



axis power

Solar As A Service Company



# Problem



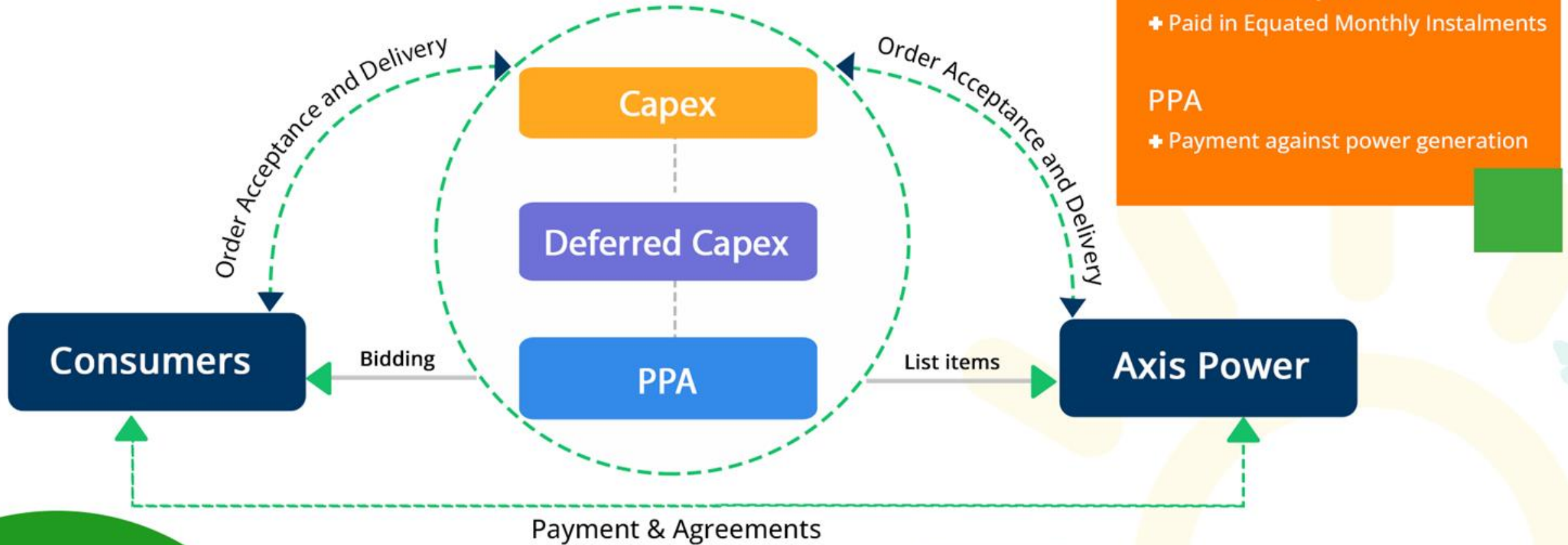
- ? Africa's worsening power shortages have effectively costed millions to Industries
- ? Solar adaption is often expensive or lack of access to capital leaves projects unfunded
- ? Increased carbon footprint due to heavy usage of diesel generators during outages

