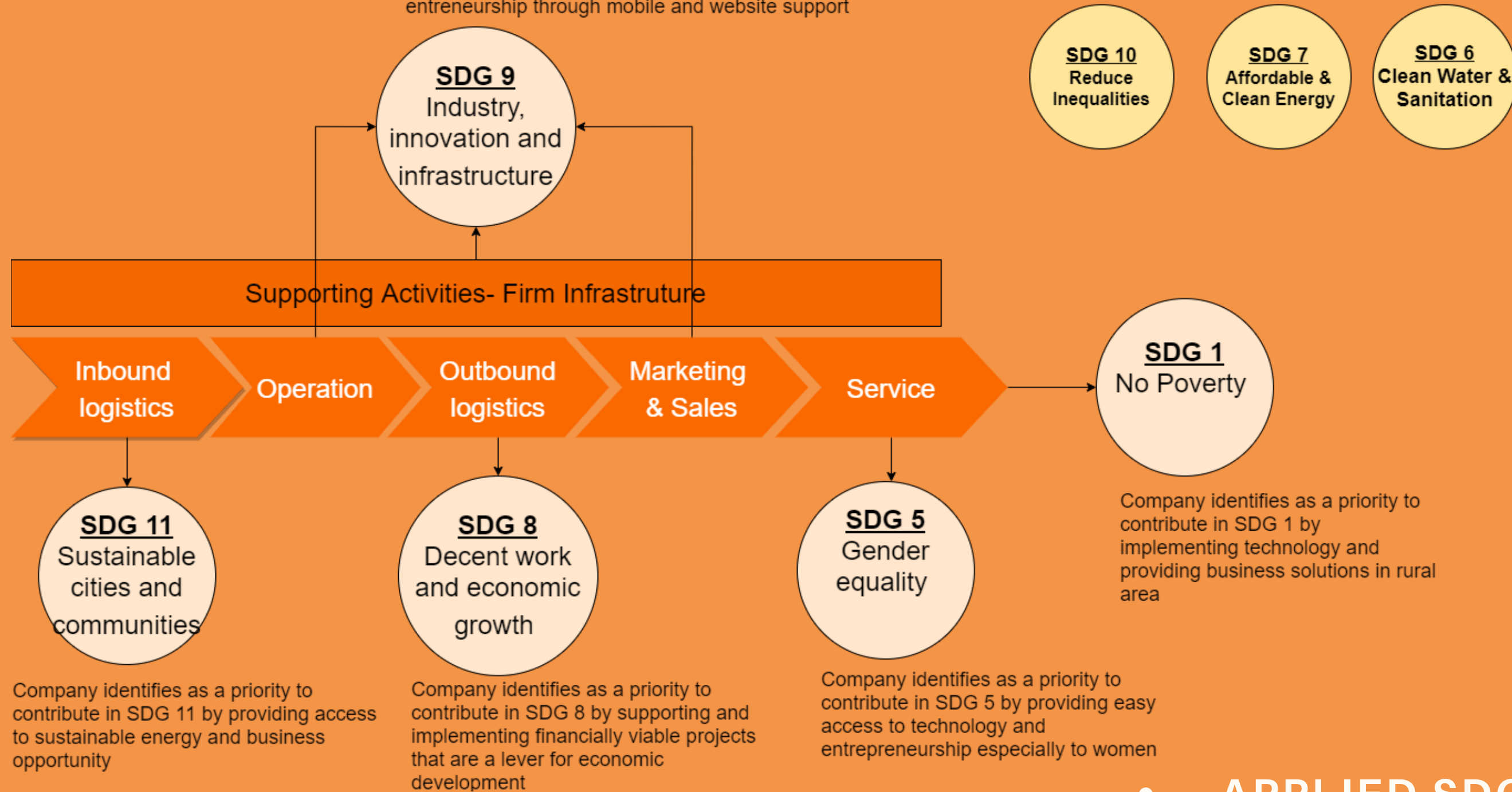


DEFINE SDG'S

Company identifies as a priority to contribute in SDG 9 in its 1/ Firm infrastructure: investing in new engery technology 2/ Operation Provide application,clean energy and business projects 3/ Service: supporting entreneurship through mobile and website support



