SunCulture (Nairobi, Kenya) – G-Lab 2019









Our Team





Rob Rovai | Sam Johnson | Jeffrey Tedmori Gabriela Romero Garibay

Company Overview

Kenyan provider of cleantech irrigation systems that operate with solar energy

Problem Statement

SunCulture is currently conducting costbased pricing. As the company scales and presents to investors, they are in need of a more dynamic pricing model that balances affordability and market penetration with the company's financial health

Product Overview

SunCulture primarily sells two products: Rainmaker2 w/ Climate Smart Direct (49,999 KES)

Solar-powered irrigation system without battery

RainMaker2 w/ Climate Smart Battery (97,000 KES)

- The most practical and intelligent solar-powered irrigation solution on the market
- Can pump up to 2,500L an hour from water sources up to 70m deep
- Powers lights, phone charging, and TV add-on

Onsite Work Milestones

- Eight farm visits with current customers
- Distribution center visit
- Conducted interviews with key stakeholders
- Complete overhaul of pricing model and deep analysis of inputs



Competitor Analysis

Submersible pumps avg price is 79,000 KES

| Pump | Price (KES) |
|--------------|-------------|
| SunCulture | 97,000 |
| Competitor 1 | 110,000 |
| Competitor 2 | 105,000 |
| Competitor 3 | 48,000 |
| Competitor 4 | 35,000 |



Deep Dive Areas

COGS

Analyzed BOMs for all products to determine and validate component FOB, transport, VAT and Duties

Variable OPEX

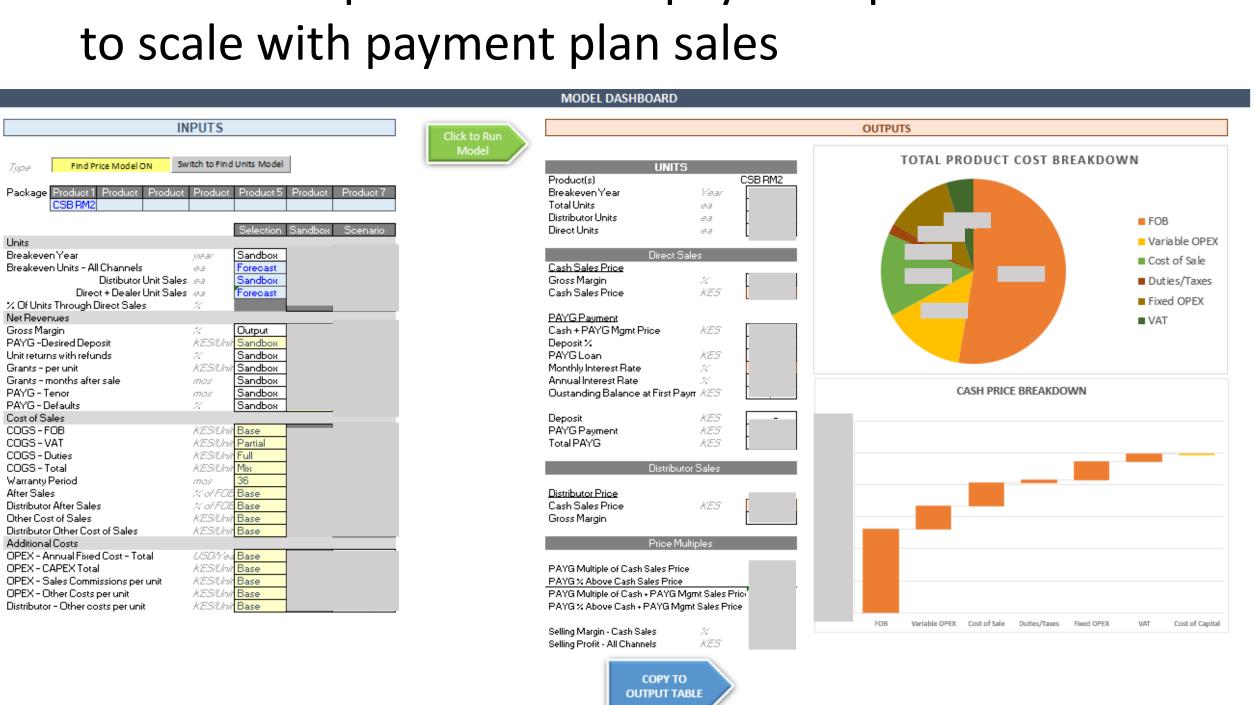
Worked closely with the finance team to build a dynamic OPEX model that scales with the companies growth

Fixed OPEX

- Analyzed and Projected future Fixed OPEX Default Rates
- Met with the credit team to determine actual and project default rates

PAYG Expenses

Allocated expenses for the payment plan team to scale with payment plan sales



Model Capabilities

- Search for the break even price based on forecasted sales, fixed & variable operating expenses, and cost of goods sold
- Search for the break-even # of units based on price, forecasted sales, fixed & variable operating expenses, and cost of goods sold
- Select individual product or bundle multiple products together
- Sensitivity analysis (+5% or -5%) of each
- Reporting on unit economics
- Scenario comparison for up to 8 scenarios





