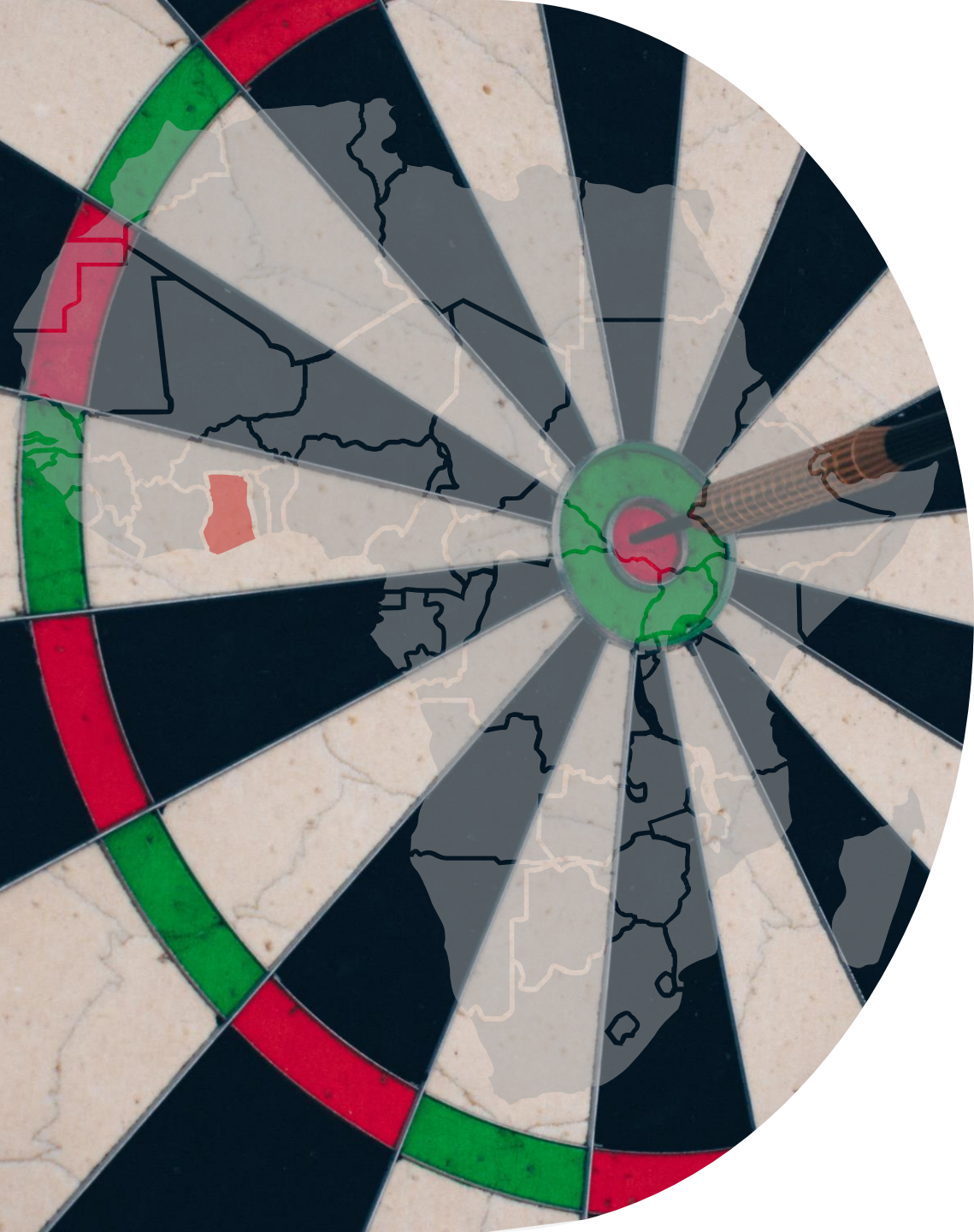


XULON POWER

LEAN BUSINESS
PLAN

SLIDE
DECK

Control Your Power



Our target is **The Continent**



OUR VISION

To build the biggest Private Power Delivery system in Africa; One country at a time.



