



Getgas Kenya

●  
Value Proposition

# Introduction

Getgas Kenya is a Kenyan start-up which is on the rise to becoming Kenya leading Gas- to –The –Home supplier.

Our main business lead is Liquid Petroleum Gas, this petroleum extract can be put to many uses such as an alternative to heat source.

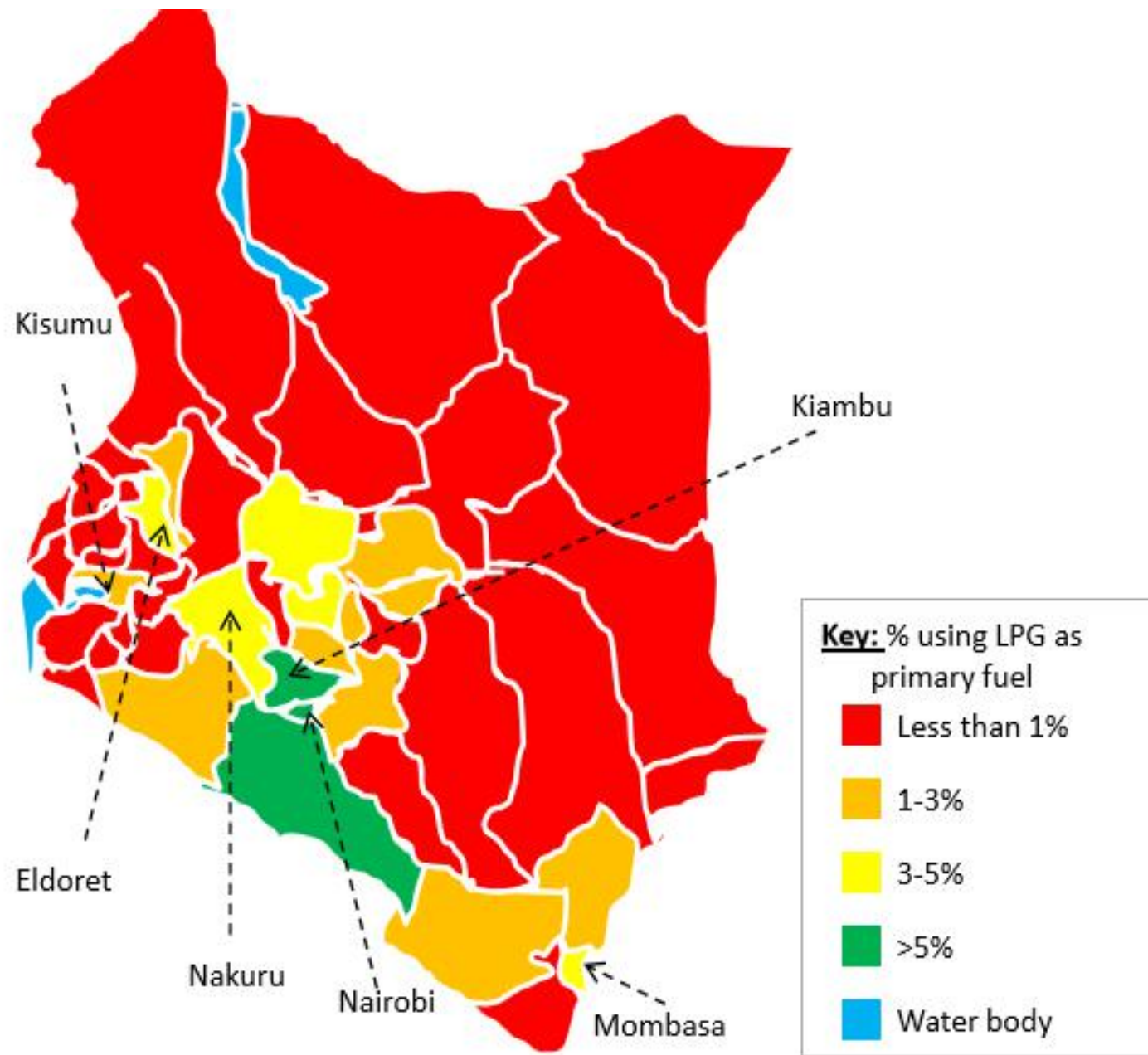
We have been in operation for one year and since then we have developed an agile solution to fit home users of LPG and Businesses across the country.

