



Green Bio Energy

SEED Low Carbon Award Winner 2014

B2B Biomass Briquettes

The enterprise produces **eco-friendly briquettes, made from carbonised 100% recycled bio-material**, that burn for longer and hotter than other briquettes, and provide social and environmental impacts. Waste is procured locally, the briquettes are produced in Green Bio Energy's facilities, and then sent out through distribution agents.

The **primary customers of Green Bio Energy are businesses**, with a secondary customer segment of rural, low-income households. The briquettes are **distributed through a network of distribution agents**, and through an organised delivery service. The sales are often repeat sales, with households buying smaller quantities than the primary B2B channel. Green Bio Energy currently **reaches more than 560,000 lives per month** through its distribution network. With 74.5% of Uganda's population reliant on charcoal as an energy source, there is significant potential for growth and increasing market share.

Enterprise Financing

Green Bio Energy has **funded its operations and expansion through a mix of grants, equity financing, and debt financing**. The debt financing is currently being repaid.

Green Bio Energy **achieved cash positivity in Q1 2020** and expects to be profitable by the end of the year. Current financial goals include **cost cutting to increase the margin of briquettes**, as market prices are competitive and substitution barriers low.

Growth Strategy & Financial Requirements

Green Bio Energy plans to continue to **focus on expanding production from 70 to 80 tonnes per month** while maintaining cost cutting measures.

- Reinvestment in capital (equipment and facilities) acquired in 2016-17
- Exploration of a franchising model to scale to additional geographies

OVERVIEW

Sector: Clean Energy**Location:** Kampala**Product:** Biomass briquettes**Registration Year:** 2011**Type:** Company Ltd. by shares**Annual Turnover (2019):**
147,355 USD

TEAM & EXPERTISE

Number of Employees: 33 (full-time), 14 (part-time)**Management team:** Managing Director, Internal Auditor, Ass. Accountant, Sales Director, Production Engineer**Governance:** Board of Directors

IMPACTS

Environmental: Each ton of briquettes used offsets 10,658kg of CO2 and 2,920 kg of trees**Social:** Creation of over 50 direct and indirect jobs, increased income opportunities for women**Economic:** 87 USD saved per ton of briquette used

FINANCING JOURNEY

2012 – 13

Expanded product lines to include cook stoves and vocational training on briquette production

2015-17

Invested in R&D and equipment, facilities

2020

Q1 cash positive, with plan to break even by Q4

2011

Started operations using funds from family and friends

2015 – 16

Received grants of 800,000 USD, minority equity and major debt financing

2018

Sold cook stove business to focus on briquettes

Established by



Funded by



Hosted by

