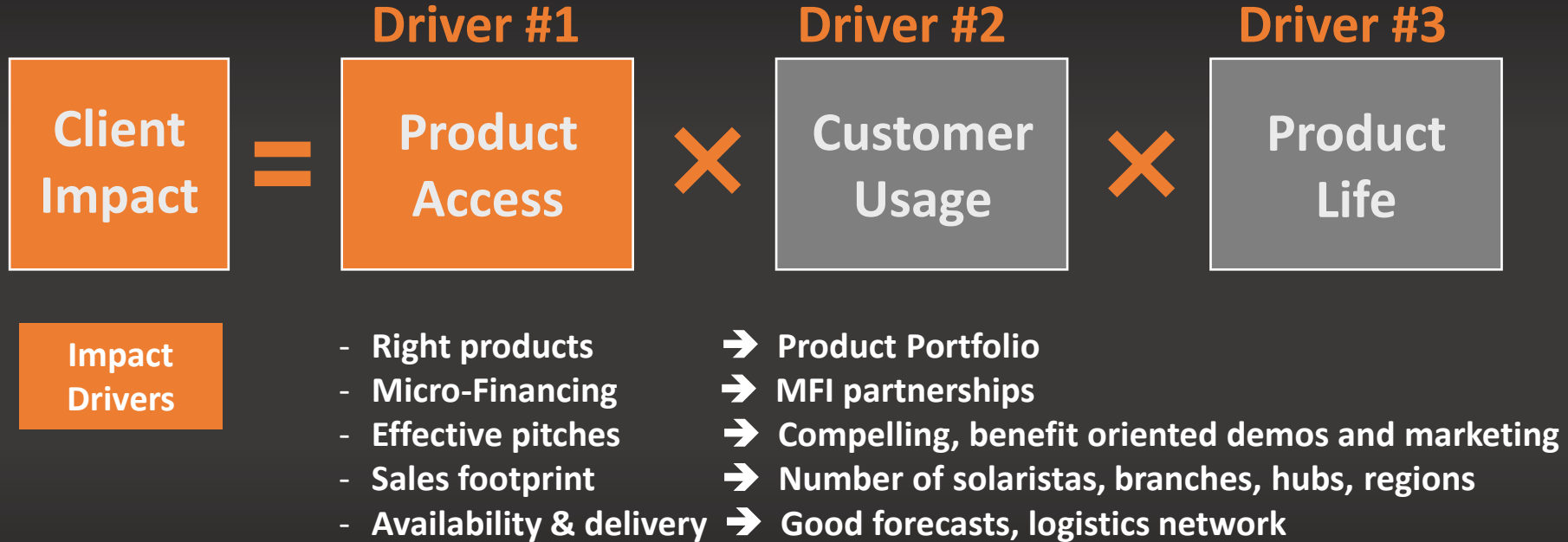
On radar

9 10 11
12 13 14
15

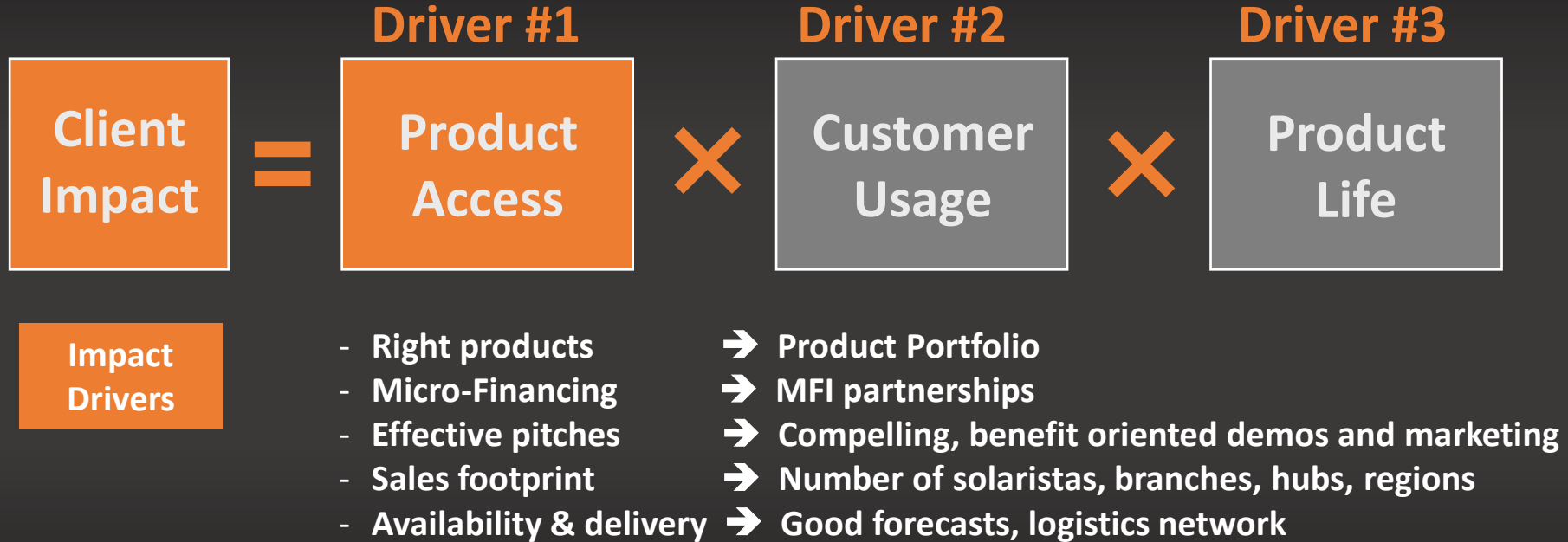
Dreaming

16 17 18
19 20 21
22 23 24

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HYBRID CLIENT IMPACT SYSTEM



HYBRID CLIENT IMPACT SYSTEM



Impact Drivers

- Right products
- Micro-Financing
- Effective pitches
- Sales footprint
- Availability and delivery
- Setting and achieving stretch targets

KPIs

- Unit deployments
- Solarista productivity
- # of solaristas and branches

HYBRID CLIENT IMPACT SYSTEM



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Recognition

Impact Maker



Pace setters in deploying solar for impact

Super Solarista Awards



DRIVING DEPLOYMENTS THRU RECOGNITION

EXTRAORDINARY PEOPLE, EXTRAORDINARY IMPACT

Impact Maker



*Pace setters in
deploying solar
for impact*

Categories

Top MFI Partners
Top MFI Branches
Top MFI Centers
Top Hybrid Hubs
Top Solaristas

Ranked by Impact on:

Improved
Energy Access



Add'l lighting/
charging



Energy Savings



CO2 Reduction



GOGLA
Impact
Calculator

TOP IMPACT MAKERS: MFI PARTNERS

May 2023– April 2024



CARD INC



126,600 people with improved energy access



34.9 M additional light & charging hours



27,550 metric tons of CO2 reduction



198 M pesos of energy savings



SEDP-Simbag
Microfinance



47,730 people with improved energy access



13.2 M additional light & charging hours



10,390 metric tons of CO2 reduction



75 M pesos of energy savings



Ahon Sa
Hirap, Inc.



38,460 people with improved energy access



10.6 M additional light & charging hours



8,370 metric tons of CO2 reduction



60 M pesos of energy savings



*Awarded
August 14, 2024*

HYBRID CLIENT IMPACT SYSTEM



Impact
Drivers

- Clear benefits → Impact stories and quantification
- Usage behavior → Training and reinforcement

BENEFIT CATEGORIES

Mas Maliwanag ang Buhay sa Solar



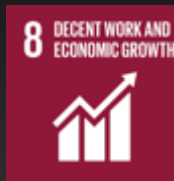


Nanay Cristine has three children with her husband, Tatay Rodel, and their main source of income is selling and peddling street food in their barangay.

