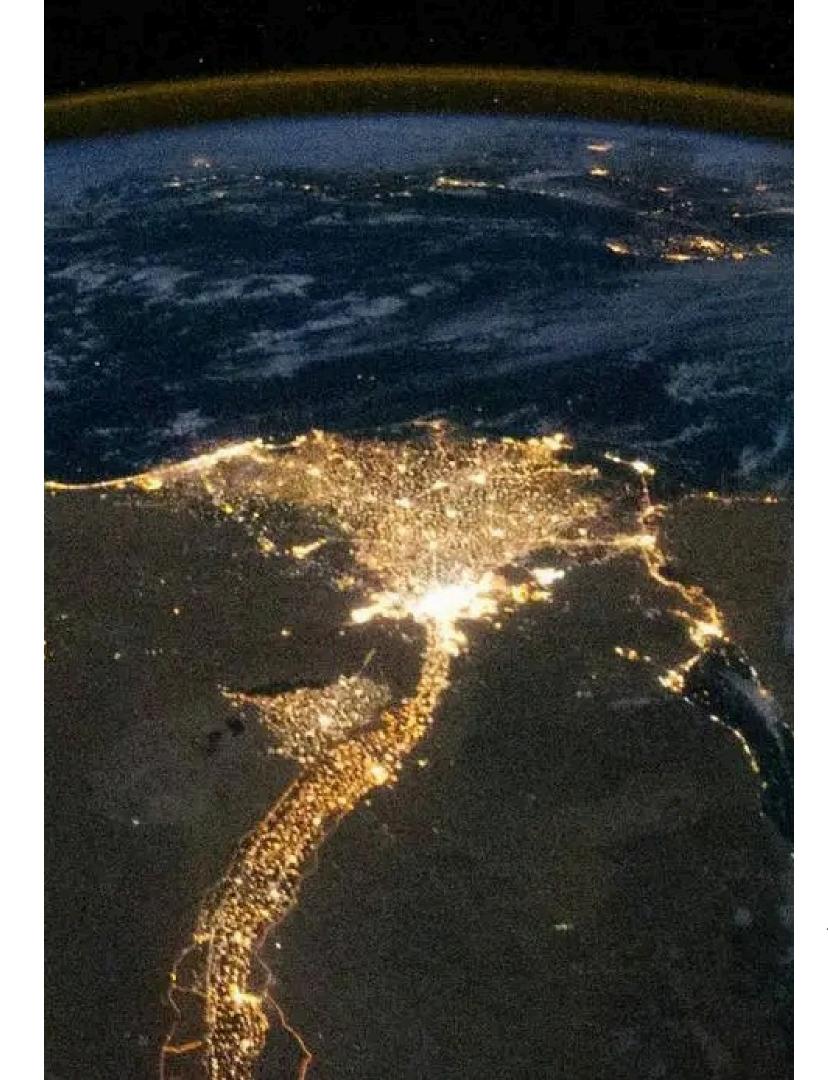


A CLEAN WORLD

02 DEC, 2024



# **PROBLEM**

Customers face difficulties finding reliable solar companies for installation, repair, and maintenance, while solar panel companies struggle to reach potential clients and efficiently manage services.



# **OUR FEATURES**



Expanded Customer Reach



Trusted Solar Providers





Affordable Financing



Eco-Friendly Appeal

# OUR MISSION ህ



We make renewable energy solutions easily accessible in Egypt by connecting consumers with trusted suppliers and offering reliable maintenance for efficient systems.

# OUR VISION

We aim to be Egypt's leading platform for renewable energy, connecting suppliers with consumers and promoting sustainable energy

### **KEY PARTNERS**



» Solar Panel Companies

- » Construction & Real Estate Companies
- » Government Agencies
- » Financial Institutions
- » Local maintenanceCompanies

### **KEY ACTIVITIES**



» R&D (Research and Development)

- » Customer support and service coordination
- » Digital marketing and customer acquisition.

