

Term of Reference (ToR) for Power-Bi Service Provider

Online Platform for GOGLA Investment Database

Background

The off-grid lighting and electrification industry has emerged in recent years as an important sector to contribute to increased access to modern energy in developing countries. From a near stand-still in 2010, a 1,75 USD billion market which currently serves 420 million users. The numbers of business and the clients they reach are far from sufficient to address the public need for improved energy access, and to satisfy the demand for reliable electricity services. To develop the off-grid industry, investment will need to flow to different parts of this expanding and increasingly diversified value chain. As a recent report from Sustainable Energy for All demonstrated¹, the objective of universal access to modern energy by 2030 (Sustainable Development Goal 7) is not going to be reached based on the current investments since less than one fourth of the investment required for universal energy access is taking place. This is especially the case for companies offering off-grid electrification solutions that would be the most efficient and effective solutions for rural electrification. The off-grid industry will thus need to grow both in number of companies, as well as in the scale of individual companies.

Objectives and Scope of Assignment

GOGLA tracks [sales, impact](#) and [investment](#) data of the off-grid solar sector bi-annually. In 2020 a Power-Bi platform was developed to improve the accessibility, visibility, and reporting of the individual companies on the sales and impact data of the off-grid solar sector.

In 2021, GOGLA would like to improve the availability and accessibility of [GOGLA Investments Database](#) to enable deeper insights of market performance and trends and strengthen GOGLA's brand and reputation as provider of leading market intelligence in the sector.

To track investments into the space, GOGLA initiated the GOGLA Investments Database in 2017, which now covers the period 2012-2020. This database is updated using information shared by industry respondents in interviews, and/or publicly announced deals. Therefore, the basic structure for the GOGLA Investments database is already in place (as an MS Excel file): it holds information for the last years and a methodology for inputting new data and information is in place. This database includes both confidential and non-confidential deals, with details of funder(s), recipient company, investment amount, use of funding and geography of investment (*see Annex II for more details on size and filters of the database*). Currently, this database has been used for ad-hoc [visualization and graphs](#) for presentations and [blogposts](#). GOGLA also receives and responds to many requests for results and analysis beyond what is made publicly available.

GOGLA is now looking to contract a Service Provider for developing an online platform for the visualization and reporting of investment data for the off-grid solar sector, preferably with Power BI. This involves conceptualizing and putting the required infrastructure in place (technical infrastructure and data governance) to effectively and efficiently aggregate, analyse and report data, while ensuring data security

¹ [Energizing Finance 2019](#), SE4All 2019

and confidentiality (see **Annex III** for confidentiality rules) . This work will also set the foundations for periodic and continuous data collections of the investment data.

In the near future, GOGLA would like to explore the integration and access to both platforms via a common interface. Consultants with experience and suggestions on interface integration will be considered positively.

Why a visualization platform is needed

Both investors and companies are highly interested in the flow of investment as well as to track whether investor appetite is changing. This platform will help make the information in the deals database more accessible to investors, including more details that what is available publicly, and highlight points to move the needle on increased investment flow in the future.

Outputs:

Power-Bi online platform for the visualization and reporting of investment data for the off-grid solar sector for Investors.

The platform should be:

- publicly accessible from a link on www.gogla.org
- there should be around 40 individual users with their own logins that can access the platform and 2 general users
- Results will be displayed according to the confidentiality rules (in Annex III).
- it should be in a format in which GOGLA can add new entries
- it should be in a format in which GOGLA can transfer ownership to alternative data service providers. / enable us to combine this with the Sales & Impact Database (see Annex IV).
- it should have the same style and format (to the extent possible) as the Sales & Impact data platform (see Annex IV).
- preferable: 30 users to report and visualize their data from 2021 onwards (after approval and check of the GOGLA team)
- It will be branded with GOGLA and GET.Invest, following guidance from GOGLA

Required Skill-Set

The successful Consultant or Service Provider will bring:

- A minimum of five years' experience in designing and implementing online platforms with state-of-the-art software, such as Power BI
- Strong knowledge of investment analysis
- Excellent communication and coordination skills

Deliverables & Timeline

The successful consultant will be expected to undertake this assignment between 1st of June and November 30th

.See Annex I for a rough estimated timeline, GOGLA will be expecting a detailed workplan of activities upon the start of the assignment.