- APPLIED SDG COMPASS GUIDE FROM THE UN
- RESEARCHED AND OBSERVED BENOOS OPERATIONS TO IDENTIFY THE VALUE CHAIN

Comparison of the tools

CERISE SBS'S

- List of questionnaires
- Evaluate the company's overall performance

SBS LIGHT

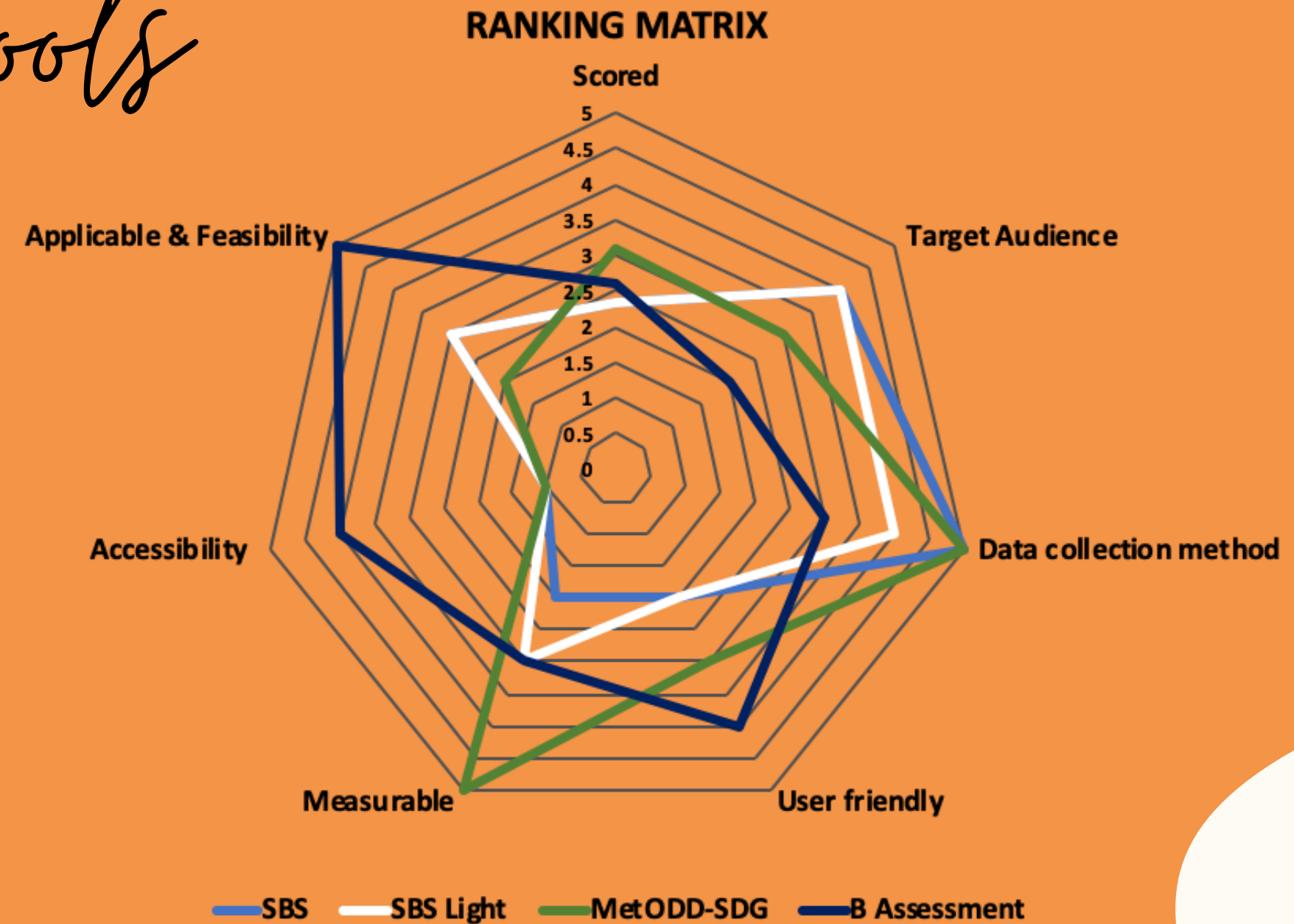
- Smaller version of SBS

METODD-SDG

- List of microeconomic indicators
- Measure SDGs performance

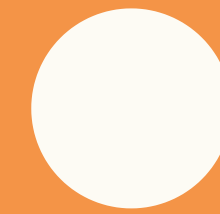
B-ASSESSMENT

- List of questionnaires
- Provide self-evaluation



Tools	Scored
SBS	2.35
SBS Light	2.6
MetODD-SDG	2.9
B Assessment	2.5

Implementation



Haft of year		Step 1	Step 2	Step 3	Step 4	Step 5	Step 1	Step 2	Step 3	Step 4	Step 5
		Initial Process	Initial Date collection	Initial Measurement	Report & Review	Initial Revision	Initial Process	Initial Date collection	Initial Measurement	Report & Review	Initial Revision
		Review SBS light Data.xls	Retrieve Data from internal document	Fill in SBS Light.xls	Generate the results Review the Overall Performance	Give Feedback & Revise the tool if needed	Send survey	Collect Data	Fill in METOD D-SDGs.xls	Compare with the last performance	Give Feedback & Revise the tool if needed
Month 1	Week1										
	Week 2										
	Week 3										
	Week 4										
Month 8	week 29										
	week 30										
	week 31										
	week 32										



Recommendations

SHORT TERM

- Focus on SDG 1, 5 & 9
- Audit SBS light and MetODD twice a year
- Post-survey - MetODD
- Plan for training with Cerise

LONG TERM

- Consider SDG 8 & 11
- Transition to SBS
- Audit can be done quarterly
- Integration with their application

Inputs:
What resources go in that could positively or negatively affect the SDG?



