



Company Name: **AQA SUN**
BUSINESS PLAN
Date:

[Name]
[Title]

Table of Contents

Section	Page
1.0 Executive Summary	
Product and service	
Market target	
Company founders	
Competitive Advantages	
2.0 General Company Description	
Company description	
Goals & Objectives	
Company industry	
Company strengths	
3.0 Products and Services	
Product/ service description	
Factors of the competitive advantage	
Pricing	
Business model	
4.0 project milestones	

Project milestones

5.0 Marketing Plan.....

Market Research

Target Market

Entry barriers

Competitors

Competition matrix

6.0 Management Team.....

Management Team Members

Management Team Gaps

7.0 Financials.....

Funding requirement

Financial plan

Risks

Key Assumptions

1.0 Executive Summary

We suggest that you make it just two paragraphs.

Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners? What do you think the future holds for your business and your industry?

Make it enthusiastic, professional, complete, and concise.

In the financial part, state clearly how much fund you need, how you are planning to secure it, precisely how you are going to use it, and how the money will make your business more profitable.

The Solar Powered Water Desalination for Remote Areas business idea aims to provide clean and safe drinking water using solar-powered desalination technology in remote areas where traditional water sources may be scarce or contaminated. This idea addresses the global water crisis, improves the health and well-being of communities, and aligns with the United Nations Sustainable Development Goal 6, eliminating the need for fossil fuel energy sources to reduce carbon emissions and minimize their impact on the environment.

The Customers for our project is those in remote communities that have water scarcity as we mentioned in the target market. In these regions or communities where access to clean and healthy water is limited or unaccessible because of their geographical constraints, unclear infrastructure, or no sources of reliable water.

2.0 General Company Description

2.1 What business domain will you be in? What will your company do?

we will help citizen in 1- Somalia 2-East of Africa 3- South Sudan to get high quality of water

We will work on desalinating water from salts and sediments in areas that suffer from non-potable water through a device that helps to get rid of pollutants by using a clean energy source, which is solar energy, to reduce side effects such as diseases

2.2 What Are Your Company's Goals & Objectives?

Solve the problem of people who suffer from diseases as a result of water pollution and scarcity , and aims to provide clean and safe drinking water using solar-powered desalination technology in remote areas where traditional water sources may be scarce or contaminated. This idea addresses the global water crisis, improves the health and well-being of communities.

Hint: Goals are destinations—where you want your business to be. Objectives are progress markers along the way to goal achievement. For example, a goal might be to have a healthy, successful company that is a leader in customer service and that has a loyal customer following. Objectives might be annual sales targets and some specific measures of customer satisfaction.

2.3 Describe your industry. Is it a growth industry? What changes do you foresee in the industry, short term and long term? How will your company be poised to take advantage of them?

the industry focuses on developing and implementing solar powered technologies to clarify water from salts and pollution, providing sustainable solutions. For the short term we expect that technological advancements in this industry, also cost reduction for services and products as the maturity of the industry in the economics and technological scale can contribute to cost reductions. And for the long term one's hybrid systems could be a great solution for the industry by integrating solar desalination systems with other water treatment technologies.

2.4 Describe your most important company strengths and core competencies. What factors will make the company succeed? What background experience, skills, and strengths do you personally bring to this new venture?

producing high-quality, long-lasting solar panels, providing an extensive product lifecycle and consistent long-term performance, and Our ability to stay updated on solar energy technology and advances enables us to develop new products and continuously improve performance, and we are able to analyze the market, find opportunities, and identify potential dangers due to our analytical and research skills.

2.5 Would you like to add any points...

3.0 Products and Services

3.1 Describe in depth your product or service you are planning to develop during the incubation period.

first, our product will be Sustainable and Renewable because our product uses solar power as its primary source which makes it a truly sustainable solution, we eliminate the need for fossil fuel energy sources to reduce carbon emissions and minimize their impact on the environment, Capability without electricity unlike traditional water desalination systems, our product is designed to be utilized without electricity, making it a deal for remote communities, cost effective and low maintenance as we understand the financial statements for remoter communities our system offers long term cost saving water deliveries and transportation, and also a user friendly system to simplify the usage of the product for them.

