

EXECUTIVE SUMMARY

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 |
|--------------------------|-----------------------------------|
| Solar-powered & off-grid | 24/7 reliable operations |
| Rural-based model | Accessible to smallholder farmers |
| Tech integration | ERP, mobile app & IoT tracking |
| Affordable pricing | ₦500–800/crate vs ₦2,000+ urban |
| EMBA-level management | 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 |
|------------|------|-------|-------|
| Revenue | ₦80M | ₦153M | ₦255M |
| Net Profit | ₦9M | ₦53M | ₦122M |
| Margin | 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