Example:
R&D, manufacturing, marketing spend (\$ spent).

Activities:
What activities are undertaken?



Example:
Water purification tablet sales (qualitative description of marketing and distribution efforts).

Outputs:
What is generated through those activities?



Example:
Tablets sold (# sold and demographic information regarding consumers buying the tablets).

Outcomes:
What changes in the target population occurred?



Example:
Purified water consumed (% of total water consumed).

Impacts:
What are the changes as a result of those outputs?

Example:
Reduced incidence of water-borne diseases (% reduction vs. pre-sales).

S

- The Focus on entrepreneurs makes Benoo successful as their ability to pay is high
- The app usage and mobile payments are a successful innovation to rural communities
- Strong background knowledge and expertise about Africa
- West African countries are Francophone which is an advantage to Benoo as a beneficiary of French subsidies

W

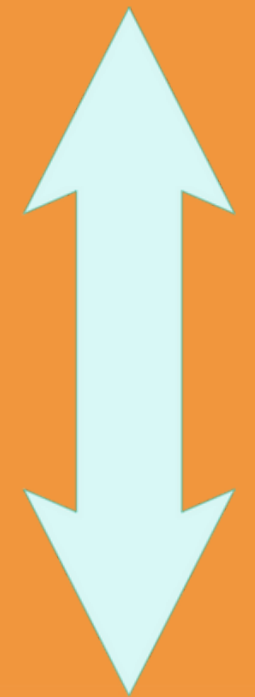
- Online content and social media coverage could be improved to create more exposure and business opportunities
- More strategies are needed on capturing the market of consumers
- Necessity of more staff to handle bigger volume if there is expansion

O

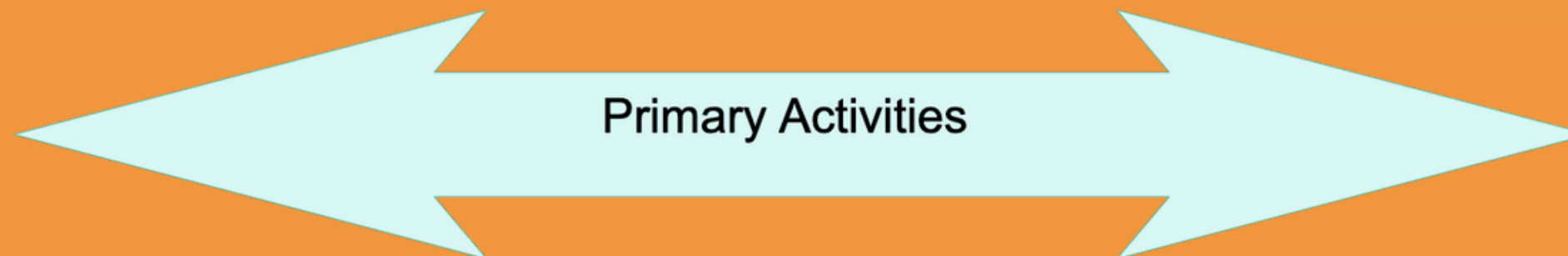
- Mobile phone ownership is increasing in West Africa which could be leveraged by Benoo through their app usage and payment
- Certain government's in West Africa like Togo offer financial support to solar energy providers like Benoo
- Banking sector would likely fund new projects which are sustainable and innovative