# Solution

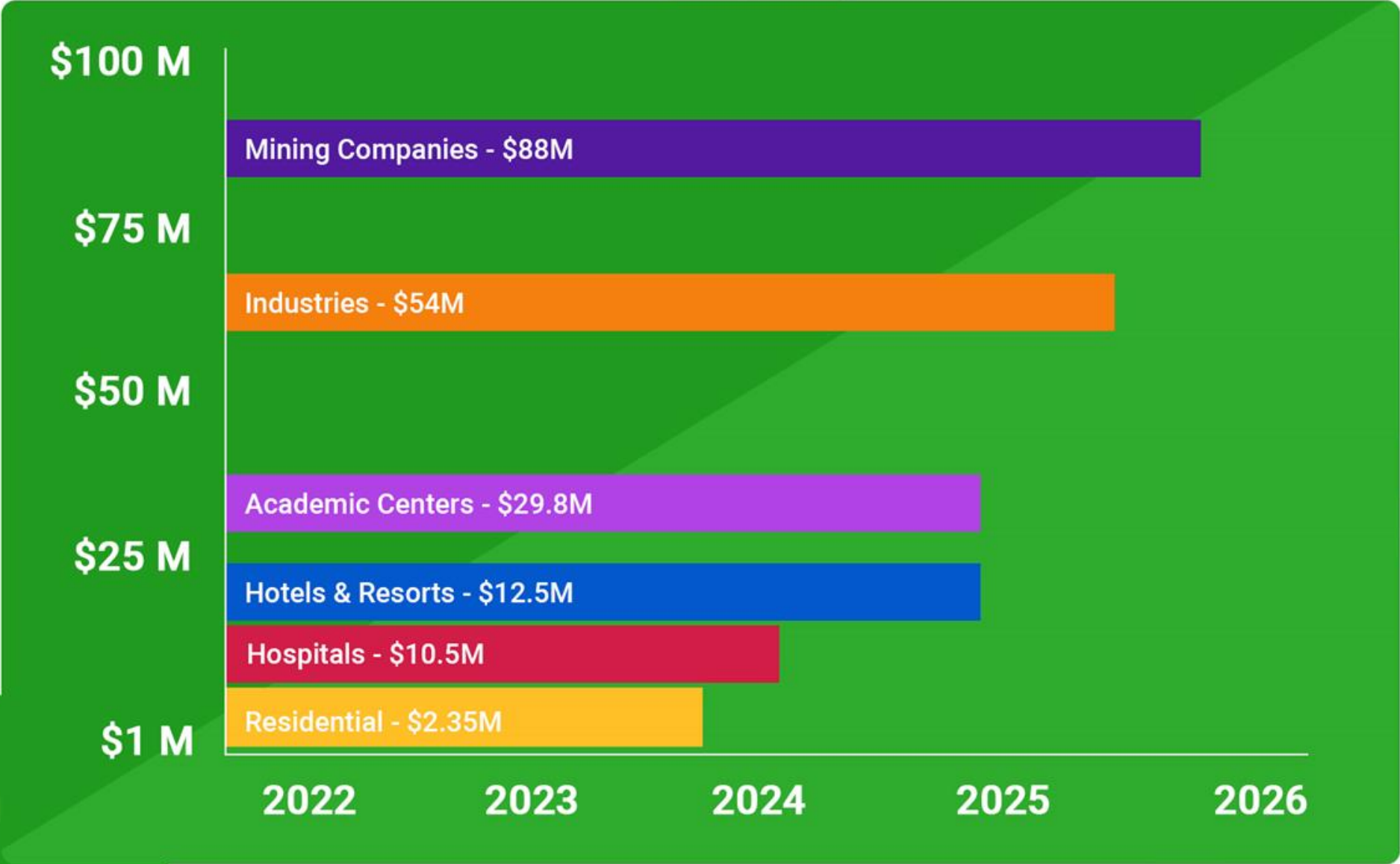
- 💡 Aiming to offer the best fit tailored solutions to Commercial, Industrial and Communities
- 💡 Storage technologies integration with solar to improve efficiency
- 💡 Sustainable & Renewable



