Company Overview
Kenyan provider of cleantech irrigation systems that operate with solar energy

Problem Statement
SunCulture is currently conducting cost-based 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

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 company’s 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

Competitor Analysis
Submersible pumps avg price is 79,000 KES

<table>
<thead>
<tr>
<th>Pump</th>
<th>Price (KES)</th>
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<tbody>
<tr>
<td>SunCulture</td>
<td>97,000</td>
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<tr>
<td>Competitor 1</td>
<td>110,000</td>
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<tr>
<td>Competitor 2</td>
<td>105,000</td>
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<tr>
<td>Competitor 3</td>
<td>48,000</td>
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<tr>
<td>Competitor 4</td>
<td>35,000</td>
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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 variable
- Reporting on unit economics
- Scenario comparison for up to 8 scenarios