



Impact Lenders and Donors

As a nonprofit/for-profit hybrid, Empower Generation is supported financially through donations and grants (nonprofit) and impact investment and debt (for-profit) funding.



Clean Energy Technology Suppliers

Empower Generation purchases clean energy technologies in bulk from suppliers, which it then sells to entrepreneurs at wholesale prices.



EMPOWER GENERATION

5. Once a loan is paid back, Empower Generation helps the entrepreneur get a working capital business loan from an independent, local microfinance organization in their area. The original loan is then redeployed to help another woman start her own business.



4. Gradually, the women pay back the initial loans made by Empower Generation to set up their businesses and purchase clean power products through the profits made by their businesses.



3. Entrepreneurs either sell products directly to customers or via a village-level sales agent who earns a commission on each sale they make from the entrepreneur.



1. Empower Generation provides training and loans to women in rural areas who want to run their own business selling clean energy technology to their communities.



2. Women business owners purchase clean energy technologies from Empower Generation at wholesale prices. Empower Generation helps the entrepreneurs set retail prices for the products to help them increase their margins.



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