Because their cart has no light, it is difficult for them to assist their customers at night. This makes them lose potential daily income only earning ₱500/day

As a solution to this, Nanay Cristine immediately bought the SKH200x to place on their cart. Through this, they can now sell street food in the middle of the night and serve their customers well.

The use of the SKH200X has increased their daily income where they can earn up to more than ₱2,000/day. It has become a huge help for their livelihood and daily expenses as they are now able to earn four times more.



ADDITIONAL INCOME



Nanay Crisiting is lighting and moving the way towards four times more income.



SEDP CLAVERIA



SKH200X

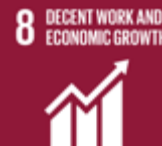




Nanay Arlene is the mother of Michael Angelo, one of her four children. Angelo has a remarkable talent for art that he is able to use to generate income through commissioned artwork. Nanay recognizes Angelo's talent in art and wants to nurture this skill.

During power shortages, Angelo is forced to stop working on his art so it would take longer to complete. Because of this, Nanay availed an OV Stand Fan with lights suitable for her son's preference. Now, Angelo has a reliable source of lighting and comfort while he draws in solitude, and he is even more motivated to learn and improve his skills as an artist.

Similarly, Nanay finds joy in witnessing her son's artistic pursuits, believing in his potential to fulfill his dream and use the skills that he has developed now to graduate as an architect.



EDUCATION



It brings me immense joy to see my son Michael Angelo flourishing in his hobby and talent



ASHI-UNISAN
QSWB



OV STAND FAN



HYBRID CLIENT IMPACT SYSTEM



Impact
Drivers

KPIs

- Clear benefits → Impact stories and quantification
- Usage behavior → Training and reinforcement
- # of high-quality Impact story submissions
- # of high-quality nanay FB testimonials
- # of Solar User Forums

HYBRID CLIENT IMPACT SYSTEM



Impact
Drivers

KPIs

Recognition

- Clear benefits → Impact stories and quantification
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Story Stellar