MISSION STATEMENT

Continuously building capacity to improve and be a leader in **INNOVATION** in the Energy delivery industry across Africa.



Power Outages & Increasing Cost

The Prime Problem

The Electricity delivery system in Ghana is unreliable, Electricity cost keeps rising, due to these reasons, people want solar in their homes. However, it is expensive. Because solar project developers are unwilling to have deals with low energy consumers (the returns are little and it takes too much time).

The Public Utility Regulatory Commission (PURC) of Ghana has for the next 3 years (2022 - 2025), increased electricity cost (per kWh) by more than 21 per cent.

In the past several months, there have been 3 nationwide power outages due to technical or upgrade reasons. Power quality has also been a concern for many residential and commercial electricity consumers.

Again, lack of proper customer service to electricity consumers by the nation's Electricity provider has been a pressing issue. Erratic power raises concerns such as the environment and security, especially at night.

How problem is being solved

Some estates have resorted to purchasing high-priced generator sets to serve the entire households and other facilities..

For other estates, home owners have made the move to purchase the generators themselves.

The effect of this is environmental pollution. The continuous increase in fuel costs also affect users of generators. Then comes generator maintenance.





Home Solar & Mini-substation

Current Alternative **Solution** **to problem**

The individual Solar solution - People want solar in their homes; However, it is expensive because solar project developers are unwilling to have deals with low energy consumers (the returns are little and it takes too much time to pay back).

A few of estates have initiated deals with the ECG to buy directly from them in bulk to supply to their estate.

The problem with this solution is that it requires huge initial investments from the estate. It also means the main problem of unreliability is not particularly solved since it is still connected to the national grid which is not at optimum reliability.

Cost of the **problem currently**



A constraint to Productivity

It is estimated that Ghana lost about 1.8-2% of GDP during the 2007 and 2014-2016 power crisis.

Ghana loses between 2-6% of GDP annually due to insufficient wholesale power supply, not including several indirect costs.

Consequences of the lack of reliable electricity have included reduced productivity, high unemployment, increased crime, and the general despair of the Ghanaian people; resulting in anti-government demonstrations and campaigns.

