



VOLTSOL
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Business Plan pitch



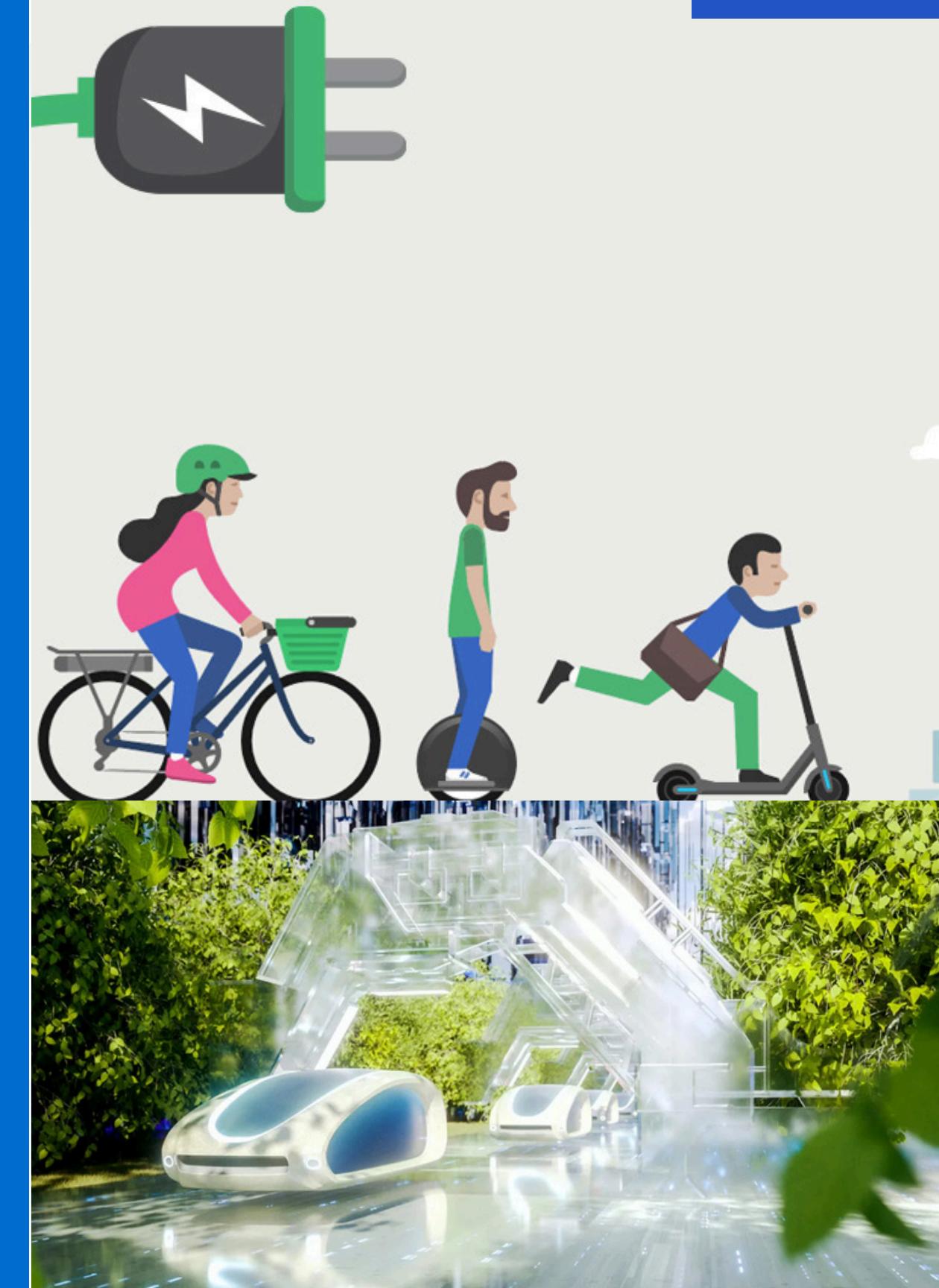
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About The Company

VoltSol Global Ltd is a Rwandan-based company dedicated to delivering innovative electric solutions that make everyday life more efficient, sustainable, and affordable. Founded with the vision of driving Africa's transition to clean and smart energy, VoltSol combines creativity, technology, and environmental responsibility to create products that solve real problems.





