

Africa E-mobility Forum

Dar es Salaam

20-24 March



Greenfoot Africa / Zelo

Affordable, Practical, & Clean.

An electric cargo bike platform accelerating
Africa's transition to zero-emission transport.



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E-Mobility in Tanzania:

BUSINESS AND TECHNICAL INSIGHTS ON PRODUCTIVE USE CASES

Business Models Part 1: Flat Fee Rental Model for Motorcycle Taxis



Findings

- **Overall, the electric motorcycle is shown to be more cost effective than the petrol motorcycle** and adjusting the rental fee changes how that benefit is shared between the rider and the owner. At 8,000 Tsh (\$3.44) per day rental fee, the rider reaps the total benefit and increases their earnings by 35%. At 10,000 Tsh (\$4.31) per day rental fee, the owner reaps the total benefit and increases their earnings by 50%.
- **Electric motorcycles are compatible within the existing, local leasing/renting model** use by many motorcycle taxis in Tanzania and offer financial incentives for riders and owners to switch. With conversion kits, the same motorcycles can even be used, reducing barriers to adoption. And importantly, since many motorcycle owners already have multiple bikes that they purchase and lease out, it's clear that there are individuals with the financial capacity to pay for a higher cost asset such as an electric motorcycle.