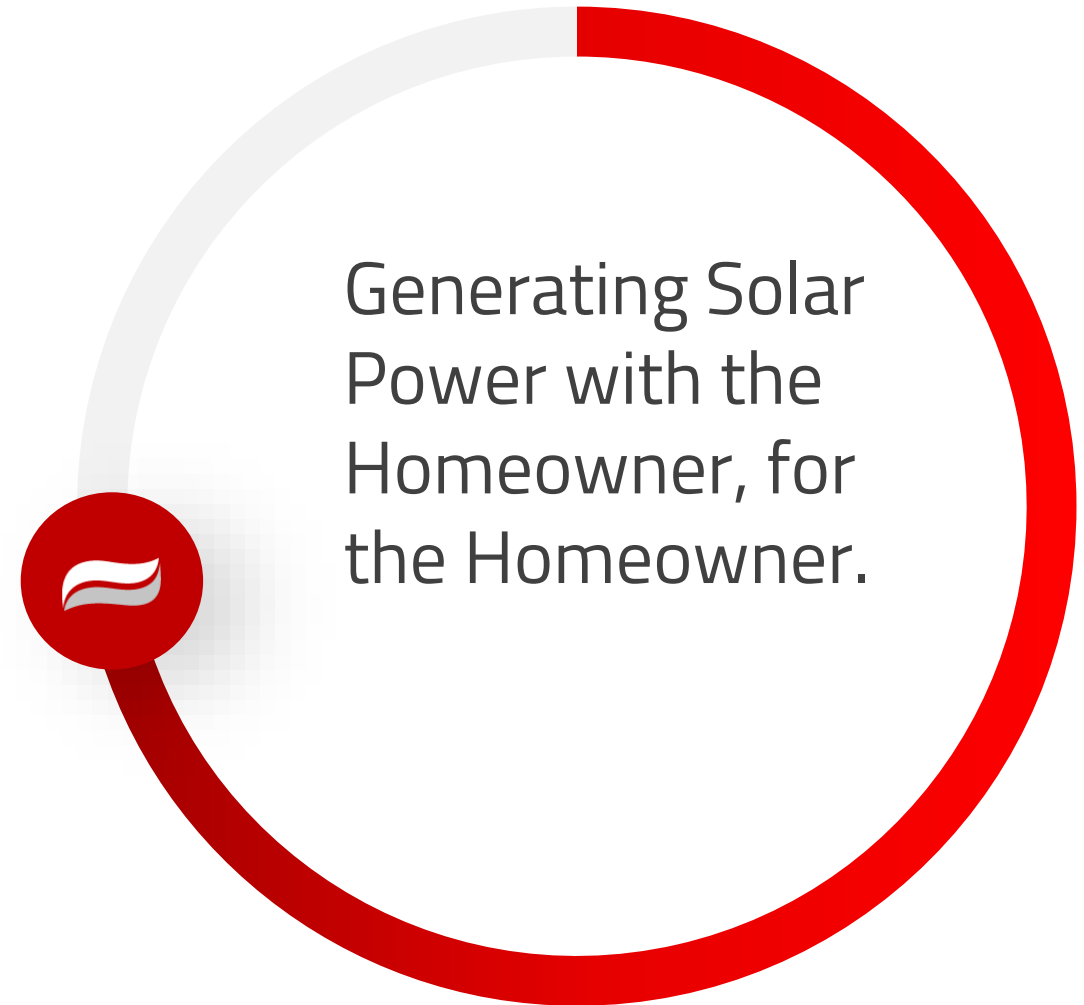
OPPORTUNITY & SOLUTION

Due to Ghana's housing deficit, estate developers have been finding means and ways to provide housing units in Ghana.

Now, new estates seem to be springing up everywhere, particularly in the urban fringes of major cities. This promises to increase at a high rate due to the demand for affordable housing in Ghana, especially in the major cities.

Real estate communities often attract commercial properties such as markets, supermarkets, schools, healthcare facilities, and financial institutions, all of which will cause a major demand for more Energy.

We provide solar energy in homes with the deal for commercial owners by mapping out community solar project targeting residential, SME businesses and commercial buildings. So we take the deal of a commercial level project and distribute it to residential homes.



Xulon Power Business offer

Xulon Power offers reliable, efficient renewable power supply and energy delivery services to homes and businesses in Ghana.

HOW?

Build a network/pool of solar pv mini grids and rooftop solar pv with battery backup for the individual homes/businesses and consolidate them for supply.

We operate and maintain the system.

Charge the customer a fixed amount for the cost of the solar materials/infrastructure over time for 15 - 20 years (though no selling the power).

We share the profits with the real estate company (developer).



Agree on amount of kW

Homeowner (HO) "buys" (is allotted) a certain kW based on HO's load requirement. HO pays a monthly flat rate based on the kW for an agreed number of years. We just make sure home gets constant power.



Build, operate, maintain

Xulon Power will perform an Energy audit either annually or bi-annually to make Energy efficient and reliable to the whole estate.

We operate and maintain the system to keep 99% uptime.



Until contract runs out

After the agreed number of years (15 - 20 years) the contract will be renewed between both parties if homeowner is satisfied.