# Product



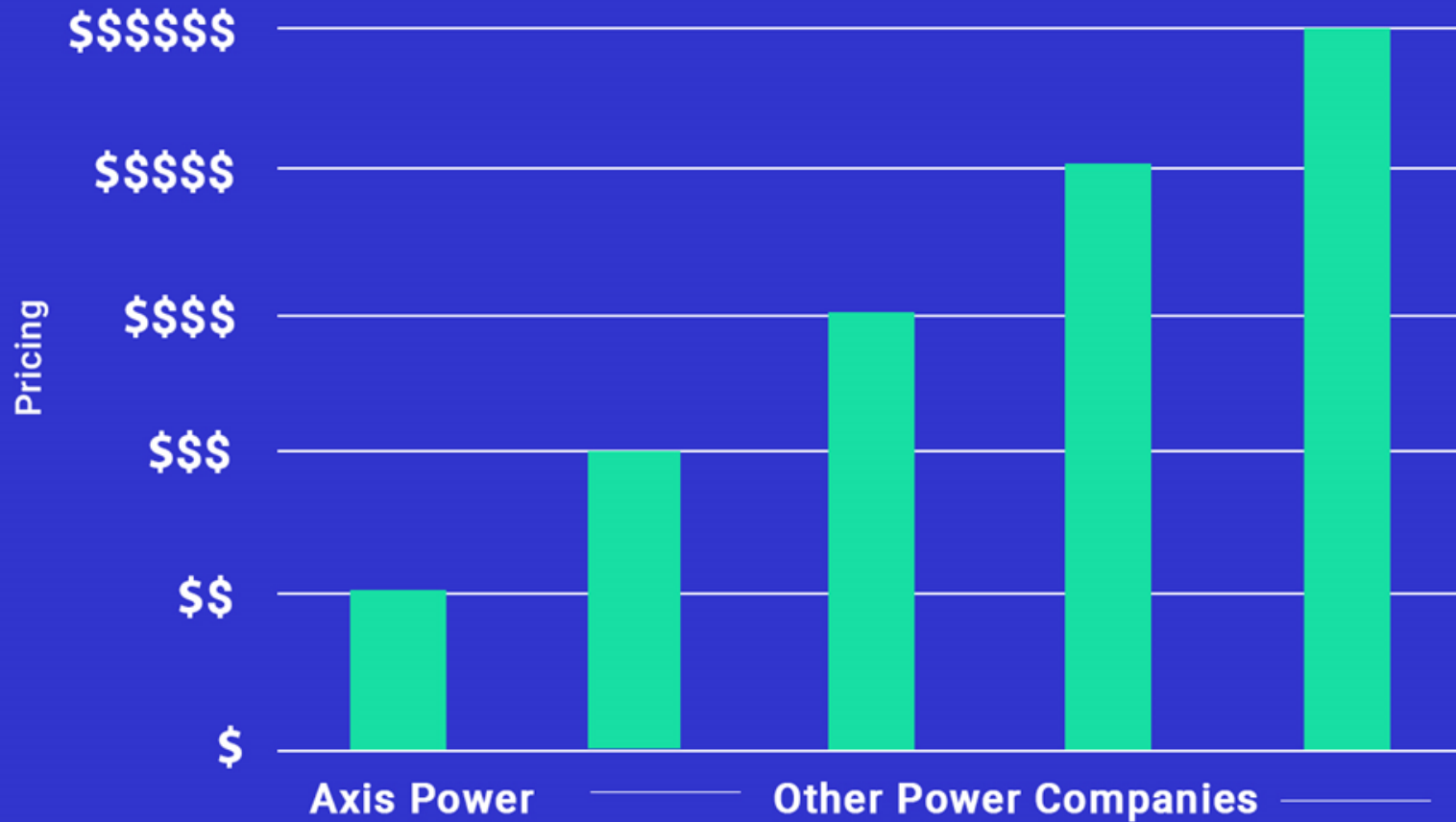
# Customer Discovery





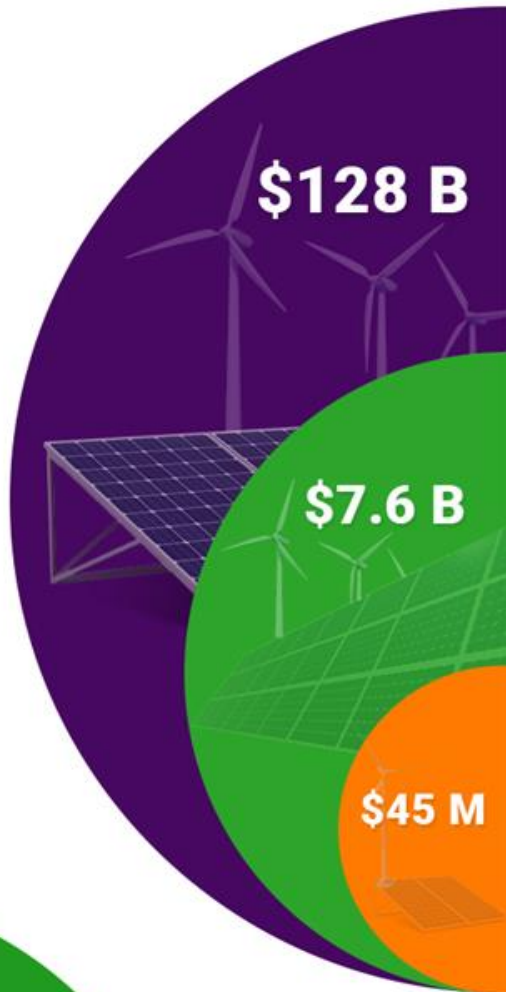
# Customer Value Proposition

## Axis Power Vs other power companies



- ✓ Competitive Pricing
- ✓ Transparency between Axis Power and Customers
- ✓ 100% renewable energy or hybrid renewables
- ✓ Resolves energy shortages
- ✓ Excellent client support

# Market Segmentation



## Total Addressable Market

CAGR 11.7%

Africa

## Serviceable Addressable Market

CAGR 9.2%

Southern Africa

## Beachhead Market

CAGR 6.0%

Botswana, Malawi, Zimbabwe

CAGR - Compound Annual Growth Rate

# Management Structure





# Corporate Values



## Caring

Maintain respectful relations with customers, partners, suppliers, employees and communities.



## Loyalty

Working collaboratively with employees, partners, suppliers and customers to solve problems and achieve goals



## Knowledge

Be experts in our fields



## Integrity

Exhibit honesty and integrity at all times.



## Innovation

That makes a difference



## Commitment

Dedicated to the success of our customers, partners, employees and shareholders.

# Benefits

## For Consumers:

- ✓ Reduces the dependency on grid power
- ✓ Mitigates diesel generator dependency
- ✓ Long term reliable power source

## For Grids:

- ✓ Reduces Day Peak load Demand
- ✓ Reduces conversion losses as power is consumed at the point of generation

## Commercial/Industrial:

- ✓ Max generation during peak usage time
- ✓ Solar power cost is close to the commercial power cost
- ✓ Solar power cost is fixed for 25 years

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- 💡 Protection from utility price volatility
  - 💡 Potential increase in property value
  - 💡 Visible environmental/sustainability commitment

## Climate Impact

With 65% of beachhead  
market, we save  
**9.3 Million tons**  
of CO<sub>2</sub> emissions by 5th year

