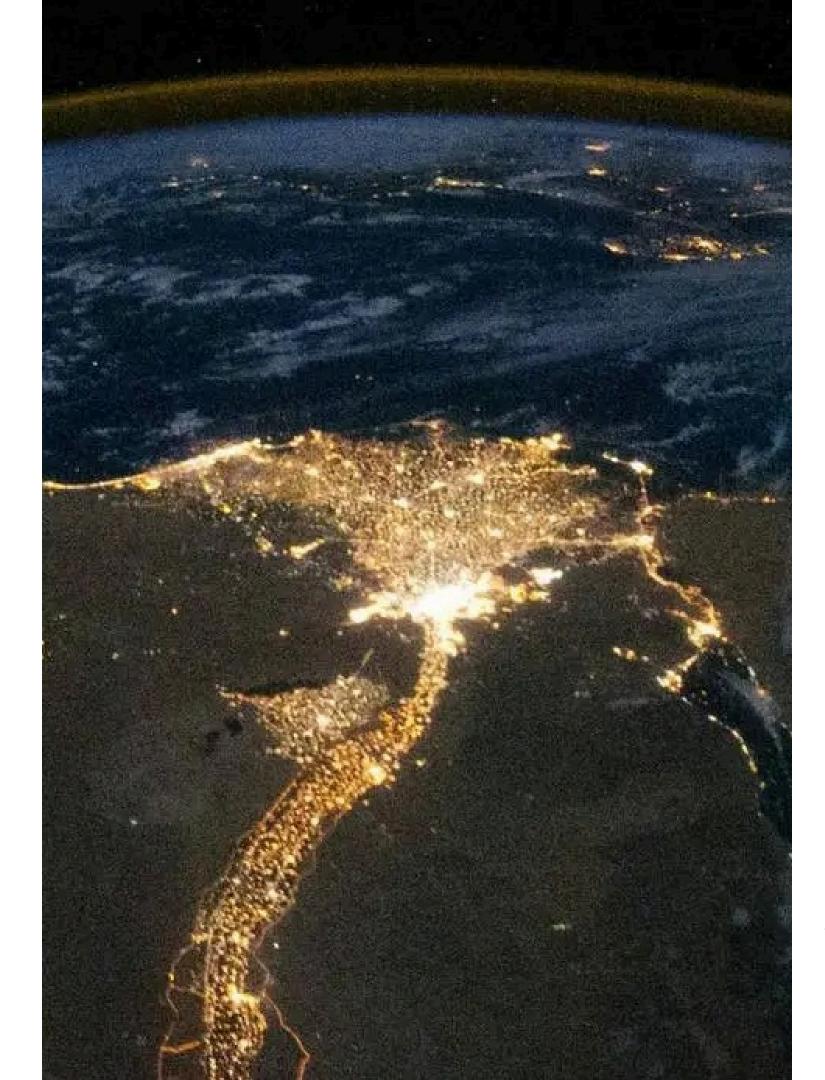


A CLEAN WORLD

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.



