



# Green AI: Revolutionising Smart City Infrastructure

Green AI is pioneering the future of smart city infrastructure with innovative solutions that combine 5G connectivity, WiFi access, LED lighting, and environmental monitoring. Our mission is to create sustainable, efficient, and connected urban environments that enhance the quality of life for citizens while providing valuable data-driven insights for city planners and businesses. This comprehensive business case outlines our strategy for deploying a network of smart poles across urban areas, detailing our brand identity, key departments, financial projections, and implementation roadmap.

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**by Martin Muturia**

# Building a Strong Brand Identity

## Digital Presence

An engaging website showcasing our products, services, and values. Active social media presence on LinkedIn, Twitter, and Facebook for audience engagement and brand promotion. Professional email templates for communications and marketing campaigns.

## Physical Branding

High-quality business cards reflect our professionalism and eco-friendly values. Branded merchandise such as T-shirts, pens, and notebooks to increase brand visibility and loyalty.

# Key Departments: Administrative Work

1

## Responsibilities

Office management and maintenance, administrative support to executives and departments, coordination of meetings and events, document management and record-keeping, handling correspondence and communications.

2

## Key Performance Indicators (KPIs)

Efficiency of administrative processes, timeliness in handling tasks and communications, employee satisfaction with administrative support, organisation and accessibility of records, and successful coordination of events and meetings.





# Key Departments: Human Resources

1

## Responsibilities

Recruitment and onboarding, employee training and development, performance management, employee relations and conflict resolution, compensation and benefits management, and compliance with labour laws and regulations.

2

## Key Performance Indicators (KPIs)

Time to fill job vacancies, employee retention rates, employee satisfaction and engagement levels, effectiveness of training programmes, performance review completion rates, compliance with labour laws and regulations.

# Key Departments: Finance

## Work Scope

Financial planning and analysis, budgeting and forecasting, financial reporting and compliance, cash flow management, risk management, investment and funding strategies.

## Key Performance Indicators (KPIs)

Accurate and timely financial reports, budget variance analysis, cash flow stability, return on investment (ROI), cost control and reduction, financial compliance and audit outcomes.

# Financial Projections & Assumptions

Total CAPEX	\$238,000,000
Annual OPEX	\$6,000,000
Total Annual Revenue	\$137,500,000

Our financial projections are based on deploying 4,000 smart poles, each serving 250 users through 5G and WiFi. Key assumptions include a 70/30 split between 5G and WiFi users, with monthly fees of \$10 and \$5, respectively. Additional revenue streams include digital advertising, environmental monitoring services, partnerships, and consulting solutions.

# Implementation Roadmap

1

## Mapping Partners and Clients

Responsibility: Invest Africa Team (Green AI). Status: Completed.

2

## Introductory Meeting with KBW

Responsibility: Invest Africa Team, KBW Team. Status: Completed.

3

## Business Case Preparation

Responsibility: Invest Africa Team (Green AI). Status: Completed.

4

## Green AI Launch Date

Responsibility: Matin Mutoria, CEO, Green AI & Invest Africa Team. Tentative Delivery Timeline: August 2, 2024.

# Next Steps and Conclusion



## Present Business Case

Present the business case to potential investors and partners.



## Finalise Funding

Finalise funding arrangements for the project.



## Implement Strategy

Initiate the implementation of our strategic plan.

As the CEO of Green AI, I am confident that this business case will pave the way for a successful and sustainable future for our company. I am excited to lead Green AI towards a sustainable and profitable future.



# Green AI: Sustainable Technology Solutions

Green AI is committed to delivering environmentally friendly products that reduce carbon footprints and promote sustainability. As CEO, I present our business plan for providing eco-friendly technology solutions, including fibre cables for telecommunication companies and energy-efficient Triple Play 3-in-1 LED lights. This plan outlines our strategy to operate profitably while driving environmental conservation, reducing energy costs, and empowering communities through digital connectivity and smart infrastructure.

 **by Martin Mutoria**



# Vision and Mission

## Vision

To lead in providing sustainable technology solutions that drive environmental conservation, reduce energy costs, and empower communities through digital connectivity and smart infrastructure.

## Mission

To innovate and deliver eco-friendly technology solutions that reduce carbon footprints, promote sustainability, and support the digital transformation of communities in Kenya and beyond.



