

## Solar-powered container connects Alex with the world

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Speaking at the launch, Graham explained that the inspiration behind the creation of the container was, "the desire to provide educational upliftment to disadvantaged communities in remote areas through internet connectivity, whilst at the same time aiding sustainable job creation.

"The idea behind the container is to provide low-cost access to services to disadvantaged communities in remote or under-serviced areas. Amongst other things, the centre will provide jobs, save on commuting costs, reduce crime through the generation of employment, and give access to the Internet and e-mail on an uncapped data supply line via fast and reliable satellite connectivity", continued Graham.

Some of the features and benefits of this social investment project include educational upliftment and sustainable job creation, whilst at the same time providing for the creation of monthly recurring revenue generated from the sale of products and services processed through the Easy Pay Kiosk (prepaid airtime, prepaid electricity, EFTs), advertising and from other facilities offered, such as cell phone charging, photocopying, scanning and faxing.

For Graham, the fact that the container is 'green' is of the utmost importance. Speaking about the pace of South African companies moving across to solar power, Graham mentioned that while they are now starting to embrace solar energy and other forms of alternative energy, "the pace of embracement needs to be dramatically accelerated."

As the founder and CEO of Solar Charge, Graham is a fervent supporter of entrepreneurs, and hopes to encourage more South Africans to venture into entrepreneurship. Speaking to the fledgling entrepreneurs in attendance, Graham urged them to believe in themselves and their product at all times, and to have the enthusiasm and persistence to overcome any barriers and hardships.

According to the Acting Executive Director of Environmental Management of the City of Johannesburg, Floyd Lefadi, "We anticipate that the container will have a remarkable effect on the lives of Alexandra residents. The fact that the container in its entirety is a local concept using local assembly makes the project that much more rewarding."

Inviting all of those at the launch to test the container, Graham concluded that, "We believe that the connection centre and it's numerous other product line extensions have a great future in South Africa, as well as other countries worldwide."

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