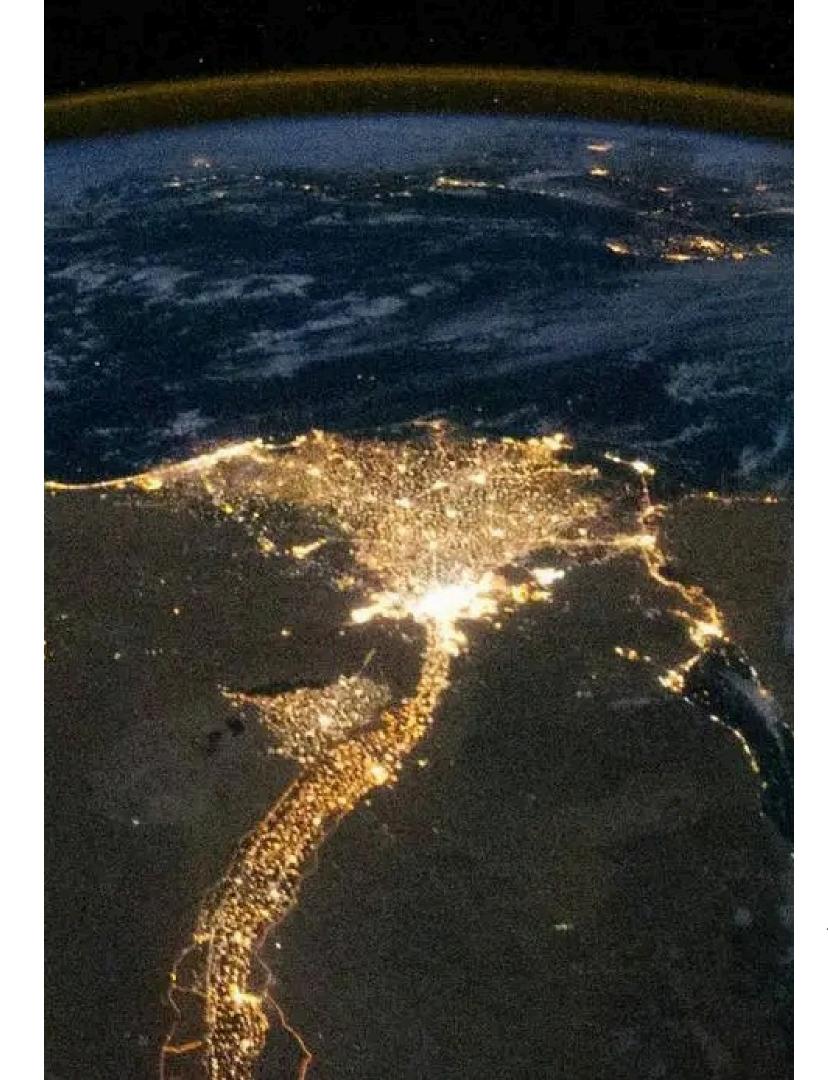


A CLEAN WORLD

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

MARKETING STRATEGY

3-months plan

 Social Media Ads 		15,000 EGP
 Google Ads 		10,000 EGP
 Content Creation 		5,000 EGP
• Workshops/Webinars	5	10,000 EGP
• Promotions (Discoun	ts)	5,000 EGP
 Miscellaneous. 		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

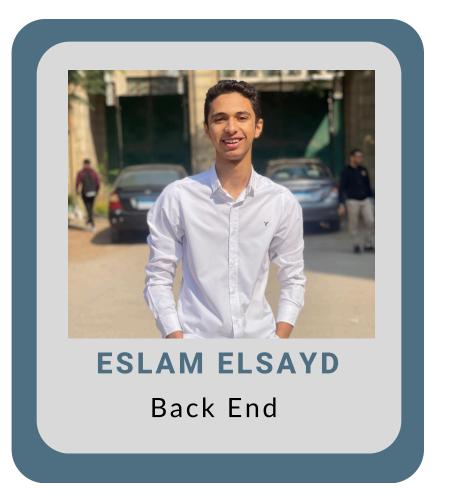
Machine learning



Machine learning

INNOSTORM









SOLAR LINK THANK YOU

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