



SOCIAL BUSINESS MODEL CANVAS

PURPOSE

The solar industry is expected to reach \$260.2 billion by 2030. Moor Solar intends on being apart the renewable and sustainable energy movement.

IMPACT

Moor Solar solutions believes that generating electricity with solar power instead of fossil fuels can dramatically reduce greenhouse gas emissions, particularly carbon dioxide (CO2). We also believe it is a human right for all people to have ownership of energy, causing a decreased dependency on public utilities.

PROBLEM

According to the World Bank Global Electrification Database an estimated 1.2 billion people do not have access to electricity. Over 150 million people in West Afraka have no access to electricity. 30% of people's income is spent on poor quality polluting fuels like kerosene, generators, and batteries- often needing to travel many miles just to charge their cell phones. Another huge concern is the rate at which digital devices die and the inability to have the time to wait and charge it at an outlet. It is inconvenient to be in a rush and see that your computer, charging port, phone, etc are about to die.



SOLUTIONS

We permit customers to acquire efficient and cost-effective ways to harness electricity to cease poor quality polluting fuels by helping communities generate their own power through solar energy domestically, regionally, and internationally.

Key Activities:

1. Solar Technology Products such as solar phone case, solar bag, solar fanny pack, solar power outlet and solar charging port.
2. Project Management
3. One-stop services for solar installation for telecommunication operators and water systems.
4. Installation of Photovoltaic (PV).
5. Direct Interactions

UNFAIR ADVANTAGE

Moor Solar inc. unfair advantage is that we aim to prioritize our customers and the environment to ensure solar energy is accessible to everyone. We aim to target areas that have the highest amount of sun. One of the biggest problems that solar energy poses is that energy is only generated while the sun is shining. This problem can be resolved by targeting tropical clients such as West Afrakan countries like Ghana Ghana has an annual sunshine duration between 1800 hrs to 3000 hrs with an excellent high potential in grid and off-grid connections.

A solar panel charger can overcharge a battery if the output is not well controlled.

VALUE PROPOSITIONS

We aim to partner with industry leaders and invest in technological capabilities that allow us to efficiently service disparate and remote populations.

We plan to develop a pay-as-you-go system that allows customers to pay for and fully own their solar energy products through affordable monthly installments.

Integrated solutions for lower energy costs and effective renewable energy products and services.



MOOR AFFORDABLE SOLAR FOR MOOR SOLAR SOLUTIONS

REVENUE STREAMS

1. Predicted revenues from long-term customers.
2. Major sales from solar technology products. Fixed monthly installments for products and services through the pay as you go system. Additional revenues will come from the expansion of energy efficient solutions.
3. University Funds
4. Annual membership Fee

COST STRUCTURE

1. Initial costs of manufacturing products.
2. Advertisement costs.
3. Equipment
4. Solar Strip Products- Bundle packages of solar technology such as solar phone case, solar bag, solar fanny pack, solar power outlet and solar charging port.
5. Installation and maintenance of Solar Panels PV-Solar Powered Water Pumps, Solar Telecommunications, Solar Farms, Solar Water Heating.

CHANNELS

1. Direct B2B sales
2. Customer Referral Program
3. Salesmen
4. Cooperation with design, construction, bonding, and insurance companies.
5. Conferences and seminars
6. Promotion provided by government programs
7. Online and Offline promotion

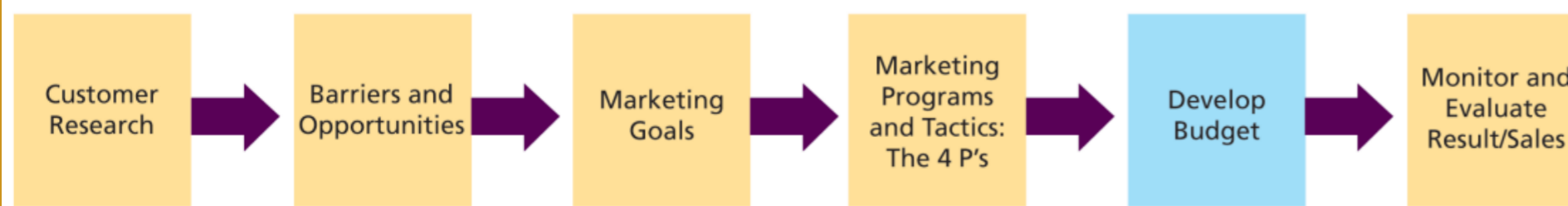


CUSTOMER SEGMENTS

1. Small business owners
2. Commercial customers
3. Low-income residents/homeowners
4. Government entities
5. Environmentalists
6. College students

