Marketing Concepts Presentation

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About Green Power

• Result of RIT senior design project
• Founded by engineers working on sustainable power generation
• Green Power aims to provide cost effective power to underdeveloped nations.
• Environmental friendly approach
• No such companies currently in Haiti
• Emphasis on working with non-profits
About Haiti

• Poorest country in Western Hemisphere
  • People make about $2/day
• Also most densely populated country
  • 9 million in area size of Maryland
• 4 to 8 people typically live in a house
• Only 25% of country is electrified (urban)
• Weak centralized government
Lighting Situation

• Currently use kerosene, candles or wood

• Kerosene costs:
  • $3 /lamp
  • $1 to replace glass
  • $0.30 night for fuel

• Disadvantages:
  • Toxic fumes
  • Low light output
  • High on-going cost
  • Fire hazard
Value Proposition

- LED is much brighter than kerosene
- Eliminates health hazards
- Durable / long lifetime
- Cost continues to go down
“To provide clean and affordable power to citizens of under-developed nations”

Target Market:
Haiti to begin with, eventually moving to Africa and Asia
6,000,000 target market in Haiti

Positioning:
Use pre-existing kerosene distribution channels to penetrate market
Strategic partnerships with non-profits to further promote products
Products

**Green Bike:** Bike power generation station

- 1 hour charging time
- Charge 4 lamps simultaneously

**Green Light:** LED lamp powered by Green Bike

- Light output: 95 lumens
- Battery life: 4 hours on high
  - 10 hours on low
- ROHS compliant
SWOT Analysis

Strengths:
- Superior product
- Engineering knowledge
- First mover advantage

Weaknesses:
- Limited business skills
- No product awareness

Opportunities:
- Partnerships with non-profits
- Local manufacturing
- Lots of different power needed

Threats:
- Similar companies in Asia and Africa
- Customers with very little income
- Electrification would eliminate need for products
# Marketing Goals/Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of vendors using Green Bike</td>
<td>20</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td>Number of households with Green Light</td>
<td>200</td>
<td>1250</td>
<td>7,000</td>
</tr>
<tr>
<td>Number of churches/community centers with Green Bike</td>
<td>10</td>
<td>50</td>
<td>100</td>
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