Our main source of income comes from brokerage of LPG products and other gases.

## What's the Problem?

- Acquisition of quality and safe cooking gas in Kenya has been a challenge to many of the urban populace.
- The problem also hits the rural community that is currently faced with illegally filled LPG cylinders.
- Acquisition of LPG is also a challenge for individuals living far off from LPG dealers like Petroleum filling stations.
- Bureaucracy that is associated with big petroleum firms hence increasing delays in purchase of LPG.

# LPG Market in Kenya



Source KIPPRA, 2013 Report

# Market Outlook

- The current market for LPG in Kenya is underdeveloped, with 5-7% of households relying on LPG as a primary cooking fuel
- LPG penetration is much higher in urban areas at 21%; Only 1% of rural households use LPG as a primary fuel
- As it is common for some households to use multiple fuels (“fuel stacking”), total LPG penetration may be closer to 7%-10% nationally
- The greater Nairobi region accounts for 60% of the market, where penetration rates for LPG are estimated to be as high as 40%.
- Mombasa makes up 15% of the market, with the remaining market scattered throughout other growing urban centers, especially in Western Kenya

# Our Solution



## **Current Solution**

Web Application, Mobile Apps SMS and USSD Ordering Solution

Affiliate Programs for Client Acquisition

Managed Services for Business Clients

## **Proposed Solutions:**

LPG Piping for Homes, Hospitals and Hotels

Reticulation of LPG to Gated Communities and Apartments

# Business Model

## **PART ONE**

Franchising  
Getgas Kenya  
branded shops  
across different  
parts of Nairobi  
County.

This would mean  
that Getgas Kenya  
branded shops  
conduct LPG  
deliveries.

## **PART TWO**

Development of a  
platform where  
all the LPG  
market players  
like Total and  
Hashi are  
operating under a  
single platform.

Development of  
Logistics for sales  
of gas from their  
stations.

## **PART THREE**

Development of LPG  
Piping Solutions for:

Home Users

Apartments

Gated Communities

Hospitals

Hotels

Schools

Real Developers

## Roadmap & Traction

January  
2020

Establishment of 20 LPG shops across the 4 cities in Kenya.

January  
2019

Establishment of LPG services such as Reticulation of LPG in Estates

January  
2018

Increasing the LPG network in Nairobi, Nakuru, Mombasa, Naivasha and Eldoret.

January  
2017

Establishment of LPG Website, Mobile app and Facebook Chat bot.



# Marketing and Sales

- 1) Social Media Marketing on Facebook, Twitter and Instagram.
- 2) Development of marketing and sales merchandise for promotion of Getgas Kenya
- 3) Development of informatials and edu-tainment materials for market awareness of the existence of our services.
- 4) Development of LPG logistics department and customer support center for increased LPG orders.

# The Team



**CEO and Founder**

**Tonny Sudi**



**Chief Operations  
Officer**

**Antony Assila**



**Chief Technology  
Officer**

**Felix Kipyego**

# Financials

**We are Pre-revenue for now.**

**We have been able to acquire over Ksh 300,000 over period of One Year.**

**We are projecting for Ksh 1,000,000 over the next 6 Months.**

**Proposed Income Earners:**

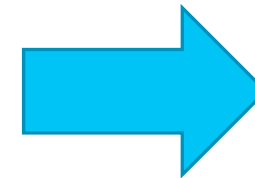
- **White Labelling the solution with Vivo Energy**
- **Reticulation Projects for Gated Homes**
- **Piping Solutions for Home, Hotels and Hospitals**
- **QR code Solutions for Cylinder Tracking and Management**

# Competitors

## **Kisafi.com**

They have also started a section on LPG deliveries. They are the only players in our space and hence the only major threat to our services.

We are able to quench the threat of the competition through our planned future plans for taking advantage of the Oil and Gas Industry.



- Bulk Purchase of LPG
- LPG Reticulation Services
- Supply of LPG to Schools, Restaurants, Hospitals and Industries.
- Analytics Provider of the LPG Market in Kenya.
- Establishment of Getgas Kenya Franchises across the country.

## Use of Funds

- 1) Establishment of LPG Reticulation Services
- 2) Training on Piping Technology and Certifications
- 3) Acquisition of a staff of five field technicians.
- 4) Targeted Marketing for Corporate Clients
- 5) Setup of a calls and logistics center.