



We let low-income consumers pay-as-you-cook with mobile money through our proprietary smart-meter for LPG.

Investment Opportunity:
\$750k

Stage:
Post-Revenue

Industry & Region:
East Africa - IoT & Energy

Number of employees:
27

Use of Funds:
Triple distribution to sell to 170k households

Connect 5,000 users to pay-as-you-cook-model

Increase LPG cylinder inventory from 2,000 to 7,000

Founders:
Sebastian Rodriguez, CEO - Internationally renowned engineer, 10+ years in IOT and energy. PhD Imperial College London & visiting scholar at MIT.

Andron Mendes, CFO - Certified CPA, 8+ years as finance executive at major Tanzanian institutions, including Tanzania Revenue Authority and PWC.



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Investment Opportunity

WHAT WE DO

Our smart-meters integrate with mobile money to allow consumers to pay-as-you-cook for LPG and order refills on demand at the touch of a button. We combine this with data-driven logistics to access a new market and deliver quality customer service.

MARKET NEED

90%+ of Tanzanian homes are stuck with pricey, and toxic, charcoal for cooking. People want to switch to LPG but costs are too big + supply is bad.

SOLUTION

We are the **only** company with tech to market that enables pay-as-you-cook. Customers can now pay affordable amounts for LPG, and cooking accessories, giving them their 1st chance to access clean modern fuel.



Available
nearby



Quality
supply



Affordable
pay as you cook

TRACTION

Shipping 50k cylinders by close of 2016
\$425k quarterly sales after 5qs consecutive growth
1st commercial LPG smart-meter pilot in East Africa
Winner of \$190k GSMA Innovation Seed Grant

EDGE

1st to market with LPG Smart Meter in East Africa
Only pay-go provider targeting Tanzania
Only company able to reach low-income consumers
Vastly superior operations through data science
Secured reputation for quality and reliable supply

REVENUE MODEL & VALIDATION

36% margin on LPG and cooking accessories to pay-as-you-go customers

2500 customers by end of 2017

Higher-volume, lower-margin secondary B2B line supplying LPG cylinders to kiosk vendors

600+ points of sale secured across Dar es Salaam
Revenue from licenses and services to partners in non-competitive markets

Major deal signed with Envirofit worth \$500k over 3 years