Leading a clean transport revolution across West Africa

Mbay Mobility
Our goal is to push the UN Sustainable Development Goals by leading a clean transport revolution in West Africa – starting in Dakar, Senegal

Mbay aims to lead the Electric Vehicle (EV) ecosystem in West Africa

Focusing on EV supply & our EV financing solution
West African cities face increasing traffic-related pollution problems, caused by old cars using dirty, expensive fossil fuels.

1. **Carbon footprint** in Senegal is increasing due to road transport.
   - 100% of cars in Senegal run on fossil fuels, emitting 2.2m tons of CO2 per year.
   - 01

2. **Air pollution** is a growing threat to people’s health.
   - 1 out of 4 infant deaths in West Africa are now related to air pollution.
   - 02

3. **Taxis** are responsible for a large part of these problems.
   - Old taxis are 45% of traffic flow and cause 40% of air pollution in Dakar.
   - 03

Sources:
- Bertrand Tchanche “Dynamics of Greenhouse Gas (GHG) Emissions in the Transportation Sector of Senegal”
- Stanford university study
Mbay supplies affordable, robust and comfortable EVs that generate significant cost-savings.

Overall Dimensions: 377 x 165 x 157 cm
- Compact for parking, steering and pedestrians

Range: 250 km
- Easily covers the taxi day run

Charging time: 40 mins to 11 hours
- Can be charged at night when demand is lower

Max speed: 100 km/h
- Can access speedways in Dakar

Min ground clearance: 128mm
- Can cope with non-paved roads

Air conditioning
- Passenger comfort in hot West African climate

Maintenance benefits
- Easy and less costly maintenance

Potential suppliers:
- CHANGAN
- Dongfeng
- BYD
- Wuling Motors
Mbay’s EVs are perfect for commercial uses like small goods delivery and taxis, generating immediate savings and up to $65k (40m CFA) extra income over 15 years.

Fossil Fuel Taxi
$29k cumulative return

Mbay EV Taxi
$94k cumulative return

- EV purchase financed over 3 years
- Three battery replacements over 15 year period
- One ICE vehicle replacement in 15 year period
Mbay’s financing solution unlocks bank credit for EV purchases. This makes our EVs even more affordable, increases market size and accelerates EV adoption.

**Mbay’s pay-as-you-go financing product:**

- Mbay sells EVs on credit, and retains ownership until repayments completed.
- Mbay receives monthly payments over a 3-year lease-to-own period.
- Onboard GPS hardware tracks the EV location and driving behaviour.
- Onboard pay-go system immobilises the EV if payment not received.
- EV reactivated once payment received.
- EV recovered if payments not resumed.

Mbay sells EVs, with fintech solution & 3-year bank loan.

- $: Mbay recovers loan repayments from clients.
- $: Mbay sends monthly repayments to bank.
- $: Bank provides loan to Mbay, to finance EV purchases by Mbay’s clients.

**EV Owner**

**Bank**
Key takeaways:

**Network: is vital** - networks (public & private) are vital in developing economy for new tech to navigate bureaucracy, reach clients/partners/investors, unblock things.

**Focus: saying no is so important** - even limited success brings suggestions and offers of new activities, but distraction will damage core business.

**Patience/resilience: nothing will happen fast** - relatively new technology in new context, with no existing ecosystem and regulatory framework; ndank ndank!

**Customer focus/service: know client’s needs** - private sector Qs maintenance, charging, insurance... public sector Qs public health, grid capacity, fiscal impact, ODA.

**Talk, talk, talk: minor risk, major benefit** - so much to learn, so much to polish, and so much to iterate. You won’t fail because someone stole your idea.
If you would like more info, we can organise a call and send you more materials

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