200-350 kWh per month

Average Household Consumption

0.65
EGP per kWh

Average Price per kWh

300 kWh per month

Monthly Consumption in kWh

35% reduction in the bill

Monthly Savings Calculation

5.5-6 kWh/m²/day

**Availability of Solar Energy** 

105 kWh per month

**Energy Generation by Solar Panels** 

## **OUR FEATURES**



Expanded Customer Reach



Trusted Solar Providers



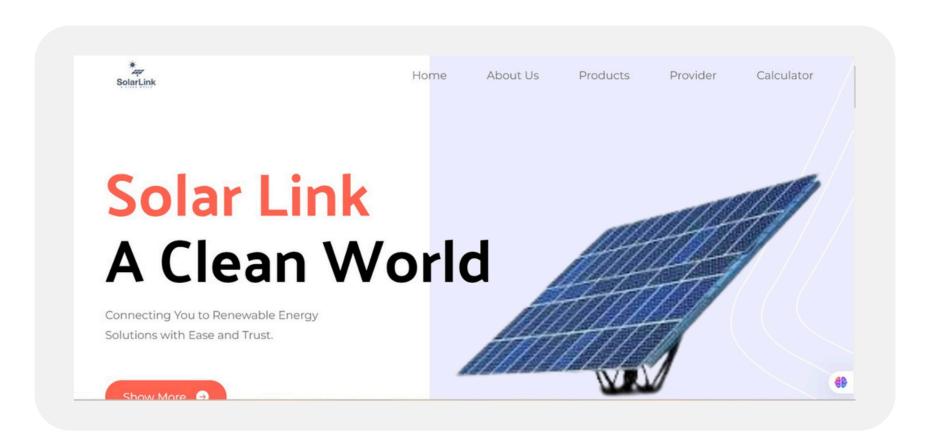


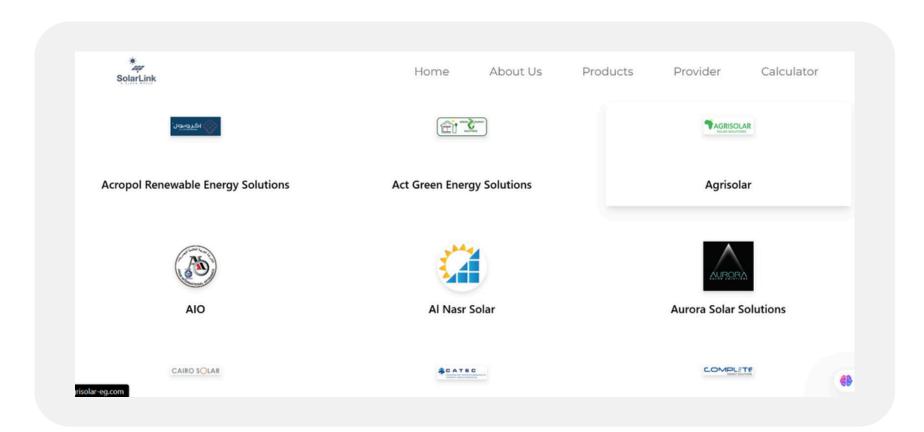
Affordable Financing

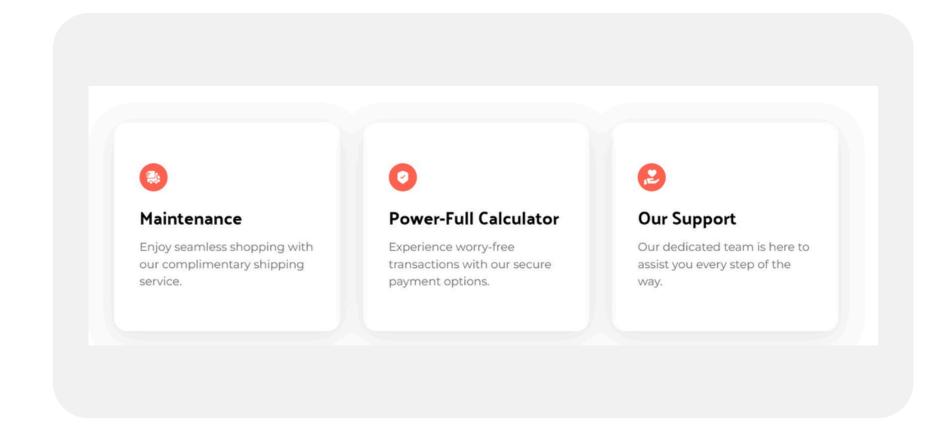


Eco-Friendly Appeal

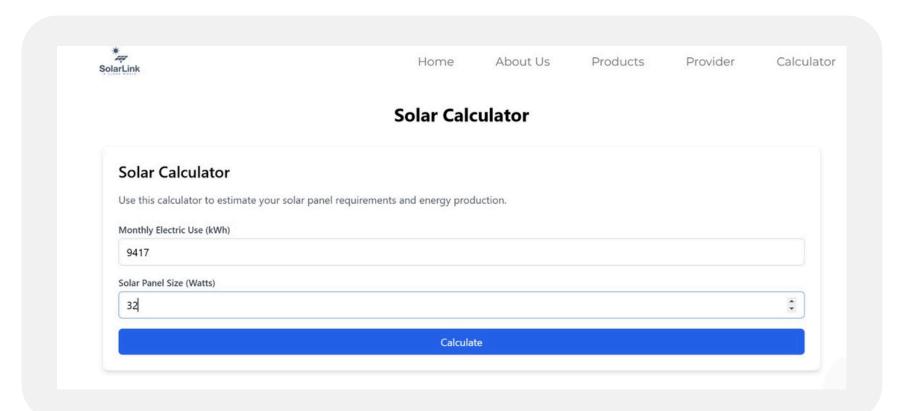




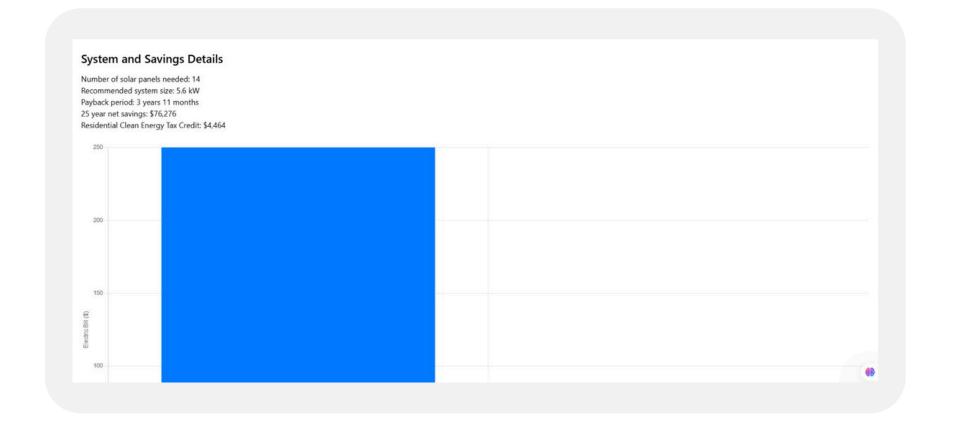














## OUR MISSION ህ



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



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 maintenance Companies

#### **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.

Customers:

providers.

visibility.



» 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-