Submission of Proposals

The proposal should include:

- CVs of team with relevant experience highlighted through 3 relevant project references from the past 2 years. Note that key personnel proposed cannot be replaced during implementation without prior approval by GOGLA.
- Client certificates (testimonies/reference letters) that confirm the quality of any project references.
- Technical proposal (**limit 10 pages**) that includes:
 - comments to the TOR and critical success factors for fulfilling the assignment
 - workplan and methodology for achieving the desired outcomes
 - presentation and justification of any proposed deviation from scope, deliverables, and timeline
 - project organigram with level of effort of key personnel and backstopping systems.
- Financial proposal (in EUR and inclusive of VAT and other applicable indirect taxes)

Association between consultant teams/consultancies/firms is also allowed. Both proposals covering the full and partial spectrum of services will be accepted, however priority in the evaluation will be given to the former rather than the latter.

Evaluation of the proposal would be done based on the experience of the applicant (25% Weight), the financial proposal (25% weight) and the technical proposal (50% weight).

The proposal must be submitted:

- In the English language, and valid for a minimum period of 120 days.
- To Laura Fortes at l.fortes@gogla.org and Oliver Reynolds at o.reynolds@gogla.org by latest May 14th 2021
- With a title “Investment Database ToR – application pack by *[name of applicant]*”

Any questions to this ToR must be submitted:

- In the English language
- To Laura Fortes at l.fortes@gogla.org and Oliver Reynolds at o.reynolds@gogla.org by latest May 7th 2021
- With a title “Investment Database ToR – question by *[name of potential applicant]*”

About GOGLA

GOGLA is the global association for the off-grid solar energy industry. Established in 2012, GOGLA now represents over 180 members as a neutral, independent, not-for-profit industry association. Its mission is to help its members build sustainable markets, delivering quality, affordable products and services to as many households, businesses and communities as possible across the developing world. The products and solutions that GOGLA members sell transform lives. They improve health and education, create jobs and income opportunities, and help consumers save money. To find out more, go to www.gogla.org.

This project is supported by [GET.invest](#), a European programme supported by the European Union, Germany, Sweden, the Netherlands, and Austria. GET.invest supports investments in decentralised renewable energy projects



Annex I – Guiding Proposed Approach / Tasks and Timeline (to be discussed with the Service provider)

To develop the new platform, the following tasks need to take place and would be **led by the Service Provider**. The below is a guiding approach, the consultant might/might not propose alternative approaches based on their experience:

1. Scoping and concept development

- a. Develop potential concepts for a Power BI platform for showcasing investment data using a user-centric design approach
- b. Facilitate input from GOGLA team on concept.
- c. Conduct basic concept testing with companies and stakeholders

2. Development of online platform and backend calculations

- a. Define a technical approach/set of solutions, possibly using an Agile Scrum approach in sprints.
- b. Create a work backlog of activities to implement the technical approach/solutions.
- c. Establish backend calculations to aggregate the data to ensure confidentiality of the data points, so that they cannot be traced back to a single company / investor.
- d. Develop an online platform for visualizing the data.
- e. Create login and account management system for of the online platform.

3. Review and testing

- a. Facilitate alpha-testing with GOGLA team.
- b. Conduct beta-testing with a group of companies and stakeholders to assess the user-experience and improve the concept.
- c. If needed, send complex issues back to step 2 in order to be assessed in future sprints.

The GOGLA team will be actively consulted and involved, giving timely feedback when prompt and do user testing. Moreover, GOGLA will make available and involve its Communication team to contribute to the development of potential concepts for a new platform using a user-centric design approach.

Phase	Tasks	June		July		August		September		October		November	
		1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Scoping & Concept Development	<ul style="list-style-type: none"> 1 meeting with GOGLA taskforce 1 meeting with GOGLA team 1 external consultation 												
Development Online Platform and back-end calculations	<ul style="list-style-type: none"> 6 weeks of sprint with 2 sprint breaks Successive integration of items 												
Alpha-testing	<ul style="list-style-type: none"> 1 Alpha-testing with GOGLA taskforce 												
Beta-testing	<ul style="list-style-type: none"> 1 Beta-testing with GOGLA team 1 or 2 Beta-testing with externals (e.g. one company and one investors) 												
Final Demo Showcase	<ul style="list-style-type: none"> 1 for GOGLA team 1 for externals (e.g. webinar) 												

Annex II – Database information

The Investment Database is a repository of information on investment deals occurring in the off-grid energy space.

To date, the database inventories 775 deals spanning from 2012 to 2020. It will continuously grow as new deals are signed.

