



ENERGY INTEGRALS

IDENTITY

- ▶ Energy integrals is a device level real-time energy monitoring company with cloud analytics that helps organisations and individuals understand the concept of energy management.
- ▶ Currently Raising: \$ 150,000

PROBLEM WORTH SOLVING

- ▶ Wastage in energy consumption thus leading to excess spending and operating cost is common in the Nigerian economy. Our products help detect this wastage and help save in energy consumption.

* **Management = measuring + monitoring**

SOLUTIONS

- ▶ Off hour detection.
- ▶ Energy wastage reduction.
- ▶ Benchmark unit to detect in-efficiencies.
- ▶ Identify unseen problems, predict failures, operational anomalies through real time checks.
- ▶ Help to reduce carbon emission.

SOLUTIONS

Home Breakdown Sentinel Trends Attributes **Tariffs** Live Consumption PUE Raw Data Activity Tracker Operations Analyser M&V Actions Tracker

Monitored Points

- Data Centre Ltd
- Food Processing Ltd
 - London Soho
- Hotel Ltd
 - Paris Montmartre
 - Roma coliseum**

Roma coliseum tariffs

[Tariff analyser...](#)

Electricity

From	To	Supplier	
07/11/2015	now	ENEL	details edit
01/01/2000	07/11/2015	ENEL	details

Water

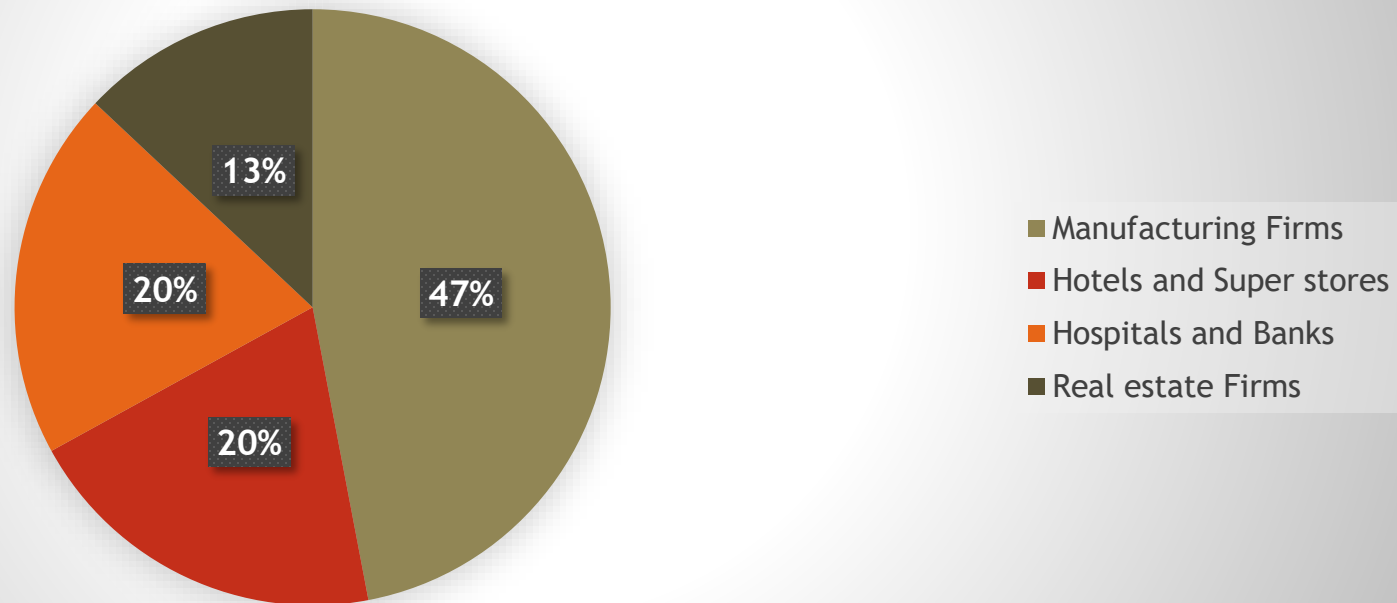
No tariff set yet. [Add tariff](#)

Gas

No tariff set yet. [Add tariff](#)

TARGET MARKET

Africa Market Worth \$7 Billion Dollars-
www.iea.org



THE COMPETITION AND COMPETITIVE ADVANTAGE

- ▶ Major competitors are the large automation electrical service companies with little or no focus on real time monitoring. The energy management concept is essentially a start up in Nigeria. Start up firms includes: **Ecowatt Nigeria limited, Grit systems.**
- ▶ Advantage: We are flexible and accessible, reside in our niche, relatively cheap, Partner with international firms.