Cost to the Homeowner

<p>2KW SYSTEM</p> <p>\$35/mo</p> <p>Micro House</p> <p>Offers :</p> <ul style="list-style-type: none">• Reliable Supply of Solar Power• Full Maintenance and Support• Periodic Energy Efficiency Audit	<p>3KW SYSTEM</p> <p>\$50/mo</p> <p>Kilo House</p> <p>Offers :</p> <ul style="list-style-type: none">• Reliable Supply of Solar Power• Full Maintenance and Support• Periodic Energy Efficiency Audit	<p>5KW SYSTEM</p> <p>\$80/mo</p> <p>Giga House</p> <p>Offers :</p> <ul style="list-style-type: none">• Reliable Supply of Solar Power• Full Maintenance and Support• Periodic Energy Efficiency Audit
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The Target market

- Residential homes (middle - upper class)
- SME businesses
- Corporate companies (Commercial & Industrial)
- Some Gov't companies



Stakeholders

- Solar Suppliers
- Technical (power generation & supply, O&M, Installers)
- Investors
- Estate Developers
- Financial Institutions



What factors will affect market growth

- Lack of Capital Expenditure
- Government influences
- Demand and supply
- Commitment from Real Estate Developers/Homeowners

Who is Involved?



Monetization Strategy

Customers purchase and own a specific share of a pool of solar mini-grid system – based on their power demand - at an affordable price on an instalment payment plan agreement (flat rate), over a number of years.

Agreement is renewed after agreed number of years are exhausted.

Main sources of revenue:

- Sale of Solar pv materials (instalments)
- Operation & maintenance



Our Competition



Direct **Competition**

Electricity Company of Ghana

Commercial & Industrial Solar Power Suppliers

Residential Solar Power Suppliers

Generator set Companies



Indirect **Competition**

Independent Power Producers

Fuel filling stations

Electrical Substation Contractors

Competitive Advantage

A highly skilled team | A technology and customer focused approach | Cost leadership | A verified and workable strategy that is bespoke to our economy to achieve Energy delivery goals.

What We do

An energy delivery company focused on extending the efficient Renewable energy experience to All homes and businesses.

What Differentiates us

- We leverage Innovative Technology and Data Analytics for efficient Power operations.
- Our focus on distributing commercial level projects to residential homes

Why Customer would love Us

A commitment to serving the customer and to deliver excellent Power experiences to our customers.

STRATEGY TO GAIN FIRST 200 CUSTOMERS

For Real Estates

- Connect with a few selected Estates to pitch/present the 'Business' to them.
- Highlight on the benefits to the Real estate and the Homeowner.
- Prepare a letter of Intent for the Estates.
- Get Estate developers to sign Letter of Intent (LOI) or MOU.
- Use LOI/MOU to get investment/funding for project.
- Prepare contract for homeowners.

Commercial & Industrial (C&I)

- Send proposals to managers of C&I companies
- Further meetings that end in a signed LOI/MOU
- Use their signed LOI/MOU to get funding for project