*Nanays sharing innovative
ways to use solar*



HYBRID IMPACT AWARDS

EXTRAORDINARY PEOPLE, EXTRAORDINARY IMPACT

Story Stellar Awards



*Nanays sharing
innovative ways
to use solar*

Awarded Oct 11, 2024

Award Categories



Additional
Income



Savings



Education



Communi-
cations



Health



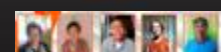
Safety



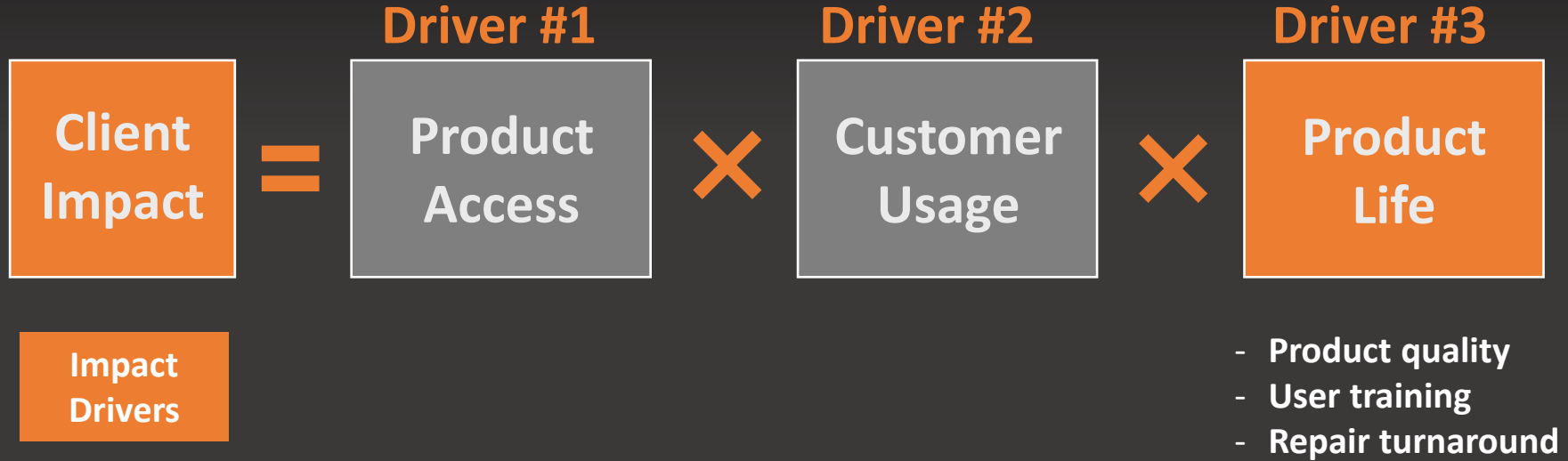
Disaster
Preparedness



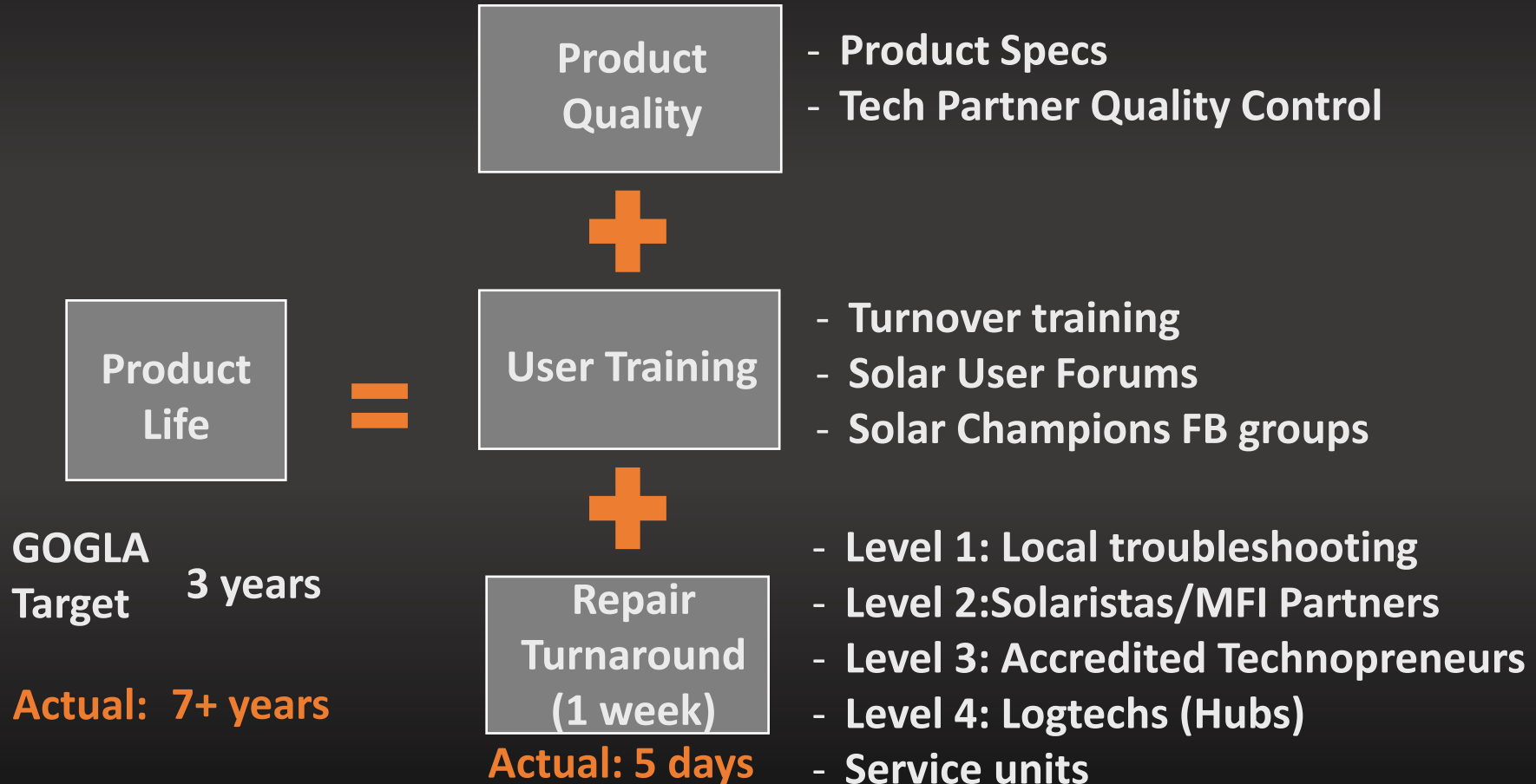
Others



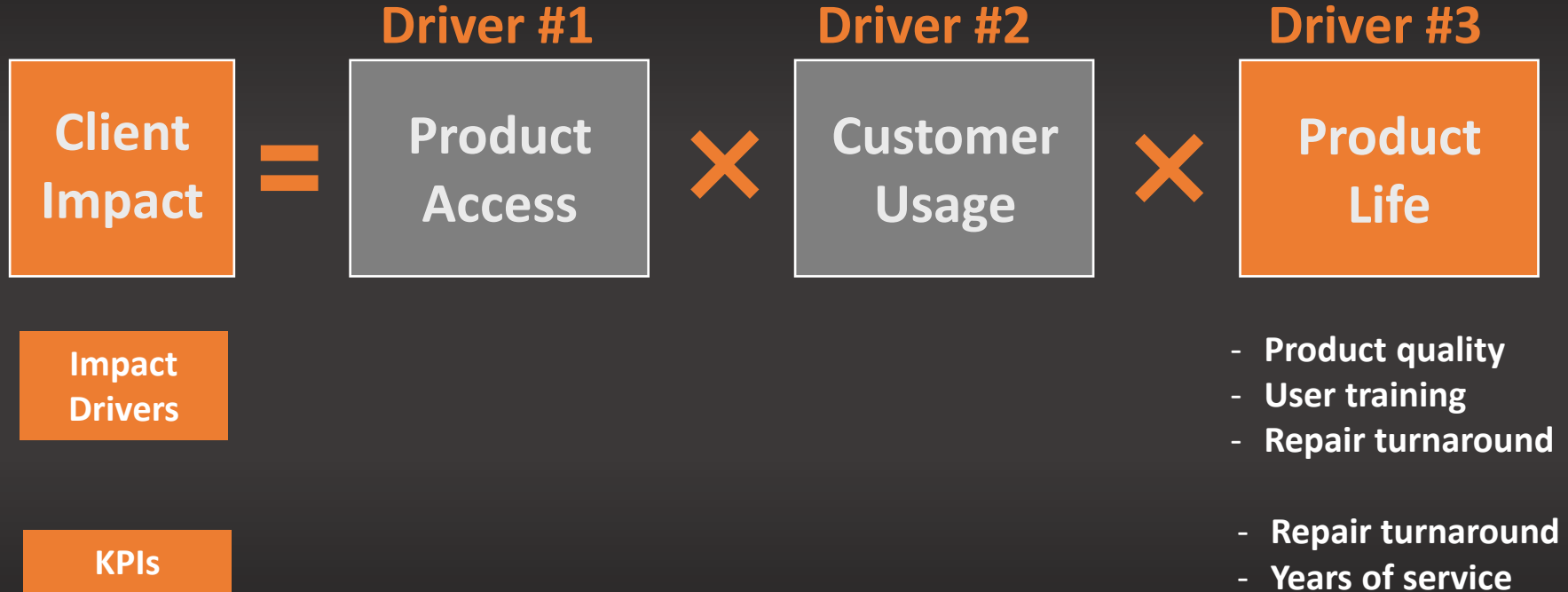
HYBRID CLIENT IMPACT SYSTEM



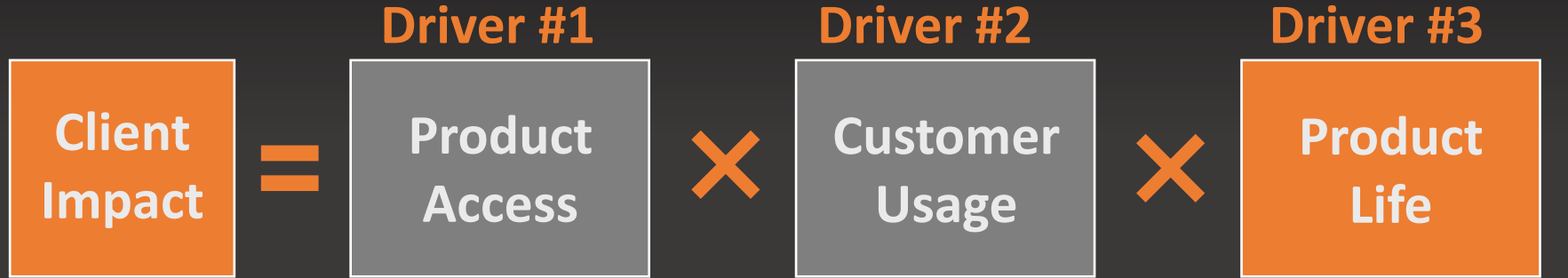
DRIVERS OF PRODUCT LIFE



HYBRID CLIENT IMPACT SYSTEM



HYBRID CLIENT IMPACT SYSTEM



Impact
Drivers

KPIs



