FEUP Business Project

# Introduction

FEUP (Ultra-Powerful Energy Provider) is an innovative company founded by three young entrepreneurs in Ouagadougou, Burkina Faso. Its mission is to provide green, reliable, and accessible electricity through hybrid solar panels capable of producing energy under sun, rain, and wind. The company primarily targets large production plants both within and outside the country. It leverages the region’s high solar potential and strategic installation over water bodies to maximize energy capture while optimizing space. FEUP aims to become a key player in sustainable electrification in West Africa and a leading energy provider for high-demand industries and infrastructures.

# 1. Company Overview

- Name: FEUP

- Legal form: LLC (3 equal partners)

- Initial capital: €30,000 (with plans for extension through investors)

- Sector: Renewable energy and industrial supply

- Objective: To provide clean, continuous, and tailored electricity to large national and international industries

# 2. Market Study

- High energy demand from production plants and infrastructures  
- Few competitors using floating hybrid solar structures  
- Target clients: agri-food factories, mining operations, textile industries, cement factories, localauthorities, etc.  
- Opportunities: public subsidies, green financing, regional export potential, long-term industrial contracts

# 3. Feasibility Study

Technical:

• Installation of floating hybrid solar panels on rivers near industrial and rural areas  
• Energy storage systems adapted to continuous industrial needs  
• Potential integration into the national grid and regional interconnection for export

Financial:

• Estimated initial investment: €150,000 (to improve infrastructure to meet industrial demand)  
• Seeking public and private funding, and partnerships with large corporations  
• Expected return on investment within 5 to 7 years through long-term contracts

Organizational:

• Technical team dedicated to maintenance and supervision of industrial installations  
• Commercial team specialized in B2B relations with factories and institutions

# 4. Technical Study

Technology:

• Hybrid solar panels photovoltaic + integrated wind power)  
• Floating installations to reduce land usage and increase panel lifespan  
• Real-time monitoring systems for optimized production

Capacity:

• Modular units scalable to several megawatts depending on industrial contracts  
• Storage solutions (Li-ion batteries or other green technologies) to ensure continuity

# 5. Opening Balance Sheet

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| --- | --- |
| Assets | Amount (€) |
| Tangible assets | 120,000 |
| Incorporation expenses | 5,000 |
| Working capital requirement | 25,000 |
| Initial cash | 10,000 |
| Total Assets | 160,000 |
| Liabilities | Amount (€) |
| Share capital | 30,000 |
| Loans | 100,000 |
| Suppliers / Debts | 10,000 |
| Equity | 20,000 |
| Total Liabilities | 160,000 |

# 6. Financial Ratio Analysis

- Debt ratio = Loans / Equity = 100,000 / 20,000 = 5 (high, financial leverage should be monitored)  
- General liquidity ratio = Current assets / Current liabilities (requires more specific data)  
- Estimated profitability: gross margin on industrial contracts expected around 30%  
- Payback period: estimated at 5 to 7 years with B2B contracts

# 7. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

## Strengths

* Wide range of products: computers, phones, printers, accessories, etc.
* Technical expertise: skilled staff for advice, installation, and maintenance
* Strategic positioning: urban setup in high-potential areas (e.g., Ouagadougou)
* Complete service offering: sales + installation + after-sales = customer loyalty
* Use of e-commerce: online sales and social media to reach a wider audience

## Weaknesses

* Limited startup capital: possible difficulties building large stock or facing unforeseen costs
* Lack of brand awareness: new company, still unknown in the market
* Import dependence: delivery delays or increased costs due to foreign suppliers
* Logistics to improve: delivery and after-sales service may be hard to implement in remote areas

## Opportunities

* Digital growth in Burkina Faso: digitalization in education, public services, and business
* Tech-savvy youth: high demand for smartphones, tablets, laptops
* E-commerce development: rising habit of online shopping
* Lack of after-sales service among some competitors: chance to stand out with quality service

## Threats

* Strong competition: presence of major importers, local stores, and refurbished goods
* International price fluctuations: purchase prices impacted by currency and tax changes
* Rapid tech evolution: risk of unsold or obsolete products
* Limited purchasing power: many cannot afford tech quickly

# 8. Forecast

Over the next five years, FEUP aims to expand its energy production capacity to over 10 megawatts, targeting at least 10 long-term industrial clients within Burkina Faso and neighboring countries. Revenue is projected to grow by 20–25% annually, supported by increased demand for sustainable energy and successful contract acquisitions. The company also plans to develop R&D capabilities to improve hybrid panel efficiency and explore new storage technologies.

# 9. Conclusion

FEUP represents a bold and timely response to the urgent need for sustainable, reliable, and innovative energy solutions in West Africa. With its hybrid solar technology, strategic market positioning, and strong entrepreneurial vision, the company is well-placed to become a leading player in the industrial energy sector. Continued investment, technological innovation, and strategic partnerships will be key to realizing its ambitious growth objectives.