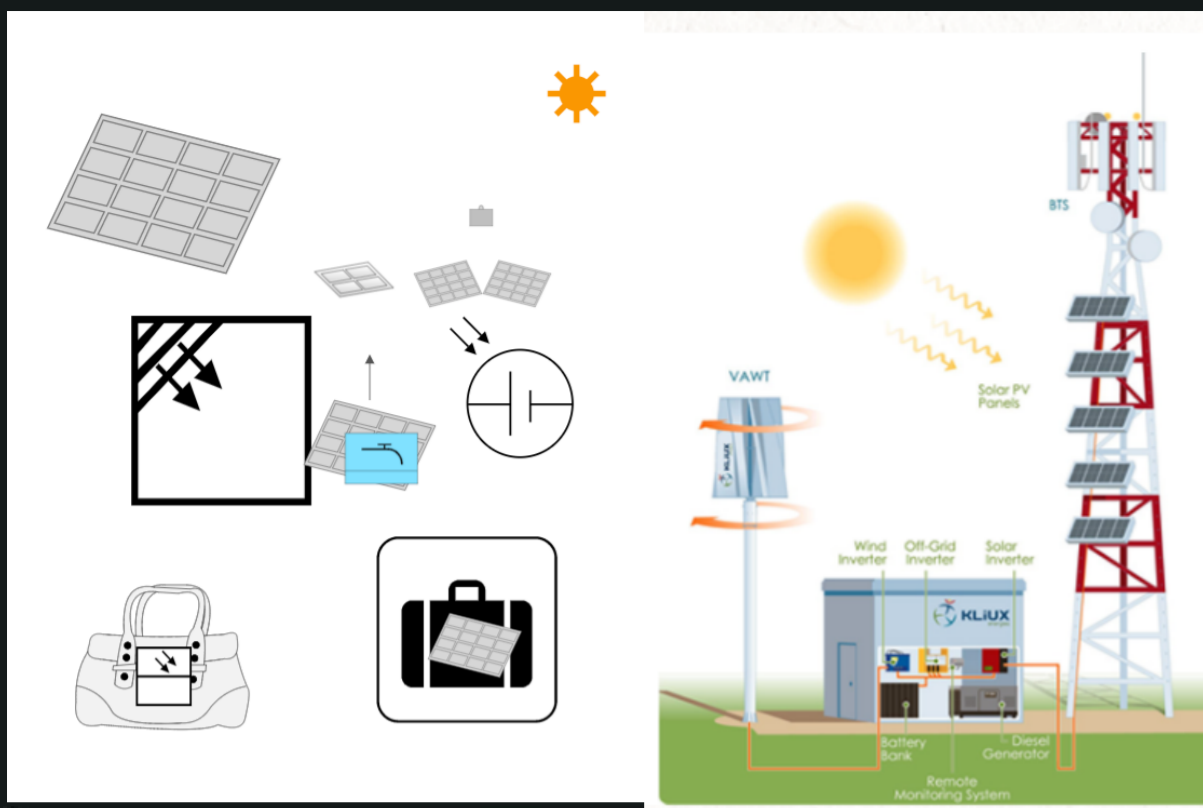


The Marketing Plan Process

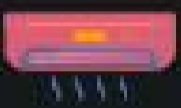


KEY METRICS / RESOURCES

1. Innovative Technology
 2. Human Resources
 3. Advanced software for energy evolution.
 4. Banks and Financial Institutions
- Key investors in the solar production and manufacturing sector.
- 1.1. Master contractual agreements with major supplies.
 - 2.2.. Local Market.
 - 3.3. Brand image reputation
 - 4.4. Technical resources



USES OF SOLAR



Solar Air Conditioning



Solar Water Pump



Solar Water Heating



Solar Strips



MOOR

Partnership areas

We are constantly examining to cultivate and grow new leaders within our team.



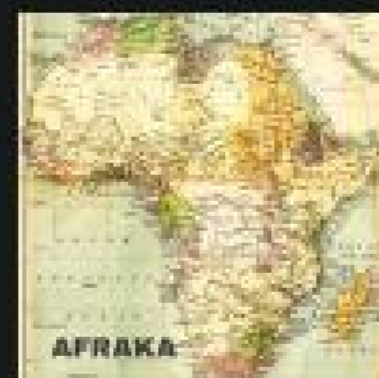
Nkozia X

Founder
Chief Executive Officer



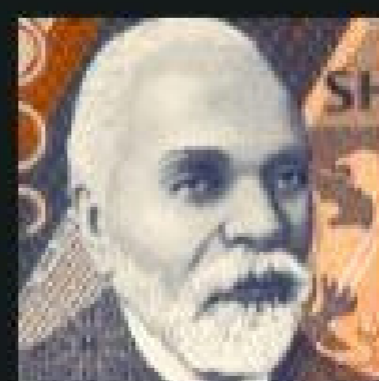
Clade Industries

Collins Ofosu-Appiah
Chief Executive Officer
cladeindustries.com



Simply Yours LLC

Ronald J. Cooper
Chief Executive Officer



KaizenRhino Solutions

Wacique Kaizen
Krsi-19.com

PRODUCT SCREENS



ubuntu