Target Estates,
Commercial &
Industries



Immediate Resources Needed



A Solid Website & Social Media

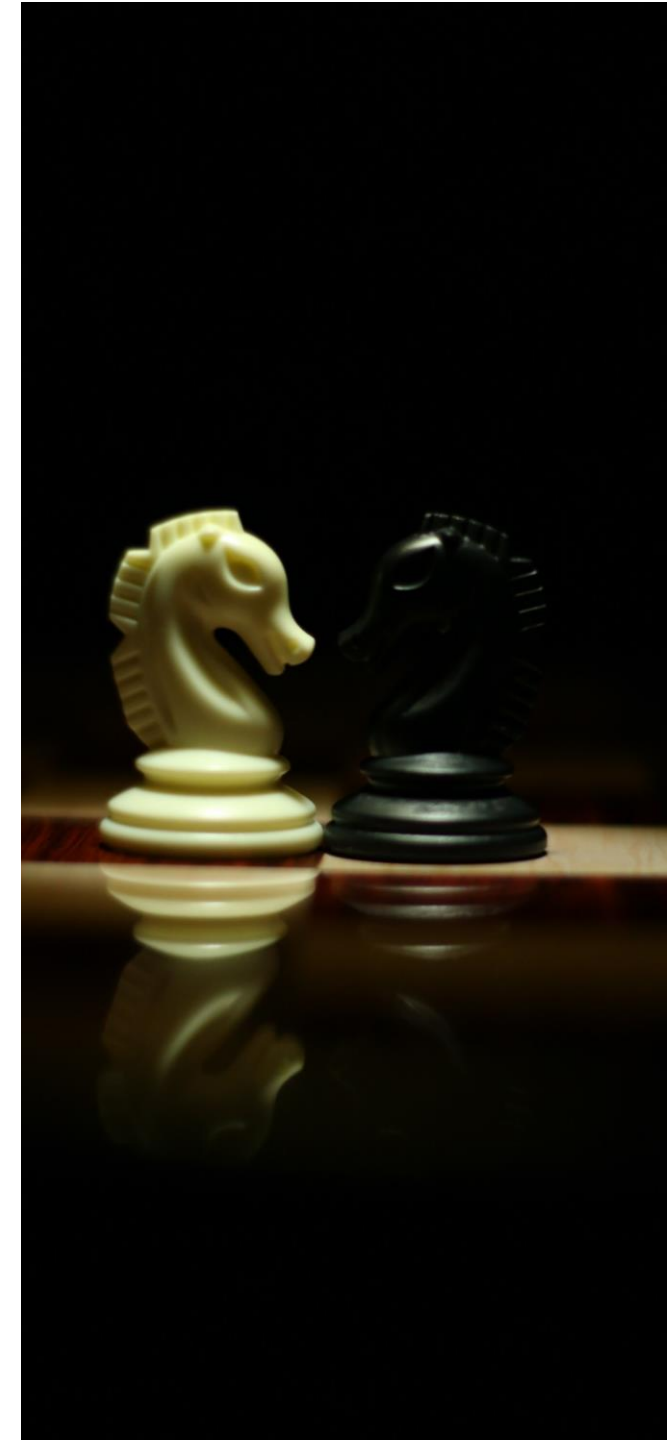
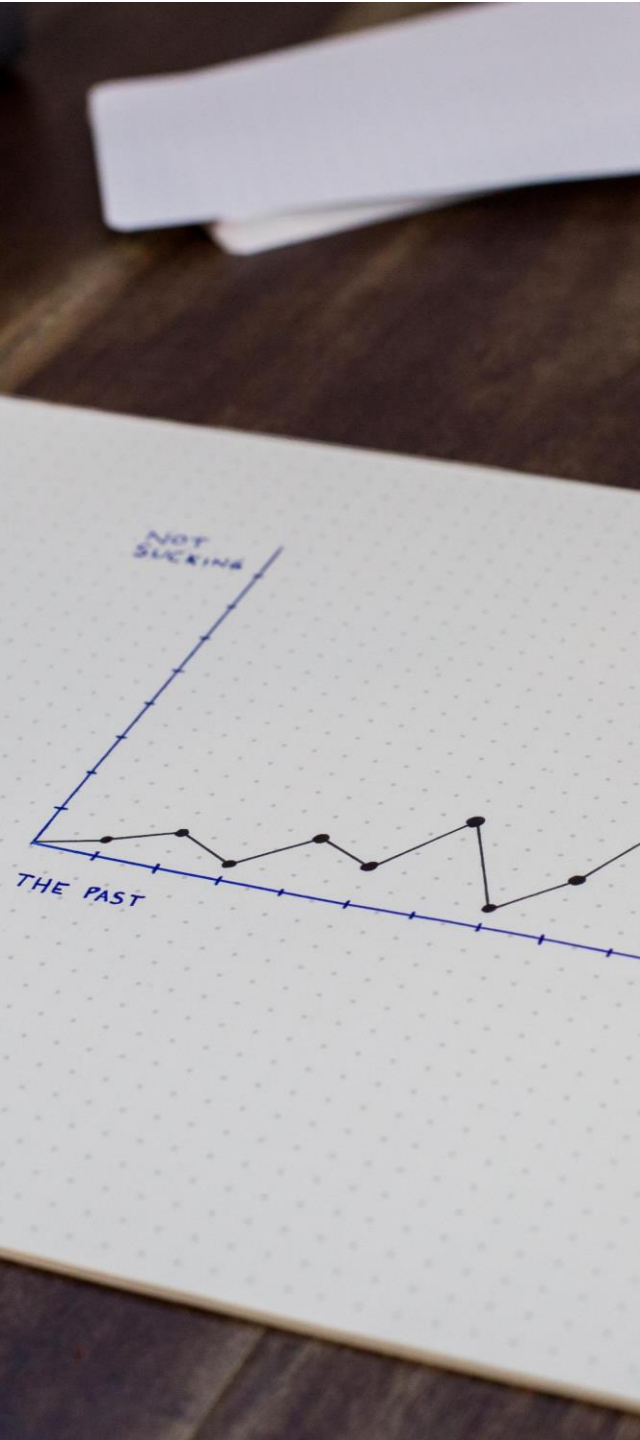
An Excellent Team

