



The Nigeria Off-grid Market Acceleration Program (NoMAP) is an independent market accelerator tasked with tackling inadequately addressed market barriers limiting the growth of the off-grid sector in Nigeria. The program is funded by USAID and the Shell Foundation.



DURATION (1 YEAR)
August 2018 - July 2019

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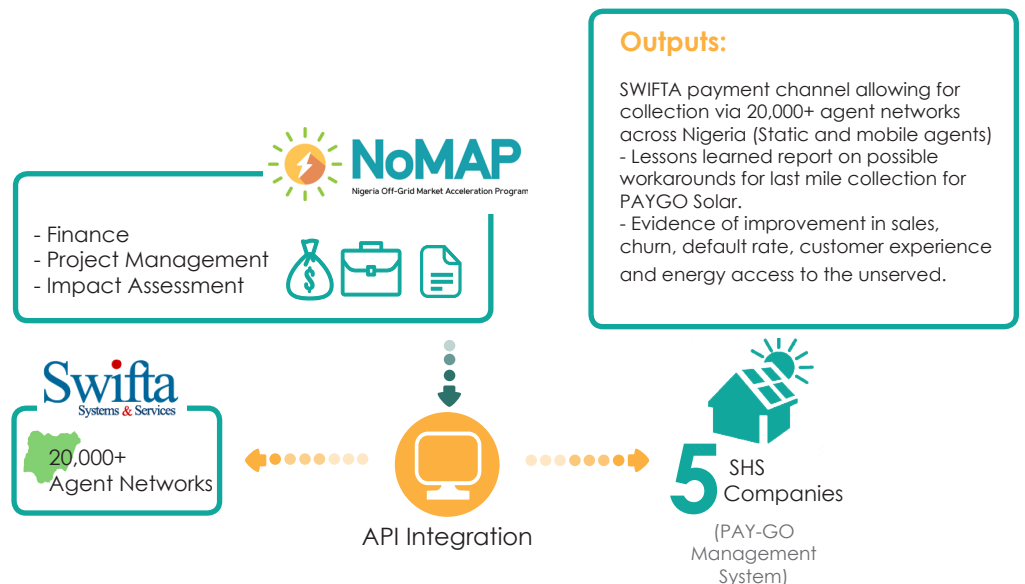


Based on strong market feedback, the Off-Grid Market Acceleration Program is focused, in its first year, on two high-impact initiatives that address market barriers around market intelligence/data and payment collection for Solar Home Systems (SHS) Companies.

Initiative 1: Pilot an Off-Grid Payment System for Last Mile Collection for Pay-As-You-Go (PAYGO) SHS Company.

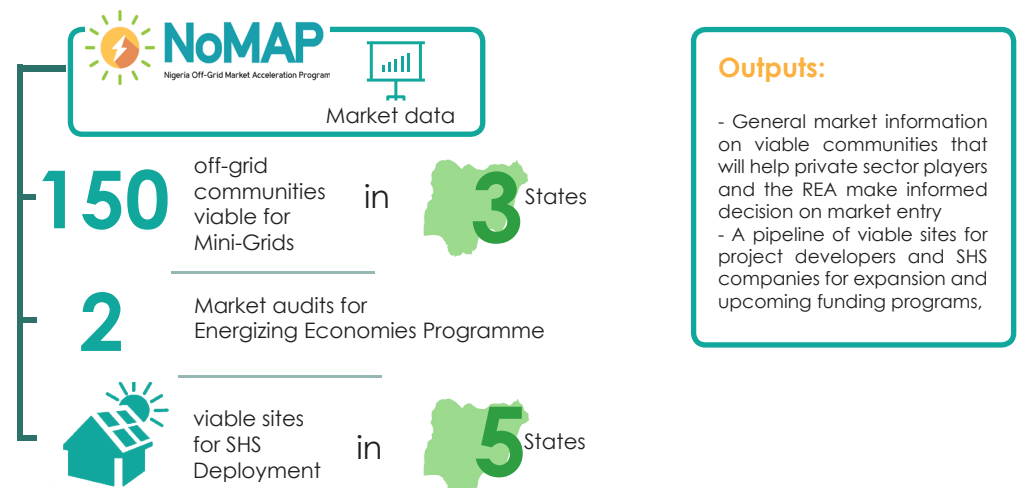
Nigeria's low mobile money penetration (about 1% of our population¹) makes it difficult for PAYGO companies to expand into the last mile and collect payment from customers. The goal of the pilot is to develop a "work-around" that will address the current difficulties faced by SHS companies in collecting payment from their unbanked customers. The workaround would facilitate the aggregation of payment channels - Agent Networks (cash collection agents); mobile money.