T

- The limited ability to pay for solar products by some entrepreneurs
- New competitors with strategies that are well researched and blue ocean can affect Benoo's business model
- Investing in solar infrastructure is expensive and could pose a challenge
- Lack of diversity in Benoo's products can be an advantage for competitors



Support
Activities



Primary Activities

Key Partners

- Jumeme
- Sunflower
- M-kopa
- Solarkiosk
- Agence Française Development (AFD)
- Territories and Development Company (ETD)
- Terroirs and Tropics
- Finance Innovation Pole
- Alliance for Rural Electrification (ARE)
- FINACTION

Key Activities

- Identifying projects to fund in rural villages that have the highest impact
- Building solar solutions to remote villages
- Business support through mobile app
- Solar minigrids and kiosks for small businesses

Key Resources

- Knowledge of the market
- Human expertise in market access
- Digital tools for data collection & analysis like deep learning tool
- Collaboration with NGO ETD to identify and understand the needs of the rural villages

Value Proposition

- Convenience
- Accessibility
- Last mile connectivity
- Cost reduction
- Risk reduction
- Providing value-added services
- Business support
- Marketing follow-up
- Ongoing training
- Technical support
- Real-time metrics
- Predictive tools
- Business intelligence

Customer Relationship

- Strong investor relations
- Local entrepreneurs - need guidance and support to run their business successfully
- Advising farmers on best practices and suggest ways to be more efficient
- Collaboration with NGO ETD to share local expertise

Channels

- Mobile app
- Solar systems
- Solar pumps
- Mini-grids
- Solar kiosks
- AI to analyse data

Customer Segments

- Local businesses
- Entrepreneurs
- Farmers

Cost Structure

- Fixed costs (Rent, salaries & staff)
- Investment in building infrastructure
- Intangible investment (digital infrastructure and deep learning tools)

Revenue Streams

- Monthly rent from solar installations
- Government subsidies
- Leasing fees for small shops
- Commission paid by the off-grid energy producer - 10% of revenue
- Fee's to access off-grid data analytics

STEPS	RACI				
	ASHOK	SHADI	HA	MANUEL	BUBACAR
DETAILS					
1st meeting with company	A	A	A	A	R
Understand the business model	R	A	C	C	I
Understand the current need and difficulties	R	A	C	C	I
Define the project scope & objective	R	A	C	C	I
Create roadmap	C	C	R	A	I
Define member's roles and responsibility	C	C	A	R	I
Get feedback from company to align with the objective	C	C	A	R	R
PESTEL	A	R	C	C	I
SWOT	A	R	C	C	I
Mission, Vision	R	A	C	C	I
Company Structure (review with company)	R	A	C	C	I
Business model canvas	R	A	C	C	I
Align with Benoo if the company study is correct	R	A	C	C	I
5 forces	R	A	C	C	I
VRIO	R	A	C	C	I
Initial report with analysis	R	R	R	R	I
Financial Review (maybe?) CSR review	C	C	R	A	I
Study to Cerise model and define which data we need	C	C	R	R	I
a. What is model for? What are their benefits? In terms of business, community and the organization.	C	C	R	R	I
b. Case study of the model in another companies.	C	C	A	R	I
c. What data are required? Look for KPI?	C	C	R	R	I
Benchmark with other tools	C	C	R	A	I
Adapt the company needs	C	C	R	R	I
Interview Cerise (confirm if the study aligns with their methodology)	R	R	R	R	C
Make decision on which tool should be used	R	R	R	R	I
Demonstrate how to use the tool to the comp.	C	C	R	R	I
Check if the company have resource to use the tools	C	C	R	R	I
Check if the company have the procedure to collect data for the tools	C	C	R	R	C
Interview Benoo for feedback	R	R	R	R	C
Revise the tools based on their feedback	C	C	R	R	I
Interview Benoo for feedback	R	R	R	R	I
Check if we meet all the objective	R	R	R	R	C
Summarize the project (complete the paper)	R	R	R	R	I
Submit the paper	R	R	R	R	I
Prepare presentation	R	R	R	R	I
Deliver the result (presentation)	R	R	R	R	C

Responsible	R
Accountable	A
Consulted	C
Informed	I