The current database consists of the following variables:

- Year (number)
- Quarter (string)
- Lead investor (string)
- Syndicate or co-investment partners (string)
- Fund Recipient (string)
- Type of investment (string)
- USD equiv (number)
- Original currency (string)
- Investment amount (number)
- Use of funds (string)
- Geographical focus of funds (string)
- PAYG (Boolean)
- Investor type (string)
- First year investor (number)
- First year company (number)
- Sum (number)
- Confidential (Boolean)

Annex III – Confidentiality Rules

Currently, no confidentiality rules are imposed in aggregating investment data from the database. This is because only very high-level insights are presented publicly. The database includes publicly announced and confidential deals and GOGLA would like to respect the privacy of confidential deals. However, this should change when users will be able to cut through the data in multiple ways as this would expose confidential deals (even if no details of the transaction are shown).

The consultant will be expected to develop the platform with the following confidentiality rules to show the data in Power-bi:

Three-data point control (3PR) on confidentiality of deal: If one of the deals shown is confidential, there need to be at least 2 non-confidential

Annex IV – Sales and Impact data platform

Screenshots from the online platform – Dummy data

Welcome

Global Off-Grid Solar Market Report July-December 2020

Off-Grid Solar Lighting

Portable Lanterns, Multi-light Systems and Solar Home Systems

Evolution Regional Sales Volumes - All Affiliates

Explore the sales for all affiliates in the Lighting segment

Off-Grid Solar Appliances

TVs, Fans, Refrigeration Units and Solar Water Pumps

Evolution Regional Sales Volumes - All Affiliates

Explore the sales for all affiliates in the Appliance segment

Impact Estimates Highlights

Currently available for Off-Grid Solar Lighting, TVs and Fans

Energy Access **105M**

Number of people who currently live in a household with improved energy access thanks to an off-grid solar lighting product.

Global Estimate: 105M
Your Contribution: -

Economic Activity **5M**

Number of people currently undertaking more economic activity.

Global Estimate: 5M
Your Contribution: -

Explore impact of Lighting segment

Evolution of Your Market Share in your Top 10 countries

No sales - Page not available

Evolution of Your Market Share for only

No sales - Page not available

Appliance Access: TVs

Number of people who currently live in a household with a high-performing TV.

4M (Leeg)

Global Estimate: 4M
Your Contribution: -

Appliance Access: Fans

Number of people who currently live in a household with a high-performing fan.

5M (Leeg)

Global Estimate: 5M
Your Contribution: -

Explore impact of Appliances segment

Off-Grid Solar Lighting - All Affiliates Sales

[Reset this page](#) [Back to Dashboard](#)

Please note that data is only included when it has satisfied the three-data point rule to protect the proprietary interests of the companies who have supplied data in support of this industry report. This means that at least three separate manufacturers need to have reported sales for any single data point to be shown in the figures and tables.

Choose to view:

Sales Volume | Sales Value | Newly Installed MW

Geography

Country | **Region**

Select up to five:

World

Sub-Saharan Africa

West Africa

East Africa

Central Africa

Payment Method

Cash & PAYGo | Cash only | PAYGo only

Product Category

Select one:

All categories

0-1.5 Wp

1.5-3 Wp

3-10 Wp

Reporting Round

Jul-Dec 2020 | Jul-Dec 2019 | Jul-Dec 2018 | Jul-Dec 2017

Jan-Jun 2020 | Jan-Jun 2019 | Jan-Jun 2018 | Jan-Jun 2017

Comparison Sales Volume - for All categories sold via Cash & PAYGo

Geography: World

Product Category

All categories	3,608,750.00
0-1.5 Wp	1,167,370.00
1.5-3 Wp	1,127,557.00
3-10 Wp	693,384.00
11-20 Wp	197,896.00
21-49 Wp	195,415.00
50-100 Wp	207,349.00
100+ Wp	19,779.00
Not specified	-

Data is shown as dash "-" for product categories for which fewer than three separate manufacturers have reported sales. To differentiate, if there are no companies reporting data at all, the graph shows a "0".

Sales Volume - for All categories sold via Cash & PAYGo

Evolution Sales Volume by product category sold via Cash & PAYGo

Report round: Jan-Jun 2018, Jul-Dec 2018, Jan-Jun 2019, Jul-Dec 2019, Jan-Jun 2020, Jul-Dec 2020

Data is not shown for regions / countries for which fewer than three separate manufacturers have reported sales. To differentiate, if there are no companies reporting data at all, the graph shows a "0".