

# ThinkBiz Africa, a project of Think Renewables Group



◆ Consumer Services Toronto, ON, Canada

"We provide sustainable revenue-generating infrastructure for rural communities while simultaneously delivering resources for education and job creation."

## Company Summary

Our company, ThinkBiz Africa, is building a network of Small Business (SBiz) Centres that generates income and supports education in underserved communities. To create these SBiz Centres, we combined our most advanced knowledge delivery system (Conferencing eStation) with two proven revenue-generating systems: a solar-powered convenience store and a solar-powered micro-grid. For more info, see executive summary: <http://bit.ly/2oGmx77>

## Executive Summary

### Management

Paul Stevers, President & CEO, has over 30 years' experience and is named on 14 patents. As well, he was part of a team that raised over \$10 million. Dr. Leif Rosenberger is our Director of Education, Economics & Security. He was the Chief Economist at U.S. CENTCOM and U.S. PACOM for almost 20 yrs. Roger Eshleman, President of our US company, has over 5 yrs' exp. in Africa. Michelle Moore, Director of Finance, has over 15 yrs' exp.

### Customer Problem

Most rural areas in Africa lack the Infrastructure needed to facilitate education and job creation. For example, many rural villages in Africa lack affordable electrical and internet services. This in turn limits resources to support modern education. As well, most schools in rural villages do not have entrepreneurship training or mentorship programs to facilitate job creation.

### Product/Services

We build and operate Small Business (SBiz) Centres. These centres include a solar-powered convenience store and a micro-grid that is enhanced with a Conferencing eStation, which enables video conferencing and access to a large offline education eLibrary. In addition to traditional educational information, this local eLibrary includes considerable information, such as training videos, to facilitate job training and entrepreneurship.

### Target Market

Our target market are residents of rural Africa. We estimate one SBiz Centre for every 7k people; there are about 695m people in rural Africa now. This translates to a Total Available Market of about 99k Centres;

## Company

**URL:** <http://thinkrenewables.com/thinkbiz-africa>

**Founded:** August 2014

**Employees:** 5

## Entrepreneur

**Paul Stevers**

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## Round Overview

**Funding Stage:** founder

**Capital Raised:** \$100k

**Capital Seeking:** \$500k

**Pre-Money Valuation:** --

**Run Rate:** \$0

**Net Burn:** \$4k

## Team

**Paul Stevers** President and CEO

**Leif Rosenberger** Director of Education, Economics & Security

**Michelle Moore** Director of Finance

**Roger Eshleman** President of US subsidiary (Think Renewables, Inc.)

**Jubril Adejo** Strategic Advisor for Africa

## Advisors

**Edward Corcoran**

**Kwame Anane Frempong**

**Aashish Admane**

## Social

<https://www.linkedin.com/company/thinkrenewablesgroup/about/>

subsequently, we estimate that the serviceable obtainable market is about 15k. Within 6 months of operation, we expect the revenues of a SBiz Centre to be approximately \$2,000/mo. or greater.

## Business Model

We leverage solar power to provide a range of products and services at low prices. This includes a range of consumer products and services such as clean water, electricity, mobile phone air-time and educational content via WiFi. Revenues will increase over time as complementary businesses are added via a shopping centre model. To help foster this growth, an entrepreneurial ecosystem will be nurtured and supported at each SBiz Centre.

## Customers

To gain traction, we plan to focus on areas next to large mines in Africa. In this way, we expect to receive support from the mining companies' Corporate Social Responsibility (CSR) programs. As projects go forward with mining companies, we plan to work with local partners and relevant national governments to expand implementation.

## Sales/Marketing Strategy

We are initially focussed on underserved markets with little or no competition, which are near major mining operations. The prices for our products and services provided by each SBiz Centre are normally lower than equivalent alternatives.

## Competitors

Currently, we know of no one else combining solar micro-grid, retail store, communication system, and an education eLibrary in one centre. We expect to be “first to market” in the villages where we install our SBiz Centres, and we will work to build customer loyalty by providing quality products and services to the local community along with free educational resources for nearby schools.

## Competitive Advantage

The synergy of our component systems creates a considerable advantage. For example, our communication system (Conferencing eStation) enables us to implement distance education, remote monitoring and operational communications. This system also contains a large offline education eLibrary, which includes videos that facilitate education and training of staff.

## ThinkBiz Africa, a project of Think Renewables Group Annual Financials

	2016	2017	2018	2019	2020	2021	2022
<b>Sales prodt &amp; sercs (SBiz Center)</b>	--	--	--	--	--	--	--
<b>Revenue\$</b>	0	0	0	0	140,100	1,094,700	3,012,000
<b>Expenditure\$</b>	--	22,000	48,000	48,000	529,593	919,548	2,469,840
<b>Profit (Loss)\$</b>	--	<b>-22,000</b>	<b>-48,000</b>	<b>-48,000</b>	<b>-389,493</b>	<b>175,152</b>	<b>542,160</b>