

2016 Delegate Profile

Name: Adam Camenzuli

Personal Motto: “Excellence through Integrity.”

Motto:

Location: Bowmanville, Ontario

Twitter: [@karibusolar](https://twitter.com/karibusolar)

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My Company

Name: KARIBU Solar Power

Founded: 2013

Website: www.karibusolar.com



Life as an Entrepreneur

The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?

I became an entrepreneur for two reasons: firstly, I saw a huge need that was going unfilled (lack of energy in Africa) and second, our solution (affordable solar) can change people’s lives! Over the last few years, I have come to realize this is the best use of my time on earth.

For KARIBU Solar Power, we saw that people wanted solar but could not afford it in one up-front payment. We then built a business model around providing high-quality solar in small increments (consumers in East Africa will buy a little bit of kerosene at a time). We then set out to develop a product that fit this requirement and we’ve gone from there.

Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?

Good Hope, an HIV/AIDS organization in Kilimanjaro, purchased a pilot project kit and found a customer in their community. That woman used to spend over \$2 every week on kerosene and now with pay-as-you-go solar from Good Hope, she now only spends less than \$1. In addition, her children have a chance to study (without breathing in toxic fumes), she is able to work longer hours at her sewing business, and it also reduces CO2 emissions.

To make things even better, Good Hope is earning income just like they would from any income-producing asset (chicken, goat, etc.). They are using this sustainable income to fund their operations of providing education, medication and support for people in their community. It’s a win-win-win.

Please describe your next challenge or plans for your business or for yourself as an entrepreneur:

We are in the final stages of manufacturing and testing our first large-scale shipment for Tanzania. We have been busy on the ground as well and have about 2,000 of these solar kits pre-sold to small-scale entrepreneurs and families in rural communities around the country.