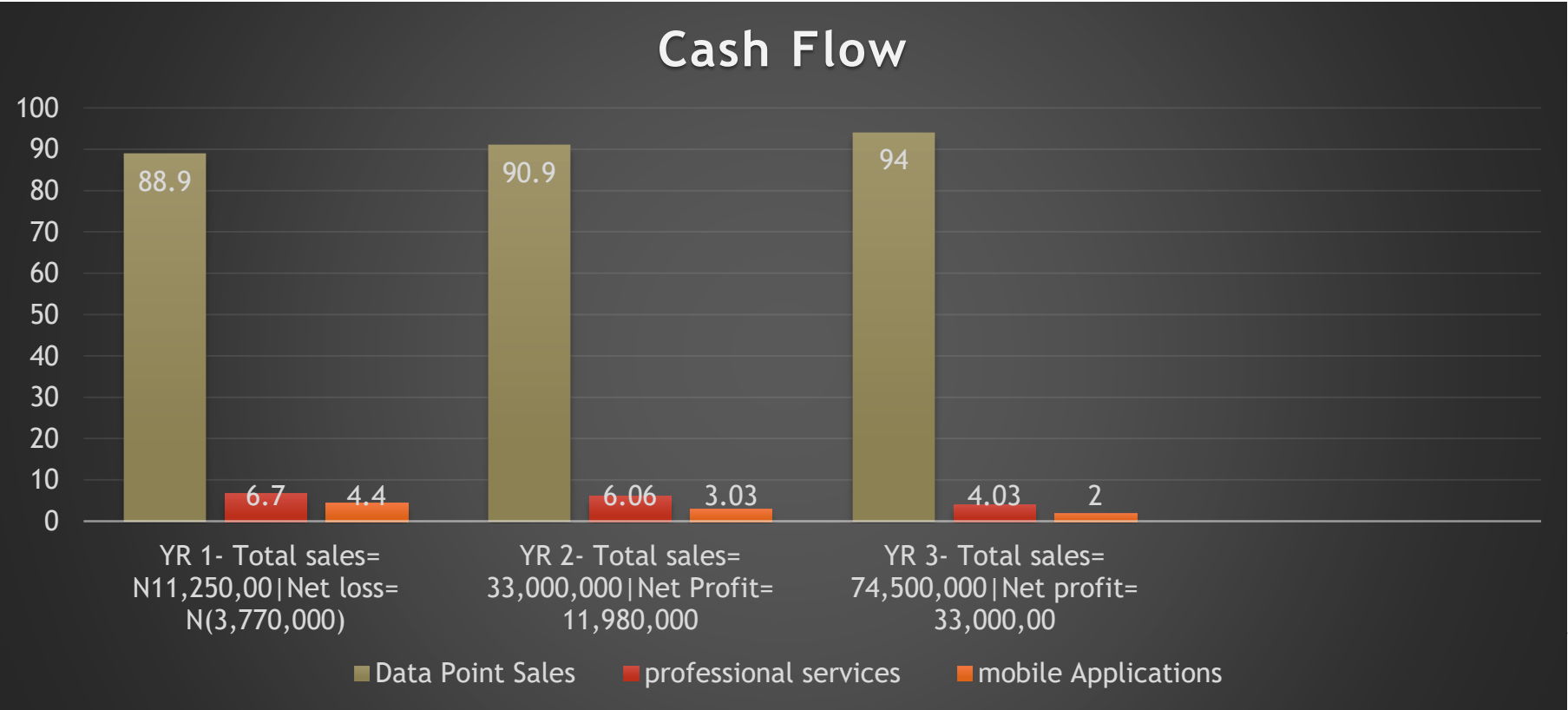
MARKET DRIVERS

- ▶ • The interest of every organisation to have a high ROI thus the need to cut cost where necessary.
- ▶ • The German Co-operation/NESP platform support, climate change impact law that was recently signed and the need for companies and buildings to be ISO 50001 certified. This certification will be enforced by SON in a few months.
- ▶ • Development of smart cities- Energy is one of the core elements of a smart city. The others being infrastructure, policy and people

SALES CHANNELS AND MARKETING ACTIVITIES

- ▶ Basically direct selling, cold calling, E-mails and participation at industry events.
- ▶ online branding.
- ▶ Advertisements - media

REVENUE GENERATION



PROJECT FINANCING

EQUIPMENT/CAPITAL COSTS	Cost (N)
Business purchase price	₦5,000,000
Product branding and Advertisements	₦3,000,000
Franchise fees	₦1,000,000
Trainings and certifications	₦2,500,000
Start-up capital	₦1,070,000
<u>Plant & equipment</u>	
Vehicles	₦1,600,000
Computer equipment	₦1,000,000
Computer software	₦400,000
Phones	₦200,000
Office equipment	
Furniture	₦1,500,000
Stationery & office supplies	₦100,000
Operational/running cost	
Rent	₦500,000
utility connections	₦100,000
Logistics and transportations	₦100,000
commissions and salaries	₦2,000,000
Total equipment/capital costs	₦20,070,000

TEAM MEMBERS, KEY ROLES AND SKILLS

- ▶ Oyalana Michael - Team leader, process and operations management, Identification of new opportunities and markets, key Business personnel. Michael brings in sales and business development, Accounting and Field work experience. He holds a Bachelor's degree in Engineering.
- ▶ Adekunle Olajide - Business development and sales, Key business personnel. Jide brings to the company sound business development and sales skills. A Master's degree holder from the University of Aberdeen. He has varied work experiences with different multinationals this includes KPMG, Chevron UK and Tenaris.
- ▶ Sandra Ekwo - Sandra leads the team technical and operations department. A graduate of Computer science with work experience in the Telecommunication and information technology industry.

PARTNERS

- ▶ • Dexmatech ltd-spain