

Pitch deck



Solar Village Ethiopia PLC

**Resilient & Green-Based Business for Inclusive Access to Healthy Diets
Project in Selected regions, Ethiopia**

Submitted to
FINCA Ventures Prize Competition
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A grayscale image of a hand pointing at a grid of circles. The hand is positioned in the lower-left quadrant, with the index finger pointing upwards. The grid of circles is composed of several concentric circles, with the one being pointed at being highlighted with a bright white center. The background is a gradient of gray.

Contents

- Problem and Solution
- Business Model
- Market Size and Competition
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#1: PROBLEM ANALYSIS AND SOLUTION

Ethiopia located in horn of Africa, where **agriculture is a critical part of the economy** and is heavily influenced by climate variability.

Total Population :134 M ; **Youth** : ~33% of total population;
Smallholder Farmers: ~85% of the agricultural workforce

Land for Cultivation: 34% of total land area

Only 15-20% of the farmers uses diesel-based irrigation and this practice is challenged by high price escalation, inconsistent supply and high maintenance costs

Livelihood of the Population:- Poverty Level: ~24% below the national poverty line; - Malnutrition Level: ~21% of children under 5 affected

Access to Climate Smart Agriculture technologies and inputs: 10% **use solar pumps**, **30% have access to good seedlings**, and **5% to vermicompost**

Despite its potential to enhance smallholder farmers' resilience to climate change and resilient food system, however, there is the low uptake and adoption of CSA practices and technologies in Ethiopia. Because:

- Limited access to resources
- Knowledge and training gap
- Limited access to input& output market linkage , market information and market infrastructure
- Climate risk,
- Limited institutional support and collaboration
- Gender inequality

Proposed business Solution: The Solar Village Ethiopia developed and has been implementing an **inclusive and adaptive business model** for climate-smart business solutions using the following strategies:

- Strengthening multi-institutional coordination and collaboration with government and private sectors;
- establishing sustainable business partnerships with the existing women- and youth-based SMEs;
- improving the competency of women- & youth-based SMEs, last-mile suppliers, and service providers in nutrition-sensitive and climate-smart value chains;
- enhancing adaptive community-centric and development-oriented product promotion campaigns; and
- Provide need-based, affordable and modest quality CSA technologies and inputs packages embedded with inclusive BDS supportive service

#2 Business Model: Inclusive and Adaptive Business Model and Its Impacts

Pre-production: Enabling Environment



I) Strengthen institutional collaboration & Coordination;

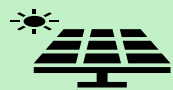
II) Solar Village established business partnership with four type of SMEs: 1) Women-Based Fruits & Vegetables producer SMEs at home garden . 2) SMEs of women-based vermicompost and FV and producers; 3) youth-based last mile urban farming and grading service providers; 4) youth-based last mile solar powered pumps installation and maintenance services providers.



Improved the SMEs Competency through:

1. Providing loan to the 14 existed SMEs through Oxfam loan grantee scheme in collaboration Siinqee Bank
2. SV capacitating the SMEs (providing technical training, coaching, and mentoring on FV production, vermicompost, urban farming and gardening service, vermicompost production, solar-powered irrigation and maintenance service and business) management and leadership

Production



SV imported accessories and assembled Two Type of Solar Powered water pump for irrigation: (a) One pump use for one household; (b) One pump use for the 4 clustered households

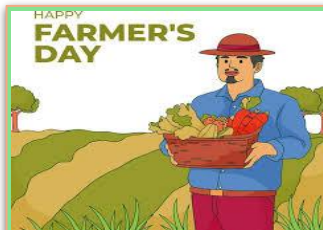


SV work on Preparatory work for vermicompost bed making



SV Produce nutritious organic seedlings

Promotion & Transportation



Use adaptive community-centric and development-oriented product promotion strategy that use SMEs business centre as demo site



SV Transport products to SMEs Production center

Sales



- Install solar water pump using youth-based business partner service providers for target customers such as Private and public institution, cooperatives, SMEs, smallholders & HHs



SV install vermicompost bed/box to SMEs included women-based vermicompost producer SMEs and, smallholders, commercial farmers and different self-help groups



Sales of organic seedlings to target customers through youth-based urban farming and gardening service providers

Impact



Increased revenue from climate smart business



for women & youth.



