Market Analysis, Business Model & Platform Strategy

### Global Power Crisis

- 1.2 billion people around the world have no access to a power grid. (Source: International Energy Agency)
- Lighting and phone charging alone costs about $27B a year and some estimates put total annual energy costs at more than $60B.
- Potential global solar energy market of $422B by 2022 from $86B in 2015 with CAGR of 24.2%

### Africa Market

- Africa is lagging, with less than 40% of African households connected (Source: IEA Data)
- Leading players include: Greenlight Planet, d.light, Off-Grid Electric, M-KOPE Solar, Fenix International, and BBOXX
- Major Entrants: Schneider, ABP, EDF and Engie

### GE POWER

- 85,000 employees, Generates 31% of industrial segment revenues, Fairly new-entrant to the Africa market for renewable energy
- GE Power generated $26.8 billion revenues, 29% of the total GE revenues
- Global Leader in Heavy Industrial segment revenues
- GE has struggled to innovate and diversify its key revenue streams of conventional power generation and grid
- Resulted in extremely small "new energy" divisions compared to peers (i.e. Tesla, First Solar)
- This threatens the company with low performances and negative impacts of the company's shares

### BUSINESS CHALLENGE

#### SUST. DEV. GOALS

- MARKET
- COMMUNITY
- PARTNERSHIPS
- TECHNOLOGY
- RESOURCES
- VALUE PROPOSITION
- ACTIVITIES
- COST STRUCTURE
- 3. CUSTOMER RELATIONSHIPS
- 4. CUSTOMER SEGMENTS
- 5. CHANNELS
- 6. REVENUE STREAMS

### PROJECT FOCUS

- Generates $14M in revenue from emerging market small scale solar business, esp. from Africa markets from "Diesel / Solar Hybrid Micro-Grid Power System"
- Focus is to "Increase revenue with scalable business models of positive net impact on environment and Africa social well-being using Digital Strategy & Business Model"
- Increase to $2M, with near-term scale to >$100M and long-term scale to >$1B

### MARKET ANALYSIS & FINDINGS

- **Market Focus**
  - East Africa (Kenya, Tanzania, Ethiopia, Mozambique)
  - West Africa (Ghana, Nigeria, Mali)
- **Threat of New Entrants**
  - Need strong political ties to enter those markets
  - Important initial financial investments needed
  - Hiring locally to be in the community is your best choice
- **Threat of Substitutes**
  - High because of level of substitute
  - Need to exercise low price
  - Need to maintain and high level of financing
  - High customer retention
- **Bargaining Power of Customers**
  - (+) Important initial financial investments needed
  - (+) Need strong political ties
  - (+) Governments - Encouraging investments in renewable energy, markets, solar - key for country development - Strong political programs
  - (-) International investments from other countries and from multinational companies
- **Supplier Power**
  - (+) Some of those countries are producers and strong consumers
  - (-) Lack of sufficient resources
  - (+) Other renewable - Not always popular

### STRATEGIC SOLUTIONS

- First to the Market
- Improved Co & Service
- Growth Partnerships
- "Go Big" Non-Competition
- Conventional
- Innovation Epicenter
- A digital platform of GE products and Competitor products with sources from GE Power, Competition, Partners and Customers.
- Sell Products of GE Power, Competitors, Suppliers.
- Sell GE products to customers through institute funding.
- Sell GE Products only with advancement of research.
- An epicenter of innovation with entrepreneurs, small business owners and distributing partners come together.
- Loyalty Partnerships, Scalable Products, Innovation Hub
- Loyalty, Effective Partnerships, Community Leader
- R & D Focused Approach

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