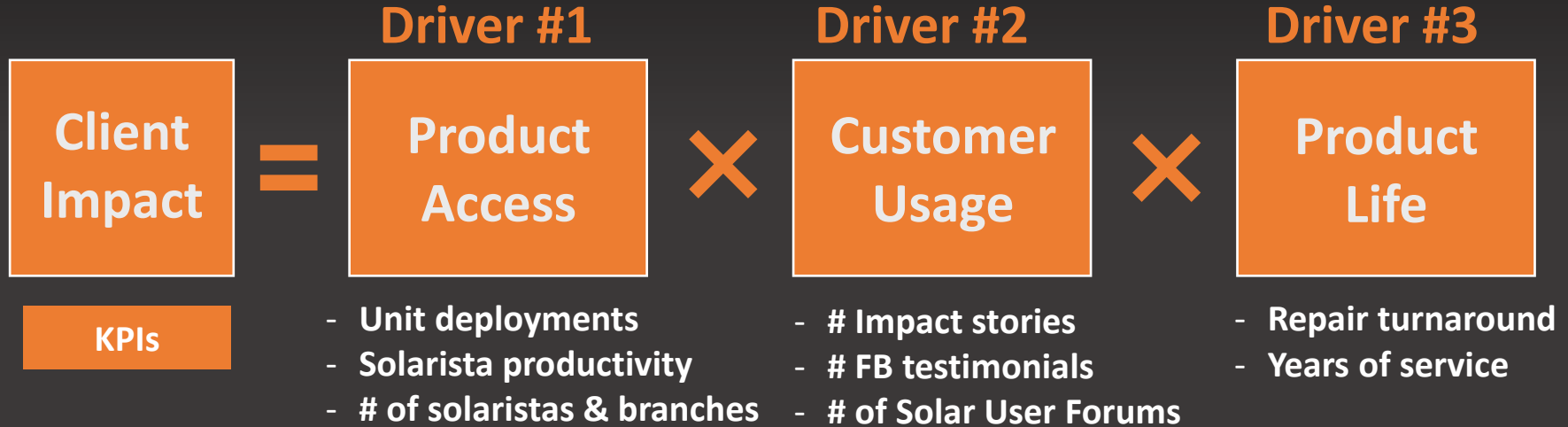
Solarian

*Solarians going the extra
mile to serve customers*

- Product quality
- User training
- Repair turnaround
- Repair turnaround
- Years of service

Recognition

HYBRID CLIENT IMPACT SYSTEM



LET'S END ENERGY POVERTY TOGETHER

Jim Ayala, Founder

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