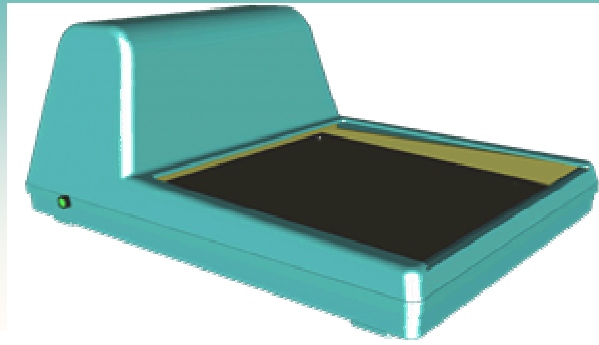


Executive Summary



This project is to expand the production of a low-cost SOLAR WATER HEATER to provide employment and exports for Uganda, and cheap renewable energy across tropical and sub-tropical regions of the world.

Background

Heating water is one of the heaviest domestic consumers of energy, whether electricity, gas, firewood or charcoal. Yet in Uganda, and many other sunny, tropical countries, solar water heating is beyond the financial reach of most households. This is because the units available have been designed to work in temperate latitudes, and are complex and expensive to make.

Our product

Initially developed using locally available materials, a simple, self contained heater has been produced, which heats 60 litres of water to a suitable temperature for bathing on a normal day. This product has already sold successfully in a rural district of Uganda, and thus proved its marketability.

Due to the simplicity of the design, this product can be priced at around one quarter of the price of comparable imported units, at around 750 thousand Uganda Shillings, making it accessible to middle earning families and opening up a new market sector.

The Plan

In order to be mass-produced for national and export sales, different technologies and materials will need to be used in the manufacture, and this will require investment in machines and tooling, for processes such as steel pressing and plastics vacuum forming.

An agreement has been reached with Uganda Industrial Research Institute (UIRI), who will purchase most of the machines and provide accommodation during a “business incubation” phase, allowing profitability to be achieved with their full support.

However, additional costs, such as transport, staff salaries, materials and operating costs, fall outside the mandate of UIRI, and additional working capital will be required.

This will require an investment of 500 M USH (250,000 USD), which constitutes approximately 20% of the project total.

The Company

Solaa Products Ltd is a newly formed company, registered in Uganda, for the purpose of continuing and expanding the production started by the Directors as sole traders in 2008.

The Directors are UK citizens, based in Uganda for the next ten years or more, and working under a Work Permit (Entry Permit). They have experience of over 30 years in UK industry, training and consultancy, and as UK Company directors.

Their aim in Uganda is to provide substantial employment and economic stimulus by creating a vibrant, innovative and profitable manufacturing business, for hand-over to Ugandan management.