Problem Statement

In Rwanda, According to National Institute of Statistics of Rwanda(NISR) 41% of people rely on bicycles for daily mobility especially in rural areas where traditional bicycles remain limited by hilly terrain and long distances, discouraging wider use. This pushes many commuters toward motorcycles and old fuel-powered vehicles, which not only increase transport costs but also drive rising greenhouse gas emissions, with the transport sector already contributing 13% of national emissions. Without accessible electric alternatives, the potential of bicycles as a low-cost, eco-friendly transport solution remains underutilized, slowing both sustainable mobility and environmental conservation efforts.



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our solution

VoltSol Global Ltd offers affordable electric bicycles and bicycle conversion kits that make mobility easier, cheaper, and eco-friendly, while reducing emissions and promoting environmental conservation.



Market Opportunity

Target Market

Urban commuters, students, delivery services, and rural households who need affordable and sustainable transport.

Market Size

Rwanda imports over 20,000 motorcycles annually, showing a growing demand for affordable mobility alternatives. The East African e-mobility market is projected to reach USD 1.5 billion by 2030.

Growth Potential

With Rwanda aiming for 30% electric vehicle adoption by 2030, the demand for e-bikes and conversion kits will grow rapidly, making VoltSol a first-mover in a fast-expanding green transport sector.



Business Model

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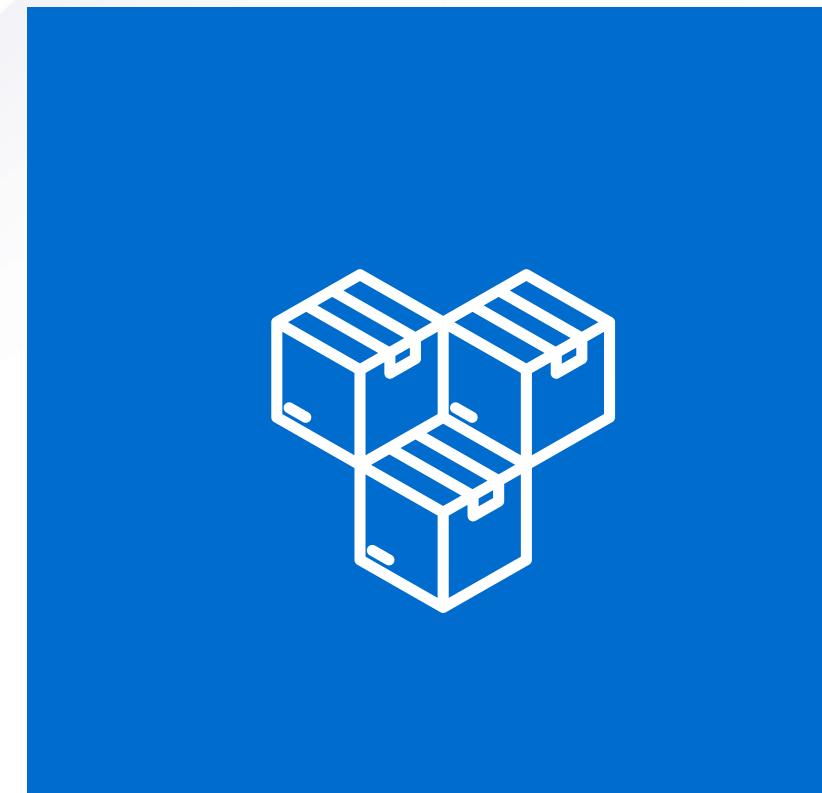
VoltSol Global Ltd designs, manufactures, and sells innovative electric bicycles and related accessories, while also transforming conventional bicycles into electric-powered ones. Through both online platforms and a physical store, we provide high-quality maintenance services and reliable support, delivering affordable, sustainable, and eco-friendly mobility solutions that meet the needs of urban commuters, students, delivery professionals, and households, helping reduce transport costs and environmental impact in Rwanda and beyond.

