

NoorNation

"Bringing safe water and clean energy to remote farming and rural communities"



Introduction

NoorNation is an Egyptian start-up developing and manufacturing renewable energy and water solutions for off-grid areas in Egypt and Sub-Saharan Africa

Problem:

Millions in Africa lack access to clean electricity and safe water. This hinders development and quality of life in rural communities and impacts vital sectors like agriculture and tourism.

Solution:

NoorNation's flagship product, LifeBox (patent-pending), delivers both clean electricity and safe water through a single, portable, solar-powered unit.

Target Customer

Farming businesses & rural communities from 5 acres and above that have little to no access to energy and water in MENA and sub-Saharan Africa (East Africa).

Market Analysis

Large and growing market for renewable energy and decentralized water solutions. **TAM:** > 12 billion USD - **SAM:** > 2 billion USD
SOM: 16 million USD by 2028.

Revenue Model

Direct Sales: One-time purchase of LifeBox units with additional fees for customization and warranty.

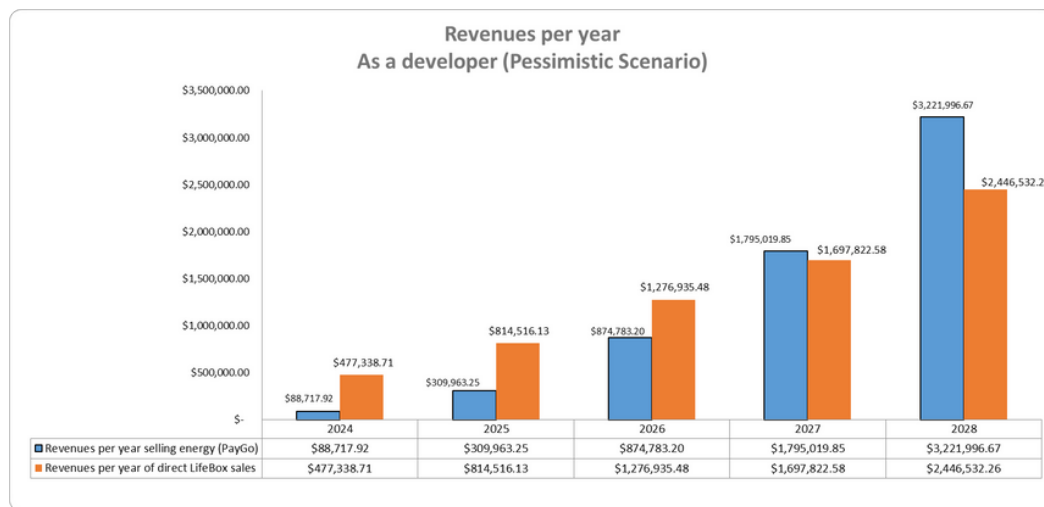
PayGo: Selling energy as a service from LifeBox

Carbon Credits: Revenue from carbon credit trading programs.

Traction and Impact

- **\$400,000** Revenue
- **15 LifeBoxes** Deployed
- **670KWp** Installed
- **1.6 GWh** Energy Produced
- **\$135,000** Money Saved to Farmers
- **3000 m2** Land Saved
- **100 Farmers** Empowered
- **1155 Tons** CO2 eq. emissions mitigated
- **3.75 Millions** Liters of water desalinated

NoorNation Sales Projections



Value Proposition

Affordability & Payment Flexibility: Offering flexible selling options; either LifeBox as a stand-alone or as a service (PAYGO / Subscription)

Dual-supply: Provides both electricity and water for various applications.

Area-effective: Saves up to 73% of land compared to traditional systems.

IoT monitoring: Remote control and optimize performance.

Plug & play: Quick installation and easy deployment.

Green warranty: 10-year guarantee on performance and efficiency.

Competitive prices: Lower costs than traditional systems within 3-5 years.

Scalable and mobile: Potential for global expansion.

Go To Market

- Direct Sales/ Referrals
- Local and overseas Pilots
- Strategic Partnerships
- Education and Awareness
- Online and Offline Marketing
- Government and NGO Collaborations

Exit Strategy

- **Seed Round (Current-2024 Q1):**
Funding Goal: \$800,000 - \$1,000,000
- **Seed Plus Round (2025 Q2 - 2027 Q3)**
Funding Goal: \$3,000,000 - \$5,000,000
- **Series-A Round (2027 Q3 - 2030 Q3)**
Funding Goal: \$12,000,000
- **Series-B Round (2030 Q3)**
- **Exit Preparation (Between Series-A and Series-B)**
IPO/ Acquisition Consideration (After Series B)
Management Buyout (Scenario-Dependent)

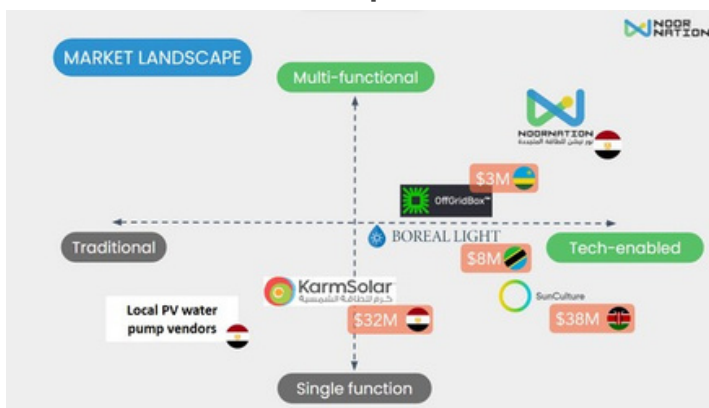
Investment Ask

- **\$800,000** Seed funding.
- **\$270,000** for product development
- **\$240,000** for factory operations
- **\$200,000** for inventory
- **\$90,000** for market access.

\$200,000
\$ 50, 000

Already raised from **Catalyst Fund (VC).**
Already raised from **KBW Ventures.**

Market Landscape



Core Team

With more than 20 years of collective experience in renewable energy projects, Business Development, and Entrepreneurship in Egypt, MENA, and Sub-Saharan Africa

Ragy Ramadan
Founder & CEO

Mohamed Khaled
Co-Founder & CTO

Antoon
Product Development Head

Eman Wahby
Advisor

Become a partner in NoorNation's mission to bring clean energy and water to millions.
Invest now and be part of a brighter future

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