# Business Objectives

1

## Market Leadership

Become the market leader in supplying fibre cables and Triple Play 3-in-1 LED lights in Kenya.

2

## Strong Partnerships

Build strong partnerships with telecommunication companies, government bodies, and international tech firms.

3

## Customer Satisfaction

Ensure customer satisfaction with high-quality products and exceptional service.

4

## Financial Health

Maintain financial health and profitability while upholding environmental and social responsibilities.

# Product and Service Offerings

## Fibre Cables

Durable, high-quality fibre cables for telecommunication companies.

## Triple Play 3-in-1 LED Lights

Energy-saving LED lights offer street lighting, EV charging, and advertising capabilities. Available in street light and in-house versions, they save up to 30% in power consumption.

## Installation Services

Comprehensive installation services for all products, including EV charging systems.





# Market Analysis

## 1 Target Market

Telecommunication companies, national and county governments, large institutions such as universities, hospitals, and corporate offices.

## 2 Market Need

Growing demand for energy-efficient solutions, government push for sustainable infrastructure, and increased focus on digital connectivity.

# Competitive Analysis

## Competitors

Existing manufacturers and suppliers of fibre cables and LED lights.

## Competitive Advantage

Unique product features (Wi-Fi repeaters, advertising capabilities), energy savings of up to 30%, and alignment with government sustainability goals.



# Marketing Strategy

1

## Branding

Create a strong, eco-friendly brand identity.

2

## Digital Marketing

Use social media, online ads, and SEO to reach target audiences.

3

## Public Relations

Publish press releases, articles, and case studies highlighting product benefits and success stories.

4

## Events

Participate in trade shows, expos, and host workshops and webinars.



# Sales Strategy

1

## Sales Team

Hire and train a dedicated sales team experienced in B2B and government sales.

2

## Direct Sales

Focus on direct sales channels for large contracts with institutions and government bodies.

3

## Partnerships

Form strategic alliances with local distributors and international partners.

# Operations Plan

1

## Production

Set up a sustainable manufacturing unit for fibre cables and Triple Play 3-in-1 LED lights.

2

## Supply Chain

Establish a robust supply chain for raw materials and finished products.

3

## Quality Control

Implement strict quality control measures to ensure product reliability and safety.

4

## Customer Support

Develop a customer support system to handle inquiries, complaints, and after-sales service.

# Financial Plan

1

## Revenue Streams

Sales of fibre cables, Triple Play 3-in-1 LED lights, installation services, and advertising revenue from LED lights.

2

## Cost Structure

Manufacturing costs, R&D expenses, marketing and sales costs, and operational expenses.

3

## Financial Projections

Detailed financial projections include revenue, profit margins, cash flow, and break-even analysis.

4

## Funding Requirements

Outline initial funding needs for setup, including potential sources of capital (investors, loans, grants).

# Organisational Structure

1

## Executive Team

CEO overseeing overall operations, strategy, and financial management along with the COO, CFO, and CTO.

2

## Management Team

Heads of departments (Sales, Marketing, Production, R&D, Customer Support).

3

## Operational Teams

Skilled workforce in production, sales, marketing, and customer support.

4

## Advisory Board

Industry experts and advisors to provide strategic guidance and insights.

# Risk Management

## Market Risks

Mitigate through market research, diversification, and strong customer relationships.

## Operational Risks

Implement robust operational processes and quality control measures.

## Financial Risks

Maintain healthy cash flow, diversify revenue streams, and secure sufficient funding.



# Sustainability and CSR

## Environmental Impact

Focus on reducing carbon footprints through eco-friendly products and sustainable practices.

## Social Responsibility

Support community projects, provide training and employment opportunities, and promote digital inclusion.

# Monitoring and Evaluation

## 1 Performance Metrics

Track key performance indicators (KPIs) such as sales growth, customer satisfaction, market share, and financial health.

## 2 Feedback Loop

Regularly collect and analyse customer feedback to improve products and services.

## 3 Continuous Improvement

Foster a culture of continuous improvement and innovation within the company.

# Exit Strategy and Future Outlook

## Potential Exit Options

IPO, acquisition by a larger tech firm, or strategic partnerships.

## Valuation Goals

Set clear valuation goals and milestones to achieve desired exit outcomes.

## Future Outlook

Continued growth in sustainable technology solutions and expansion into new markets.