# **KEY RESOURCES**



- » Platform for providing services
- » network of local suppliers of renewable energy systems.
- » Customer support teams, engineers, and technicians

# VALUE PROPOSITIONS

energy more affordable.

Solar Companies:

through the platform.

Real Estate Companies:

inclusive developments.

conscious buyers.

» Easy access to trusted solar panel

» Financing options to make solar

» Increased customer base and

» Streamlined customer interactions

» Differentiation by promoting solar-

» Enhanced appeal to environmentally-

Customers:

providers.

visibility.



### CUSTOMER RELATIONSHIP



- » Personal customer support
- » Automated recommendations for solar solutions based on location and budget.
- » Loyalty programs and referral incentives.
- » Community engagement through events and online forums.

### **CHANNELS**



- » Website
- » Social media
- » Partnerships networks
- » Events and Community workshops

# CUSTOMER SEGMENTS





CANVA

### Residential Customers:

» Homeowners interested in reducing electricity bills.

### **Businesses:**

» Companies who are seeking sustainable energy solutions.

### Real Estate Developers:

» Builders aiming to integrate solar systems into new projects.

### **COST STRUCTURE**

- » Platform development and maintenance.
- » Marketing and advertising (e.g., digital ads, media collaborations).
- » Event hosting and promotional activities.
- » Salaries for team members (tech, marketing, support).
- » Miscellaneous operational expenses (hosting, tools).



### **REVENUE STREAM**



- » Commissions from solar companies sales made through the platform.
- » Premium listing fees for companies wanting higher visibility.
- » Subscription fees for maintenance

### Average Household Consumption :

200-350 kWh per month

### Average Price per kWh:

0.65 EGP per kWh

### Availability of Solar Energy:

5.5-6 kWh/m²/day

### Monthly Consumption in kWh:

300 kWh per month

### Energy Generation by Solar Panels:

105 kWh per month

### Monthly Savings Calculation:

35% reduction in the bill

# **MARKETING STRATEGY**

# 3-months plan

<ul> <li>Social Media Ads</li> </ul>		15,000 EGP
<ul> <li>Google Ads</li> </ul>		10,000 EGP
<ul> <li>Content Creation</li> </ul>		5,000 EGP
• Workshops/Webinars	5	10,000 EGP
• Promotions (Discoun	ts)	5,000 EGP
<ul> <li>Miscellaneous.</li> </ul>		5,000 EGP
	Total	50,000 EGP

## Customer Acquisition Cost (CAC)

$$CAC = \frac{50,000}{100} = 500 \text{ per customer}$$

# **3 MONTHS FORCASTING**

Metric	Month 1	Month 2	Month 3
Platform Sign-ups	100 - 150	150 - 200	200 - 250
Conversion Rate	3-5% (Initial)	5-10% (Growth)	10-15% (Scaling)
New Solar Panel Providers	3 - 5	2 - 3	3 - 5
Customer Retention Rate	N/A	70-80%	80-90%
Projected Revenue (Commission)	1,000 - 2,000 EGP	2,000 - 3,000 EGP	3,000 - 4,500 EGP

# OSAMA HASSAN

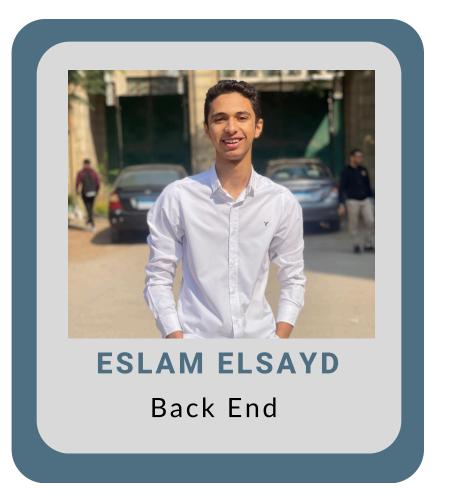
Machine learning



Machine learning

# INNOSTORM









# SOLAR LINK THANK YOU

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