#### **CUSTOMER RELATIONSHIP**









CANVA

#### » 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

#### Residential Customers:

» Homeowners interested in reducing electricity bills.

#### **Businesses:**

**CUSTOMER** 

» Companies who are seeking sustainable energy solutions.

#### Real Estate Developers:

» Builders aiming to integrate solar systems into new projects.

#### **COST STRUCTURE**



- » 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

## **MARKETING STRATEGY**

## 3-months plan

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

## Customer Acquisition Cost (CAC)

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



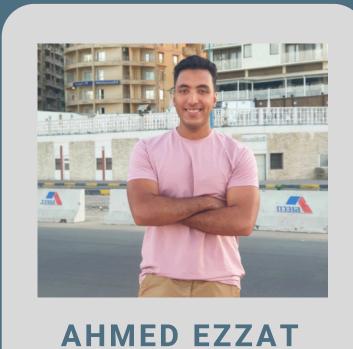
### **3 MONTHS FORCASTING**

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



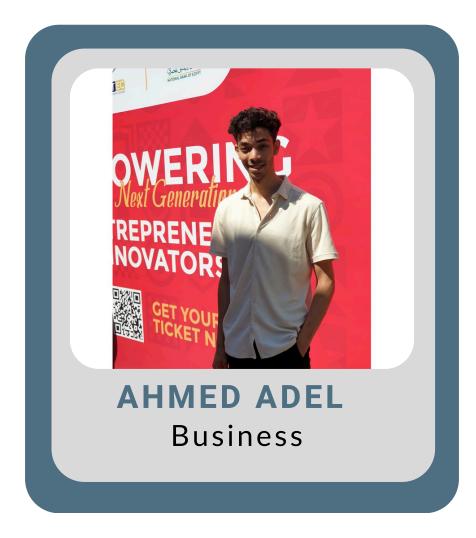


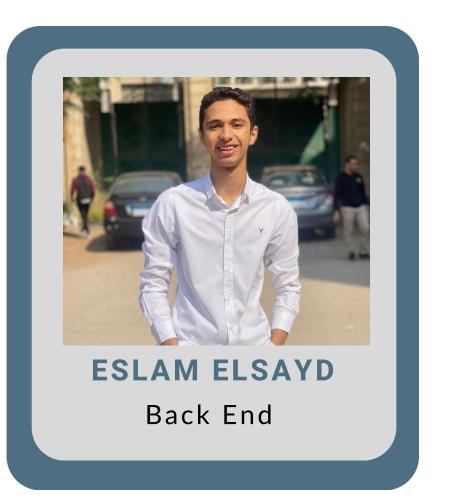
Machine learning

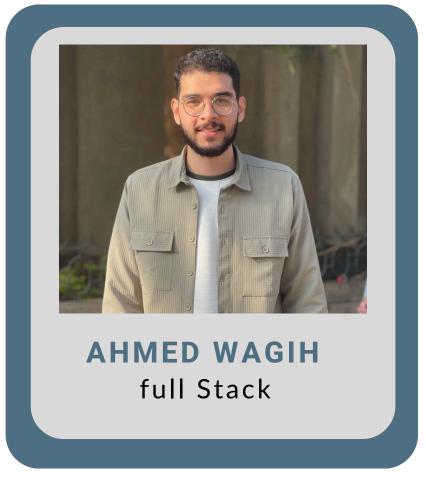


Machine learning

## INNOSTORM









# SOLAR LINK THANK YOU

02 DEC, 2024