CO<sub>2</sub> emissions reduced

**1460 Tons/MW/Year**



# Marketing Strategies

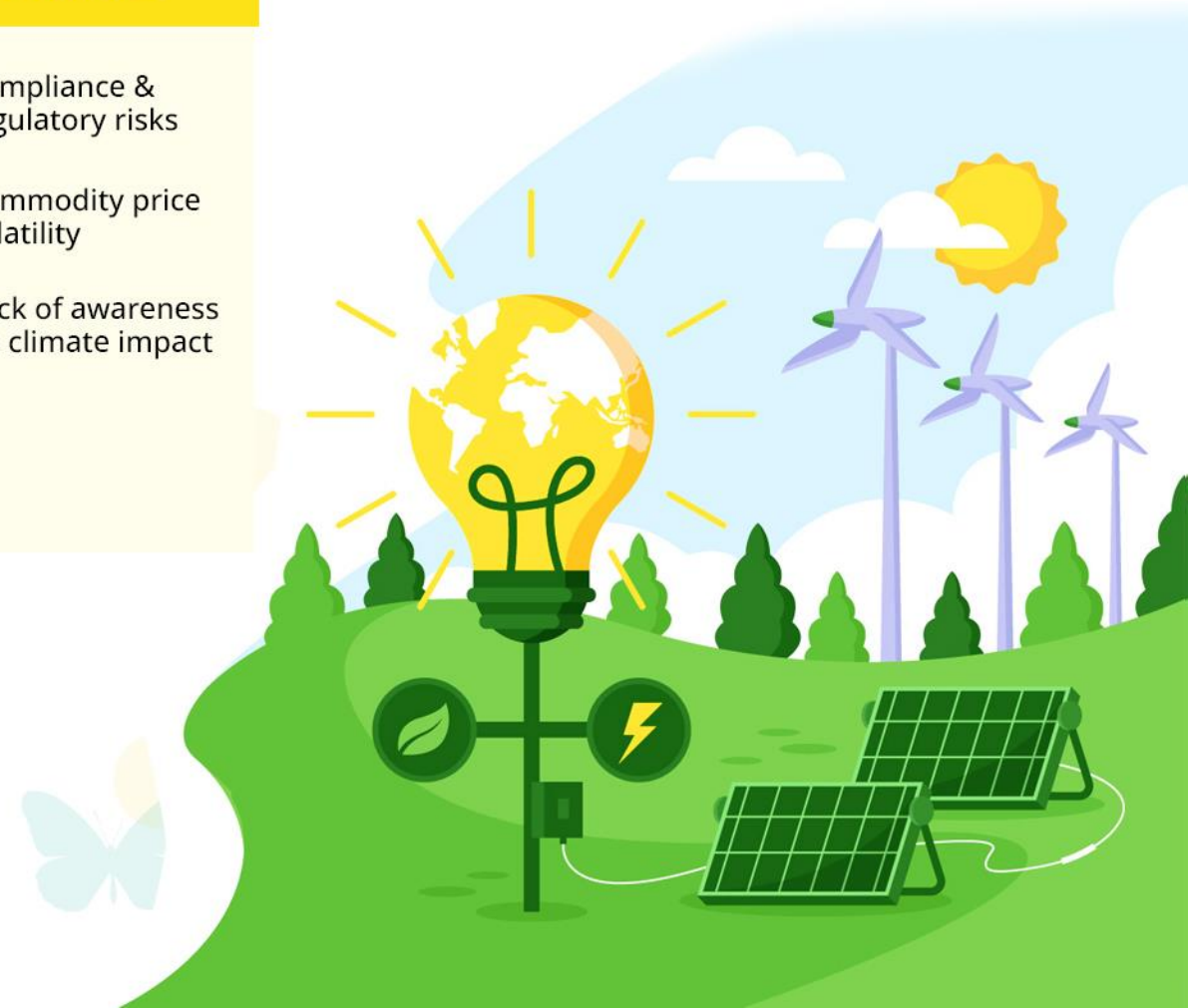


# Competitive Landscape

	Axis Power	DPA Solar	Other Companies
Key Competitive Advantage	Competitive Price/ Design & Engineering	High Price	High Price
Operational-in	Botswana, Malawi, Zimbabwe	Zimbabwe, Kenya, Zambia	Zimbabwe
Target Market	Commercial & Industrial	Commercial & Industrial	Residential
Marketing Strategy	Events, Collaboration & Direct Marketing	Direct Marketing	Direct Marketing
Products & Services	Solar / Storage	Solar / Storage	Solar / Storage
Stage/Fund raising	Pre Seed	Funded	Not Funded

# SWOT Analysis

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none"><li>■ Rich sunshine hours</li><li>■ Land Resource</li><li>■ Rising Market Potential</li></ul>	<ul style="list-style-type: none"><li>■ Lack of data on supply &amp; demand</li><li>■ Lack of financing to adapt solar</li><li>■ Lack of Infrastructure</li></ul>	<ul style="list-style-type: none"><li>■ Increasing demand for clean energy</li><li>■ Decrease solar prices</li><li>■ Development of off grid/ Mini grids cluster</li></ul>	<ul style="list-style-type: none"><li>■ Compliance &amp; regulatory risks</li><li>■ Commodity price volatility</li><li>■ Lack of awareness on climate impact</li></ul>





# Our Specialized Offering



ON/OFF Grid Projects



Mini & Microgrids



Energy Consulting



Operations & Maintenance



Engineering, Procurement, Construction & Management (EPCM)

