The global market for ethanol is valued at approximately **94 billion USD** in 2023 whereas market for Nepal is **44 million USD** as of the same year. Within this, the **Serviceable Obtainable Market (SOM)** (the portion of the market that can realistically be captured based on resources, capabilities, and competition) stands at **4.32 million USD**.

The demand is distributed across various sectors such as **fuel**, **beverage**, **pharmaceutical and chemical industry** contributing about 80% of the total demand.

Algenol aims to produce $1million Dollars’ worth of ethanol in its first year of establishment. To meet this aim there is significant need of initial investment of $242,000–$260,000, USD. The significant portion of this investment will be directed toward various infrastructures.  
This leads to unit production cost of **0.47 USD per liter** with a potential market price of **$1.50 per liter**, resulting in a gross margin of **$1.03 per liter** achieving an incredible 68.67% profitability margin which is a big number considering competition and vulnerability of Nepal’s financial market situation.