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## EXECUTIVE SUMMARY

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### Business Plan: Solar-Powered Cold Storage & Agri-Logistics | Nigeria

## THE OPPORTUNITY

Nigeria loses ₦3.5 trillion (\$10B) yearly to post-harvest spoilage — 40% of produce wasted due to lack of storage. Only 3% of perishables are refrigerated in rural areas.

**Our Solution:** Deploy solar-powered cold storage hubs (500–1,000 tonnes) in rural zones with pay-per-use pricing, ERP integration, real-time IoT monitoring, and mobile payments.

**Market:** \$1.2B cold storage sector growing 8–12% annually; ₦150–200B opportunity in Southeast Nigeria. Government (NiPHaST) investing \$3.5B.

## COMPETITIVE EDGE

Strength	Advantage
<b>Solar-powered &amp; off-grid</b>	24/7 reliable operations
<b>Rural-based model</b>	Accessible to smallholder farmers
<b>Tech integration</b>	ERP, mobile app & IoT tracking
<b>Affordable pricing</b>	₦500–800/crate vs ₦2,000+ urban
<b>EMBA-level management</b>	Global expertise, local execution

*First-mover advantage in rural Southeast Nigeria.*

## BUSINESS MODEL

### Revenue Streams:

Cold Storage (70%) – Pay-per-use, Refrigerated Transport (20%), Tech Platform (5%) and Value-added services (5%)

**Clients:** Smallholder cooperatives (8M+ farmers), traders, processors, exporters, and government programs.

### 3-YEAR FINANCIAL SNAPSHOT

Metric	Y1	Y2	Y3
<b>Revenue</b>	₦80M	₦153M	₦255M
<b>Net Profit</b>	₦9M	₦53M	₦122M
<b>Margin</b>	12%	35%	48%

*Break-even: 18 months | ROI: 42–48% (5 years) | Y5 Revenue: ₦470M*

### FUNDING NEED: ₦200M (\$134,000)

**Use of Funds:** Cold storage & solar (₦125M), equipment (₦41M), working capital (₦30M), contingency (₦4M).

**Structure:** ₦68M equity | ₦90M loan | ₦30M grant | Seeking ₦12M angel/development capital.

## SOCIAL IMPACT

Cut food loss: 40% → <10% | Boost farmer income: +50% | Create 600+ jobs (direct/indirect) | 100% renewable energy | Rural infrastructure growth

**SDGs:** No Poverty | Zero Hunger | Clean Energy | Decent Work

## TRACTION & NEXT STEPS

1. Partnership with Newistt finalized
2. 8+ farmer cooperatives onboarded
3. Equipment quotes & land identified
4. Government linkages (NiPHaST) established

**Next 12 Months:** Funding → Construction → Installation → Pilot → Launch

## WHY NOW

- Government \$3.5B NiPHaST support
- Unserved rural demand
- Proven global solar-cold tech
- Strong local–international partnership