NoMAP is financing the integration of PAYGO billing systems of five SHS companies to the agent distribution network of SWIFTA, a payment accelerator.



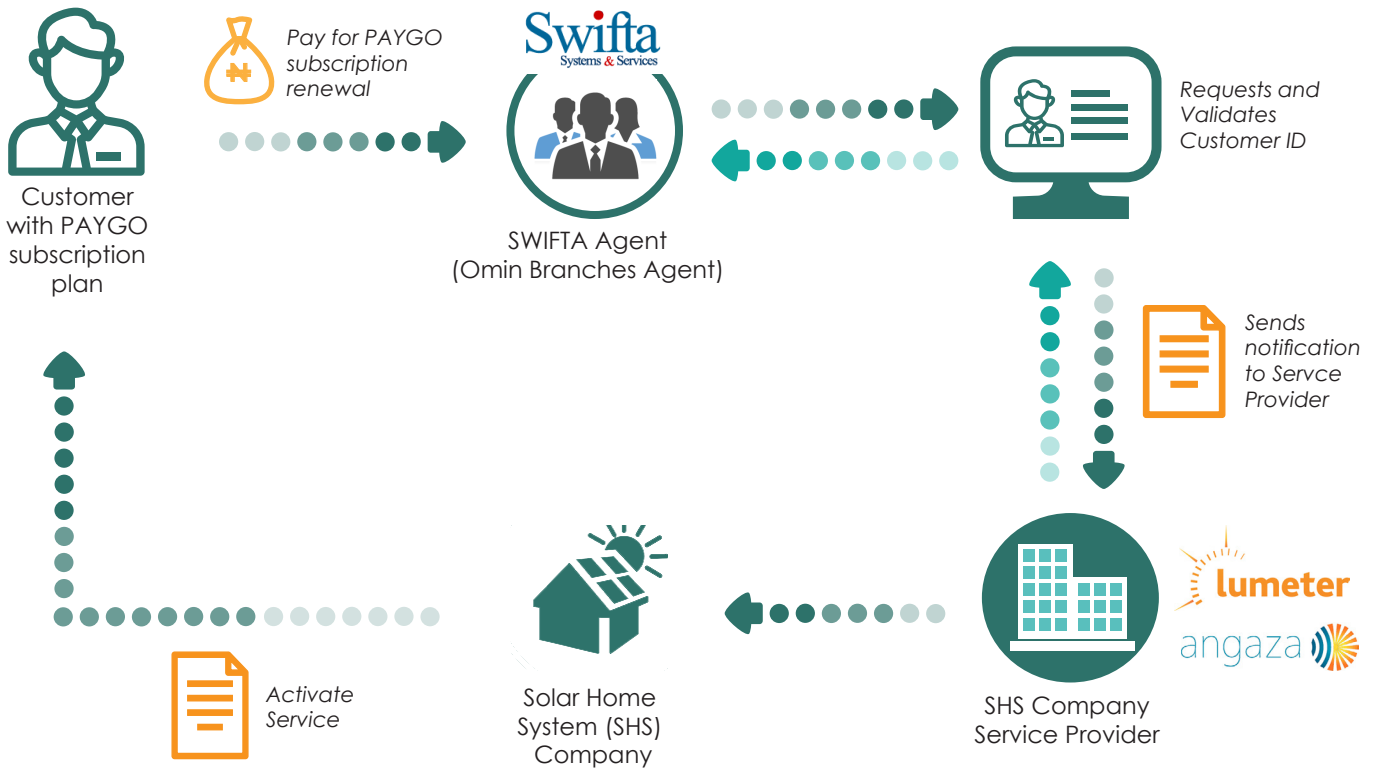
Initiative 2: Build Market Intelligence/Data for Mini-grids development and SHS Deployment

NoMAP will support the sector with data on off-grid communities that are viable for mini-grid development and deployment of solar home systems. Data needs of stakeholders will be obtained; geospatial analysis complemented with community level field survey will also be undertaken. NoMAP will also support the Rural Electrification Agency (REA) with two market audits as part of its Energizing Economies Program.



¹ The Guardian. (2018). "Nigeria's mobile money scheme crawls at 1% penetration" Available at: <https://guardian.ng/technology/nigerias-mobile-money-scheme-crawls-at-1-penetration/>

OFF-GRID PAYMENT COLLECTION SYSTEM FOR LAST MILE CUSTOMERS



MARKET DATA/INTELLIGENCE GATHERING (OUR APPROACH)