Company Re-registration

Branding

Needed software subscription

Permits



HOW WILL XULON POWER CHANGE LIVES?



Who will invest?

- International Banks: AfDB's **Sustainable Energy Fund for Africa (SEFA)**
- International Funding Agencies: EIB's **Africa Renewable Energy Fund (AREF II)**
- FMO - Dutch development bank's **Access to Energy Fund**
- Lions Head Global Partners' **Energy Access Ventures/E3 Capital**
- EEP Africa - **Clean Energy Financing (East & Southern Africa)**
- Agence Française de Développement (AFD) – **Proparco**
- The French Government's **French Facility for Global Environment (FFEM)**

<https://www.get-invest.eu/funding-database/>

<https://etafplatform.org/>

<https://manosaccelerator.com/>

Funding Platforms for Your Startup: My Startup List

For Homeowner/Commercial & Industrial	For Estate
Give the public Control over their own Power Generation and Use	An increase in the value of the houses
Reduced dependence on National Grid – solving reliability issues	A Cleaner Environment (eco-friendly). Increased Renewable Energy inclusion
Reduced Electricity cost & generator / fuel costs (save money)	Better security due to the continuous presence of electricity
Reduced dependence on fuel – with its fluctuating prices	Face-lift the estate and could be used as a Marketing Tool
Improved security due to the constancy and availability of electricity – with Free Solar street lighting	Profit from Xulon Power Sales (Profit-sharing with Estate developers)

KEY PARTNERS

- Banks
- Solar Project materials suppliers
- Solar monitoring SaaS companies.
- Investors
- Real estate developers
- Apartment owners
- Office building owners

KEY ACTIVITIES

- Solar energy installation
- Operation and maintenance
- Energy delivery
- management
- Land & Roof top deal brokerage

KEY RESOURCES

- Bank Loans
- Financial investment
- Solar materials
- Solar installation equipment
- Installers & Designers
- Solar monitoring service

VALUE PROPOSITION

- Access to Renewable energy for all
- Reduced cost of energy
- Flexible payment plan
- Reliable power delivery

CUSTOMER RELATIONSHIPS

- Long-term
- Customer support
- Customer feedback system

CHANNELS

- Sales visits
- Email marketing
- Traditional media advertising
- Social media
- Billboard ads

CUSTOMER SEGMENTS

- Estate home owners
- Estate apartment tenants
- SME business owners
- Office tenants/occupants
- People frustrated by current power delivery system

COST STRUCTURE

- Purchase and supply chain of solar installation materials
- Labour
- Marketing and advertising
- Sales
- Administrative
- Land and roof acquisition
- SaaS
- Monitoring (vehicles)
- Customer service
- Feasible studies

REVENUE STREAMS

- Sales of Solar installation
- Operation and maintenance
- After sales service
- Repair and replacement installation
- Energy Expansion installation
- Green Energy/Energy Efficiency consulting
- Post-purchase customer support