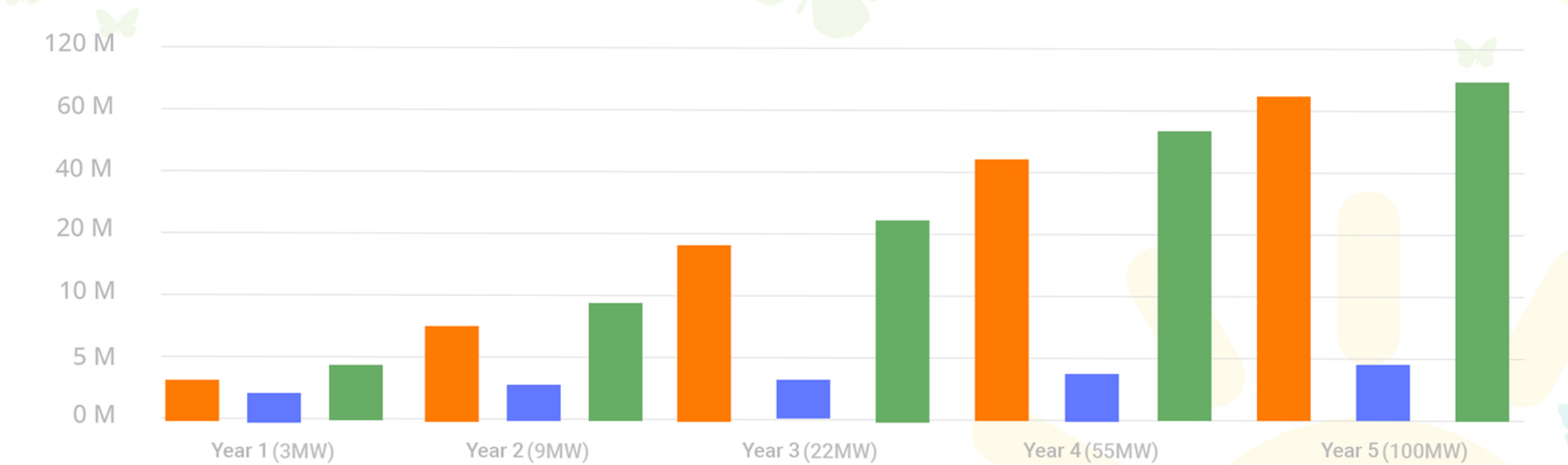


Energy Storage Systems



Smart Grids

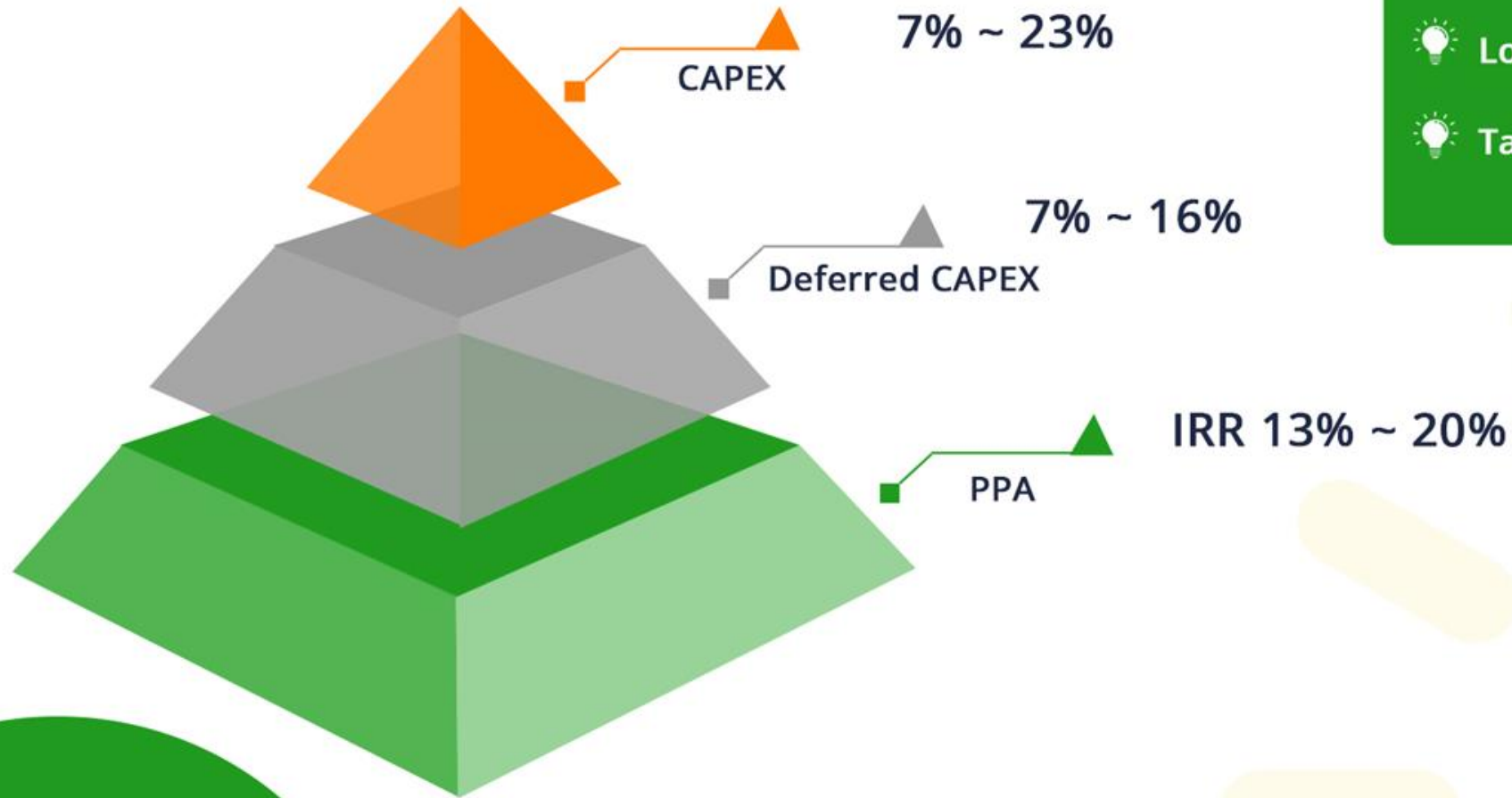
# Financial Forecast



Years	Year1	Year2	Year3	Year4	Year5
Total Sales	\$2.805 M	\$8.445 M	\$21.3 M	\$51.45 M	\$88 M
Total COGS	\$2.249 M	\$7.545 M	\$19.53 M	\$48.79 M	\$84.7 M
Net Profits	\$0.565 M	\$0.90 M	\$1.77 M	\$2.66 M	\$3.5 M

- Total Sales
- Total COGS
- Net Profits

# Revenue Strategy



- 💡 Project size starts from 10kW
- 💡 Long term returns to Investors
- 💡 Target profit between 11% ~ 20%



# Team



**VEDVYAS V**  
Founder

Over 11+ years of expertise in renewable energy with proven management, team building, international partnerships, balances business strategies to accelerate organizational growth.

 [v@axispower.co](mailto:v@axispower.co)



**SRI MADHAV**  
Co-Founder

11+ years experience in IT, marketing, solar designing, team management, customer engagement

 [sm@axispower.co](mailto:sm@axispower.co)



**TANAKA CHITIMBE**  
Technical Engineer

Technical engineer with problem solving and analytical skills, system design and monitoring, team leader.

 [tc@axispower.co](mailto:tc@axispower.co)



**NIMROD GATORA**  
Technical Engineer

Versatile, astute Sales Consultant, Installation engineer with focus on project planning, execution, Accounts and Distribution.

 [ng@axispower.co](mailto:ng@axispower.co)



**SELWYN MADYA**  
Marketing Manager

5 years experience in marketing, communications, business development and PR networking

 [selwyn@axispower.co](mailto:selwyn@axispower.co)

- To explore 5 African countries in 3 years
- To reach \$50M revenue in 5 years
- To provide energy access/independence to maximum customers

# Funding Ask

## Stage:

- Pre-Revenue

## Developments:

- 25 Schools
- 2 Universities
- 3 Industries
- 3 Commercial Entities

16%

Business  
Development

9%

Digital  
Marketing

75%

Development  
Capital

@16%  
Equity

**Total \$600,000**  
**Seed Capital**



# THANK YOU

[hello@axispower.co](mailto:hello@axispower.co)

I'd put my money on the sun and solar energy. what a source of power! I hope we don't have to wait until oil and coal run before we tackle that.

- Thomas A Edison