Affordable and Accessible Clean Energy for All

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Presented by Ismail

INTRODUCTION

🌍 Nigeria faces an energy crisis – millions lack access to stable electricity.

⚡ Heavy reliance on fossil fuels – expensive, unsustainable, and polluting.

☀️ Renewable energy is the future – affordable, clean, and reliable for homes and businesses.

Problem Statement

Nigeria’s Energy

85 million Nigerians lack reliable electricity

Fossil fuel dependency causes air pollution and climate change.

Over 40% of businesses depend on costly generators.

OUR SOLUTION

💚Sustainable, Cost-Effective & Environmentally Friendly!

✅ Battery Storage Systems – Energy backup for night-time use.

✅ Mini-Grids & Solar Farms – Off-grid solutions for rural areas.

✅ Affordable Solar Power – Reliable energy for homes and businesses.

OUR SOLUTIONS

Revenue Projections

Cost Analysis

Return on Investment (ROI)

TARGET AUDIENCE

Households

Small Businesses

Rural Communities

Corporate users

Features of Our Renewable Energy Solutions

🔋 Solar Panel Installation – High-efficiency solar panels.

🔄 Battery Storage – Store energy for night-time and outages.

📲 Smart Monitoring App – Track energy usage in real time.

💰 Flexible Payment Plans – PAYG and installment-based financing.

♻️ Eco-Friendly & Cost-Effective – Lower electricity bills & reduce pollution.

Marketing Strategies

📱 Social Media Awareness – Campaigns on Facebook, Twitter, Instagram.

🤝 Community Partnerships – Collaborating with local governments & NGOs.

🎁 Referral Programs – Discounts for customers who bring in new clients.

🔍 SEO & Digital Ads – Reaching more customers through search engines.

🏠 Door-to-Door & Online Sales – Direct engagement with homes & businesses.

Market Opportunity

📊 Nigeria’s off-grid energy market is worth $10 billion annually!

⚡ Rising demand for renewable energy in homes & businesses.

💼 Government incentives & policies supporting clean energy projects.

🌿 Growing eco-consciousness driving sustainable energy adoption.

Revenue Model

💵 Solar System Sales – One-time purchase of solar panels & accessories

🔧 Installation & Maintenance Fees – Setup & servicing charges.

💳 Pay-As-You-Go (PAYG) Plans – Subscription-based solar financing.

🏢 Corporate & Government Contracts – Large-scale renewable projects.

Thank You!