Increased incomes of HH, women and youth
improve soils, yield then & diet

#3: Market Size and Competition

Market Size and demand:

- I. Total Addressable Market (TAM): 11+ million** smallholder farmers across Ethiopia. **TAM Value Estimate:** ~\$2.2 billion (Assuming an average \$200/year per farmer for solar, compost, and seedlings)
- II. Serviceable Available Market (SAM) 3.5 million** smallholder farmers in high-potential, irrigable zones
 - Targeted in areas with suitable water tables, cooperatives, and agro-ecological readiness
- III. Serviceable Obtainable Market (SOM): 50,000+ farmers** in the next 3–5 years
 - Through direct sales, partnerships with cooperatives, NGOs, and public programs
 - Supported by distribution hubs, demo farms, and local training programs



Solar Village competitive position over competitors are:

- Use an inclusive and adaptive business model that is responsive to the needs of poor smallholder, women and young people
- Provide need-based, affordable and modest quality CSA technologies and inputs packages embedded with inclusive BDS supportive service includes access to maintenance and credit services. But the competitors engage in supplying one CSA products only.
- The proposed business is ready to be expanded and delivered on a bigger scale.
- Favourable the business enabling environment to scale up the business by creating strong institutional collaboration and partnership with institutions and SEMs

#4: Product and Clients

Our Product classification:

- Solar-powered water pumps supply and installation
- Organic seedlings Supply with embedded services including vermicompost provision,
- Vermicompost bed/box supply and installation and
- Water saving technologies (Drip and sprinkler irrigation)
- Hydroponics
- Urban agriculture

Clients:

- Governmental institutions (that includes offices/bureau of agriculture, health, trade and other public administration different level).
- Private institutions (I.e. hotels, hospitals and recreation centres).
- Smallholder households.
- Business groups (i.e. cooperatives, women and youth-based vegetables producer's SMEs) and
- Individual retailers and individual urban residents in the targeted cities.



#5 KEY TEAM COMPOSITION OF SOLAR VILLAGE ETHIOPIA

Ato Lebeza Alemu	Managing director	MBA degree in Finance with 20+ years sound international experience in the finance and social entrepreneurship
Mr. Tigilu Tesfaye	Program Manager	MSC in Horticulture with 15+ years of experience
Mesay Woldekidan	Finance and Admin Manager	MBA degree with 7+ years relevant experience
Dr. Elias Abiyou	Program and M&E Advisor	Ph.D. degree in Economic with 12+ years sound experience

S.N	Financial Metrics	Financial History in USD				Projected in USD	
		2021	2022	2023	2024	2025	2026
1	Income	488,210	1,331,327	1,172,777	806,201	2,102,576.00	3,962,012.00
2	Costs of sales	334,179	867,456	757,553	535,400	1,930,660.20	3,626,670.00
3	Gross profit	154,031	463,871	415,224	270,800	2,102,576.00	3,962,012.00
4	Total expenses	51,845	131,355	170,728	98,728	1,930,660.20	3,626,670.00
5	EBITDA	102,186	332,517	244,496	172,073	171,915.80	335,342.00
6	Total other expenses	22,383	93,379	73,455	58,609	25,787	50,301
5	Net Earning	79,803	239,138	171,041	113,464	146,128.80	285,041.00

#6: FINANCIAL HISTORY AND PROJECTIONS

7 Traction with the Impact Indicators

SVE IMPACT Indictors	Metric	Baseline	Success During the 1 st two years Period	Long Term Success
Revenue Earning	USD	806,201	2,102,576.00	3,962,012.00
# of jobs created for unemployed youth and women. beyond the SVE	jobs (F)	4	35	70
	jobs (M)	6	35	70
	Total	10	70	140
# of individuals positively affected by climate business	(F)	5	40	78
	(M)	16	41	80
	Total	21	81	158
# of of women ownership of the climate business.	Number	4	40	80
# of of women in the climate business workforce	Number	16	40	80
Number of Product and/or service deliver by the early-stage partner specifically or disproportionately benefiting women	#	3	4	5
Improved dietary deviltry of women and children.	Percentage	TBD	TBD	TBD
Green gas emission reduction	Percentage	TBD	TBD	TBD

#8: AMOUNT TO BE RAISED

Amount to be Raised:

- \$1 Million USD

Of which 30 % will be shared as cost sharing

Necessity of Funding and Intended to Use:



- **Capital for Expansion (25%):** To scale our operations and enhance our production capacity in renewable energy solutions, organic seedings and fertilizer
- **Upgrade existing solar powered irrigation pumps** to improve efficiency (10%):
- **Developing New products (30%):**
 - we will further develop innovative climate-smart technologies that will use as a cold chain facility for high value foods that align with sustainability goals.
 - we will work on producing vermicompost fertilizers with eco-friendly packing at different volume
- **Market Penetration (10%):** To strengthen marketing outreach and customer acquisition in underserved regions, promoting clean energy adoption.
- **Improved women- and youth-led MSMES competency** in the climate-smart business (5%)
- Improve market linkage between our strategic partners (MSMES) and buyers (5%)
- **To develop CSA Knowledge Products** that aims to develop sustainable solutions and create impactful knowledge products (5%).
- To engage with government bodies to **promote sustainability-focused policies** (2%).
- **Launch targeted campaigns to educate communities** and businesses about the benefits of solar energy (3%).



Solar Village Ethiopia- Changing lives, one village at a time !

Website: [Www. Solar village -eth.com](http://www.solarvillage-eth.com)

Email: sollarvillageeth@gmail.com

Phone: +251-993-821180 Or +251-029684072

Location: Bole Sub City, Woreda 13, (Gerji, Behind Sami Building), Addis Ababa, Ethiopia

Thank you !