3.2 What factors will give your products competitive advantages or disadvantages?

the first advantage is that solar power is used as its primary source which makes it sustainable, a user-friendly product that will be easy to deal with, it works without the need for electricity which is a great deal for that far areas, cost effective that has an affordable weight of money, and it's a portable product that could be taken to anywhere.

3.3 What are the pricing, fee, or leasing structures of your products or services?

customers pay a fixed price to purchase the product or service outright which is known as one time purchase , this allows the customers to own and operate the system independently. We provide an option for them to rent the product for a specified period, this can be structured based on the duration of the lease or rent and any additional services such as maintenance or some technical support.

3.4 Kindly define your business model in the below table

Key Partners -Research Institutions: Collaborations with research organizations for continuous improvement and innovation in desalination technology. -Suppliers: Essential partners providing solar panels, water filtration components, and other necessary materials to construct our solar-powered desalination devices.	Key Activities -Quality Assurance: accurate testing and quality control to ensure that our desalination devices meet high standards of performance and safety. -Maintenance Services: Providing maintenance services to ensure the longevity and efficiency of the devices. Key Resources The water desalination process needs solar energy, which can only be produced by solar panels, solar tracking systems, and similar equipment. Reverse osmosis or distillation systems are complex water desalination technologies that are essential for converting brackish or saltwater to freshwater.	Value Proposition -Environmental impact -renewable energy advantage -clean and pure water -Green, carbon-neutral solution		Customer Relationship Depending on the type of consumer, the connection will be different. If the customer is commercial or industrial, the connection is expected to be professional and collaborative. If the customer is a government agency, the connection will be more strategic and organizational. Channels -Event marketing - social media ads -Email marketing	Customer Segment -Middle-class people especially those who are in remote areas - technology, and charity companies.
Cost Structure - solar panels - engineers wages - marketing - transportation of the solar panels			Revenue Streams -selling the solar panels to middle class people -selling the solar panels to charity companies		

4.0 Project milestones

4.1 List your project milestones (mentioning time period)

Milestone Description	Deadline of Accomplishment (assuming that the beginning of incubation is month 1)
Example: Prototype	3 month
1week: to decide target market	
1week: study target market problems and decide the idea of startup	
1week: make survey about startup idea and show his opinion 2week: show the idea to investors and get his opinion 2week : decide the all fields of startup and job opportunities 3week :design the device 1 week : to test and train product	

5.0 Marketing Plan

5.1 Did you conduct any market research (primary or secondary)? if yes, please specify and mention your findings

research:

We have done a comprehensive research on the targeted areas and the extent of their suffering from polluted water, such as South Sudan, Somalia and East Africa

results:

The suffering of these areas from this problem for a while, which led to the spread of diseases, and therefore we chose these places as a target for our project

5.2 What is the total size of your product market approximately ? What is the percent share of the market will you acquire ? And what is the current demand in target market.

the total size of the product market generated a revenue of around USD 2,100 Million at the end of 2021 and is likely to produce revenue worth of nearly USD 5700 Million by the end of 2031. This growth is being driven by the increasing demand for clean water, the rising cost of traditional desalination technologies, and the increasing availability of solar energy.

5.3 What is the growth potential and opportunity for a business of your size.

It will be a pioneering moment in the market for what we offer of distinguished service to our customers at an affordable price to provide them with a life away from diseases

5.4 What entry barriers do you face in entering this market with your new company?

- 1- The high cost of forming a distinguished company that is equipped with the best means and needs to convince investors of that.
- 2- Installation and maintenance service
- 3- Publishing the product in the market and determining the method of its publication

5.5 Identify your targeted customers and their demographics

Our customers mainly those who are in the middle class in areas that have unhealthy and less desalinated water that will save their lives especially those who are in remote areas, also we will reveal the product to the companies' especially those who are far from our region to help the people in their remote areas.

