

## Project Plan for Flame Tree Initiative's Off-Grid Energy Development Entrepreneur Lab



### Overview

From schools to homes, the lack of energy affects many people in Malawi. Currently, only 12% of Malawi's population is connected to the grid - in rural areas, this falls to about 5%. Aspiring social entrepreneurs know the way forward is through clean, sustainable energy. Through specialized entrepreneurship training, Flame Tree Initiative will provide the bridge for these aspiring social entrepreneurs to transform their visions into thriving social enterprises that solve energy poverty.

### Challenge

USAID's Power Africa reports that only 12% of Malawi's population is connected to the grid - in rural areas, this falls to about 5%. Many still rely on unhealthy and polluting energy sources to meet their energy needs - such as wood, kerosene, and charcoal. The lack of access to clean, sustainable energy sources means slow economic and social development. No electricity also means widespread environmental degradation. The Malawian government estimates that 8.4 million acres of predominantly natural forests are being depleted at a rate of 1.8 to 2.6% annually, largely for charcoal production.

In the past, the only option for families to connect to electricity was through the national grid. However, the emergence of solar, wind, and hydroelectric power provides them with alternatives. Aspiring social entrepreneurs understand the value of these clean, sustainable energy sources. However, they need to be equipped with the skills to launch energy-focused social enterprises.

## Project Activities

Flame Tree Initiative will provide specialized entrepreneurship training to 15 individuals through the Off-Grid Energy Development Entrepreneur Lab (DELab). This energy-focused incubator will provide aspiring entrepreneurs with the technical knowledge to launch, operate, and scale energy-focused social enterprises. We will deliver a dual-concentration on business acumen and social impact measurement to support viable social enterprise experts whose businesses can launch genuine social and economic change in East Africa.

## Project Goal

10 DELab Graduates operate successful development enterprises that improve their livelihoods and general positive impacts in the energy sector within 3 years.

## Timeline

	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	October 2019
<b>ACTIVITIES</b>														
Project conceptualization														
Develop project curriculum outline														
Raise funding for project implementation														
Secure commitment from partners														
Collaboration with partners to finalize project curriculum														
Plan project logistics														
Recruit project participants														
Pre-test evaluation														
Project implementation														
Post-test evaluation														

## Partners

The energy-focused social entrepreneurship training will pool together expertise from Flame Tree Initiative staff and partners from the United States, industry leaders in Malawi, East African university research centers, and social entrepreneurs in the energy sector.

In addition, we will also collaborate with Development Entrepreneur Fellows (DEFellows) - individuals who have completed Flame Tree Initiative's training program and have successfully

launched social enterprises. This will allow project participants to learn best practices from those who have faced similar challenges. In turn, this will provide DEFellows with the opportunity to share their experiences and inspire a new generation of social entrepreneurs.

## Log Frame

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS/ASSUMPTIONS
<b>GOAL</b>	10 DELab Graduates operate successful development enterprises that improve their livelihoods and general positive impacts in the energy sector within 3 years.	Entrepreneurs' incomes and quality of life	Surveys	
		Entrepreneurs' quality of life		
		Jobs created by enterprise		
		Number of people benefiting from the products or services	Community survey	
<b>OUTCOME</b>	Launch 12 development enterprises within one year of the DELab program.	Number of development enterprises	Survey and site visits	Development enterprises improve livelihood, generate jobs, and create products or services in the off-grid energy sector.
<b>OUTPUTS</b>	1. 15 aspiring entrepreneurs complete the DELab.	1. Number of entrepreneurs completing the DELab	1. DELab records	1. The DELab Graduates want to launch a new business.
	2. 10 aspiring entrepreneurs join the DEStudio.	2. Number of entrepreneurs in the DEStudio program	2. DEStudio records	2. The DEStudio Fellows actively participate in ongoing program offerings.
<b>ACTIVITIES</b>	1. Operate the off-grid energy DELab in partnership with Mzuzu University for 15 aspiring entrepreneurs.	1. DELab run	1. DELab records	1. Aspiring entrepreneurs want to attend the DELab.
	2. Work one-on-one with 15 DELab participants to determine best path forward.	2. Number of DELab participants meeting one-on-one with Flame Tree Initiative	2. Meeting notes	2. DELab participants are realistic about their expectations.

## Project Budget

<b>OFF-GRID ENERGY DELAB</b>	
Air travel and insurance	\$2,870.00
Housing	\$2,320.00
Meals	\$720.00
Vehicle rental and fuel	\$533.00
Visas	\$225.00
Telecom	\$200.00
Instructional materials	\$250.00
Recruiting	\$700.00
Publicity	\$400.00
DEFellow stipends	\$2,000.00
University faculty stipends	\$2,000.00
Energy experts	\$2,500.00
DELab coordinator	\$1,000.00
	Subtotal
	\$15,718.00

Flame Tree Initiative plans to raise \$5,000 from individual donors through Global Giving and the remainder from grants and local fundraising events.