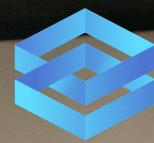


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Product and Services

- Electric Bicycles (E-Bikes): Designed and manufactured for urban and rural commuting.
- Bicycle Transformation / Conversion: Turn normal bicycles into electric-powered ones.
- Accessories & Spare Parts: Batteries, motors, chargers, tires, and essential components.
- Maintenance & After-Sales Services: Servicing and repair to ensure reliability and customer satisfaction.
- Future Expansion: Broader electrical products, energy-efficient solutions, and potential mobility services.





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Product Tech



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A

Electric Drive & Batteries: Efficient brushless motors with long-lasting, fast-charging lithium-ion batteries for reliable and extended range.

B

Bicycle Conversion Kits: Easy-to-install kits that transform normal bicycles into electric-powered ones.

C

Durable & Smart Design: High-quality, maintenance-friendly components with smart controllers for speed regulation and safety.

Competitive Analysis

1. Local Competitors:

- Ampersand: Focused on electric motorcycles; limited presence in e-bikes and bicycle conversion.
- Spiro: Sells electric motorbikes; e-bike solutions are minimal.

2. Indirect Competitors:

- Traditional Bicycle Shops: Offer normal bicycles at lower cost but no electric options.
- Motorcycle Taxis (Boda Boda): Popular for commuting but high fuel costs and pollution.

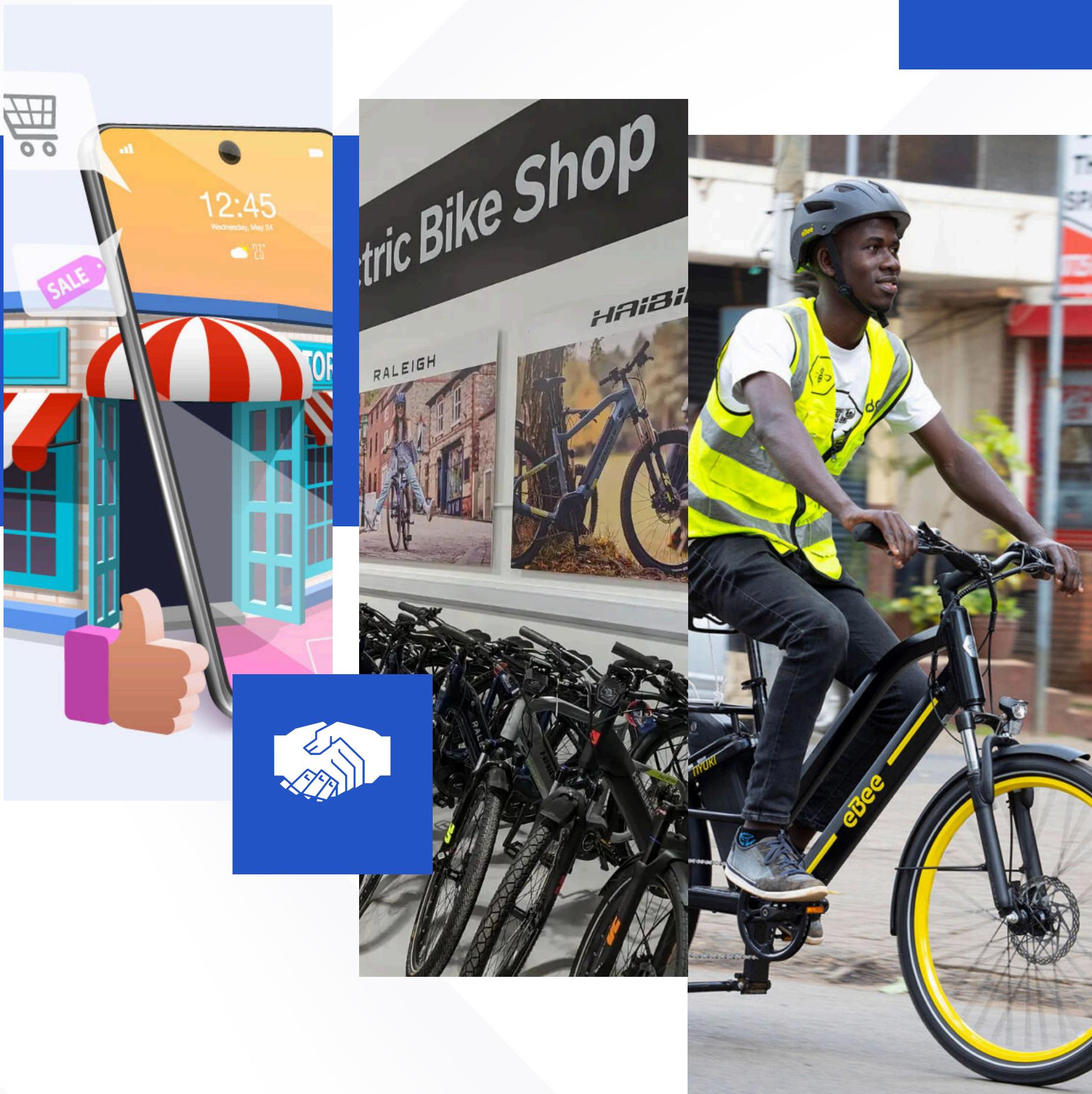
3. VoltSol's Competitive Advantage:

- E-Bike Innovation: Design, manufacture, and bicycle conversion kits in one place.
- Affordable & Eco-Friendly: Targets cost-conscious commuters and environmentally aware users.
- Full Ecosystem: Accessories, spare parts, and maintenance services for long-term reliability.
- Flexible Sales Channels: Online platforms + physical shop for wider reach.



Go-to-Market Strategy

- **Market Entry:** Physical shop in Kigali + strong online presence (social media, e-commerce).
- **Customer Acquisition:** Free trials, introductory discounts, and referral programs to drive adoption.
- **Brand Positioning:** Promote eco-friendly, cost-saving, and proudly “Made in Rwanda” innovation.
- **Growth & Expansion:** Scale to other cities, partner with schools/delivery firms, and add maintenance packages.





Key Metrics



1. Units Sold & Converted:

- Target: 1000+ e-bikes sold/converted in the first 2 years.

2. Revenue Growth Rate:

- Expected 20–25% quarterly growth in sales through online + shop channels.

3. Customer Retention Rate:

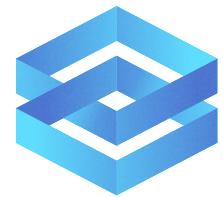
- Goal: 70%+ customers return for accessories, maintenance, or upgrades.

4. Market Penetration

- Kigali has ~100,000+ regular bicycle users (students, workers, delivery).
- VoltSol aims to reach 5% market share (5,000 users) within 3 years.

5. Carbon Emissions Saved

- Each converted e-bike reduces ~250 kg of CO₂ per year vs. a motorcycle.
- With 5,000 users, VoltSol could save 1,250 tons of CO₂ annually.
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Financial Projections



Year	Unit sold/Converted	Revenue(Rwf)	Expenses(Rwf)	Net profit(Rwf)
1	200	120,000,000	95,000,000	25,000,000
2	800	520,000,000	400,000,000	120,000,000
3	2000	1,300,000,000	1,000,000,000	300,000,000

Assumptions:

Average selling price per e-bike/converted bike: RWF 600,000

Accessories & maintenance add 15–20% extra revenue

Expenses include production, marketing, staff, and shop operations



Funding Requirements

Total Funding Needed: 10,000,000 RWF

Funding Type: Combination of Equity Investment and Loans

Use of Funds:

- Production & Assembly: 5,000,000 RWF – raw materials, electric motors, batteries, and conversion kits.
- Shop Setup & E-Commerce: 2,000,000 RWF – physical store setup, online platform, website, and initial marketing.
- Inventory & Accessories: 2,000,000 RWF– spare parts, tires, chargers, and accessories stock.
- Working Capital & Operations: 2,000,000 RWF– salaries, maintenance tools, logistics, and day-to-day expenses.

Objective: VoltSol Global can start small with the capital available, focusing initially on production, bicycle transformation, and online sales, then gradually expand the shop, inventory, and services as the business grows.

VoltSol Global Ltd is not just creating electric bicycles or electric solutions, we are shaping the future of sustainable mobility in Rwanda. By investing in VoltSol, you are supporting innovation, eco-friendly transport, and economic growth, while riding the wave of a rapidly expanding e-mobility market. Together, we can transform everyday journeys into greener, smarter, and more affordable experiences.

Thank You.



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Our Team



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