The demographics for these areas are a very high population, people from a low-class level that can afford the device price, and also they are not having sustainable life.

5.6 What products and companies will compete with you? Please list your major competitors (whether global or local)

KarmSolar
Gulf Energy
Infinity Solar

5.7 kindly Use the Competitive Analysis table below to compare your company with your two most important competitors (please list all of your product/ service features)

	Your Company	Strengt hs	Weaknesse s	Competitor A		
--	-----------------	---------------	----------------	-----------------	--	--

Product / service	Solar power desalination system	<p>Use clean energy to ensure water safety</p> <p>2- Low carbon emissions, unlike our competitors, who found people suffering from this problem</p>	<p>through the survey</p> <p>But we were able to solve it by using safer sources for the environment</p> <p>carbon emissions</p>	<p>KarmSolar</p> <p>Not using renewable energies at the beginning</p> <p>People complain about the price of the product in the market</p>		
Price						
Quality	<p>We will work on the use of solar energy and the formation of silicon chips, and the</p>					

	components of the devices will be of high durability to withstand the harsh temperature, and the components of the device will be suitable					

Hint: in the second and third columns, you may check whether you think this factor will be a strength or a weakness for you. In the importance to customer column, estimate the importance of each competitive factor to the customer. 1 = critical; 5 = not very important.

6.0 Management Team

Management Team Members

6.1 Who will be the key members of your management team (kindly list the names and titles of the management team)? Briefly describe their background (education, working experience) and their roles of responsibilities

-Ahmed Yasser (project manager) previous teams leader and know how to deal with business

-Mohamed Mahmoud: Chief Marketing officer (CMO) an expert in a advertising and promotion

-Anas mahmoud:technical part Supervision of manufacturers to ensure product quality

-Abdelwahab Hassan (CEO): Responsible for implementing existing plans and policies, improving the company's financial strength, supporting ongoing digital business transformation and setting future strategy.

Hint: Who will manage the organization and who will be in the organizational structure?

Management Team Gaps

6.2 What positions do you still need to hire, in order to run your business? And how are you planning to do it.

renewable Energy engineers

customer support

technical support

7.0 Financials

Funding Requirements/Use of Funds

7.1 How much money do you require to start and/or run your business? What will be the primary uses of these funds? And how to you plan to secure your required funds

Fund require: 500000 \$

-Variable Costs:

Raw Materials: 50,000 \$

Labor Costs: 30,000 \$

Transportation: 10,000 \$

Energy Costs: 55,000 \$

Total: 145,000 \$

-Fixed Costs:

Research and Development: 10,000 \$

Installation and Setup: 30,000 \$

Warranties and Insurance: 5,000 \$

Management and Staffing Costs: 20,000 \$

Infrastructure and Facilities Costs: 20,000 \$

Investment in Desalination Technology: 10,000 \$

Total: 95,000 \$

-Total costs=Variable Costs+Fixed Costs
=145,000 \$ + 95,000 \$ = 240,000 \$

-Variable costs per unit = 145,000 \$ / 1000 = 145 \$

-Selling price per unit = 250 \$

7.2 Kindly provide your financial plan

1.profit and loss projection:

Month	<u>Revenues</u>	<u>Costs of goods sold</u>	<u>Gross profit</u>	<u>Operating expenses</u>	<u>Net profit / loss</u>
January	20,000 \$	12,000 \$	8,000 \$	4,000 \$	4,000 \$
February	23,000 \$	15,000 \$	8,000 \$	4,400 \$	3,600 \$
March	26,000 \$	17,000 \$	9,000 \$	4,800 \$	4,200 \$
April	29,000 \$	20,000 \$	9,000 \$	5,200 \$	3,200 \$
May	31,000 \$	21,000 \$	10,000 \$	5,600 \$	5,400 \$
June	32,000 \$	23,000 \$	9,000 \$	6,000 \$	3,000 \$
July	35,000 \$	26,000 \$	9,000 \$	6,300 \$	2,700 \$
August	38,000 \$	29,000 \$	9,000 \$	6,700 \$	2,300 \$
September	40,000 \$	30,000 \$	10,000 \$	7,000 \$	3,000 \$
October	45,000 \$	35,000 \$	10,000 \$	7,400 \$	2,600 \$
November	47,000 \$	36,000 \$	11,000 \$	8,000 \$	3,000 \$
December	50,000 \$	37,000 \$	13,000 \$	8,200 \$	4,800 \$
Total	416,000 \$	301,000 \$	115,000 \$	73,600 \$	41,800

