GLOBAL LEAP FINANCE FACILITY
Accelerating Early-Stage Appliance Markets

The Approach

The Global LEAP Finance Facility takes a holistic approach to scaling early-stage appliance markets. This approach has two core components:

Identify Best-In-Class Appliance & Productive Use Products
- Global LEAP competitions identify and promote leaders in early-stage product markets and encourage new entrants.
- The Global LEAP testing process develops technical foundation for long-term market growth (e.g., test methods).

Bring Those Products To Market At Scale
- Results-based financing (RBF) reduces financial risks associated with large-scale procurement of Global LEAP products, particularly for companies targeting underserved market segments.
- The financing catalyzes rapid market growth through new and expanded distribution channels.
- Flexible working capital allows early movers to pilot new product types and distribution strategies.

How it Works

There are four main steps to the process:

1. **Product Testing**: Rigorous performance testing using the Global LEAP process to identify eligible best-in-class appliances and productive use equipment.

2. **Pricing & Supply Chain Analysis**: Research on pricing for market baseline products, along with product- and market-specific cost drivers (e.g., VAT, import tariffs) to inform structure of a given financing round.

3. **Reverse Auction**: An open, competitive process during which suppliers & distributors put together deals and submit incentive bids to allocate financing most efficiently.

4. **Sales Verification & Consumer Research**: Surveys conducted with a sample of customers from each participating distributor to verify sales and generate unique insights on appliance use, customer experience, and impacts.

Why It’s Different

Our approach to RBF is unique in the following ways:

**Technology Focus**
- Only source of financing dedicated to helping companies add or scale appliance and productive use product lines.

**Intervention Point**
- Upstream, designed to catalyze wholesale markets & large-scale procurement.

**Geographic Scope**
- Multi-country/regional focus.

**Allocation of Funds**
- Competitive auction-based process.

**Consumer Insights at Scale**
- Dynamic platform for consumer, market, and impacts research, with more than 4,000 consumer surveys conducted to date.

Support for Global LEAP activities has been provided by:

- U.S. Department of Energy
- USAID
- Power Africa
- UKaid
- Endeavor

OUTCOMES AT A GLANCE

- **>$4m**: Disbursed
- **101**: Participating Companies
- **289,975**: Products Sold
- **193,111**: Fans
- **75,934**: TVs
- **13,627**: Solar Water Pumps
- **7,303**: Refrigerators
- **1,289,000**: Beneficiaries