- electrifies Mobility in Tanzania -

WHY ELECTRIC MOTORCYCLES IN TANZANIA

- Environmental pollution due to noise and gas emission
- High fuel cost which changes every month
- High maintenance/operational costs
- Limited income earned due to higher operational costs

Pilot Project

Kigamboni in Dar Es Salaam

Pilot Project

- **Start: in August 2021**
- **Numbers of Demo units: 12 eMo**
- **Duration: 18 months**

eMo BodaBoda

The Product

3kw motor, 72v 30Ah lithium battery, speed 65km/h

Applicability of the eMo Bodabodas

- Study the business trends
- Marketing and awareness creation
- Data collection on the durability of e-bodaboda model in Tanzanian‘s environment
- Prove the idea to transform people‘s life through easy e-bodaboda transport
- Prove the commitment of Tanzanian government, entrepreneurs on the environmental global agenda

Revenue Models

1. Sell of products:

i. Sale of motorcycle units → Rent - own model

Under specified contract, the customer received eMo Bodaboda after 18-24 months

ii. Advance Payment/ Pre order

Under specified contract, the customer paid 60% advance and waited for 8 – 9 weeks for the eMo Bodaboda. The remaining 40% was paid during the handover of the eMo Bodaboda.

2. Provision of services

i. Rent per Week

eMo Rider rent and submit a certain amount of revenue on weekly basis

Rent Own Model (ROM)

Rent per Week
(RpW)

PIKI App

Our Experience from the Pilot Project

- Successful during the Pilot Phase
- **PREO Fiscal and Technical Advisory Services**
- Challenges during the Pilot Phase

Successful during the Pilot Project

- To build a startup or bring an innovation in esp. in electric Vehicles ecosystem
- Accomplish the pilot phase
- Well known Brand in Tanzania, Malawi, Asia and Europe
- Acquisition of customers and orders in Tanzania and neighboring countries

For example: in Malawi and Mozambique

- Create interest and awareness to the Last miles delivery services companies
- eMo Riders save costs as compared to fuel via **eMo´s Fiscal and Environmental Assessment**

PREO Fiscal and Technical Advisory Services

- **Conducted: April 21 – June 3, 2022**
- **PREO Consultant Tom Courtright**

PREO

Powering Renewable Energy Opportunities

Why PREO Fiscal and Technical Advisory Services

- The difference in earning between ICE/Fuel Bodaboda and eMo Bodaboda riders
- The study showed clearly that eMo Bodaboda Taxi riders earns more then ICE Bodaboda Taxi riders
- Model the fiscal impact for eMo customers
- Quantify the emissions reductions from switching to an electric motorcycle
- The calculations below; is only for a Bodaboda rider who can move up to 65 km/day

Weekly Earnings (single battery)			
	ICE	eMo	Savings
Rental	$ 14.67	$ 22.42	$ 7.75
ROM	$ 14.67	$ 15.46	$ 0.79
Post-ROM	$ 44.67	$ 45.90	$ 1.23

The PREO Advisory Services Result

- Bring in dual-battery motorcycles to serve motorcycle-taxi customers. The current single battery model is not serving motorcycle-taxis sufficiently, and there is a need to extend
- Consider battery swapping partners. Customers have a high appreciation for the price savings associated with switching from fuel to electricity and having reduced maintenance costs.
- Improve awareness of EV motorcycles. This includes forging stronger links with government bodies, including the police, Land Transport Regulatory Authority (LATRA) and the Tanzania Revenue Authority (TRA). It also means being open and informative to ICE motorcycle users.

Weekly Earnings (dual battery)			
	ICE	eMo	Savings
Rental	$ 14.67	$ 39.79	$ 25.12
ROM	$ 14.67	$ 37.23	$ 22.56
Post-ROM	$ 44.67	$ 70.37	$ 25.70

Other challenges during the Pilot Project

- Lack of Infrastructures e.g. swapping and charging stations
- Lack of enough electric vehicles knowledge that can support people to understand more about electric vehicles in Tanzania
- High demand of other light vehicles, for example three wheelers/ eMo Tuktuk
- Increase the quality and distance of the battery i.e. Dual Battery System

Our Milestones

PLAN A

CONTINUING SCALING

- Procurement of more eMo Bodaboda and eMo Tuktuk
- Establishing swapping stations around the country

PLAN B

ATTRACTING INVESTORS AND OTHER STACKEHOLDERS TO JOIN IN THE ELECTRIC MOBILITY ECOSYSTEM IN TANZANIA

eMo Mobility Management

Erick Mome Morro, Founder and CEO

Richard Sikira, CSO

Sales and Marketing Officer
Operation and Business Development Officer
Logistics and Repair Officer
Intern for eMo Data analysis and Management
Business Advisor

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Advisory Board

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