2.cash flow projection:

Month	<u>Cash inflows</u>	<u>Cash outflows</u>	<u>Net cash flow</u>	<u>Opening cash balance</u>	<u>Closing cash balance</u>
January	20,000 \$	12,000 \$	8,000 \$	110,000 \$	180,000 \$
February	23,000 \$	16,000 \$	7,000 \$	120,000 \$	127,000 \$
March	26,000 \$	18,000 \$	8,000 \$	150,000 \$	158,000 \$
April	29,000 \$	19,000 \$	10,000 \$	180,000 \$	190,000 \$

May	31,000 \$	21,000 \$	10,000 \$	190,000 \$	200,000 \$
June	32,000 \$	25,000 \$	7,000 \$	200,000 \$	207,000 \$
July	35,000 \$	26,000 \$	9,000 \$	220,000 \$	229,000 \$
August	38,000 \$	30,000 \$	8,000 \$	250,000 \$	258,000 \$
September	40,000 \$	32,000 \$	8,000 \$	270,000 \$	278,000 \$
October	45,000 \$	34,000 \$	11,000 \$	300,000 \$	311,000 \$
November	47,000 \$	36,000 \$	11,000 \$	320,000 \$	331,000\$
December	50,000 \$	38,000 \$	12,000 \$	350,000 \$	362,000 \$

Total	416,000 \$	307,000 \$	190,000 \$	286,000 \$	283,1000 \$
-------	------------	------------	------------	------------	-------------

3.projected balance sheet:

<u>Assets</u>		<u>Liabilities</u>		<u>Equity</u>	
Current assets:		Current liabilities:			
Cash and Cash Equivalents	400,000\$	Tax Liabilities	15,000\$	Paid in capital	765,000\$
Accounts Receivable	50,000\$	Short term debt	30,000\$	Retained earnings	250,000\$
Inventory	70,000\$	Accrued Expenses	25,000\$		
Prepaid expenses	10,000\$	Accounts Payable	45,000\$		
Total current assets:	530,000\$	Total current liabilities:	115,000\$	Total equity:	1,015,000\$
Non current assets:		Non current liabilities:			

Property, Plant, and Equipment	800,000\$	Long-Term Debt	200,000\$		
Intangible Assets	30,000\$	Long-Term Lease Obligations	35,000\$		
Investments	20,000\$	Other non current liabilities	15,000\$		
Total non current assets:	850,000\$	Total non current liabilities:	250,000\$		
Total assets	1,380,000\$	Total liabilities:	365,000\$	Total equity + Total liability=	1,380,000\$

4.Break even calculation:

Break even quantity = Total Fixed costs / (Selling price per unit + Variable costs per unit)
 = 95,000 / (250 - 145) = 905 units

Hint: The financial plan consists of a 12-month profit and loss projection, a cash-flow projection, a projected balance sheet, and a break-even calculation.

7.3 Define the risks your project might face and the what is your contingency plan?

-financial risk: The project may face difficulties in securing investment or loans, getting enough money for research could be a challenge

-Market Competition: Existing and emerging competitors in the industry may offer similar products or technologies, potentially impacting market share and customer acquisition.

7.4 Define your key assumptions

variable cost :including energy consumption, maintenance, consumables

Fixed costs include initial investments, research and development, installation, warranties, insurance

The cash flow prediction each month's net cash flow will be positive, increasing the cash balance.