

	Key activities	Value proposition	Customer relationship	Customer segments
<p>Key Partnerships</p> <ul style="list-style-type: none"> Kenya Climate Innovation Centre – Business Advisory Digital Opportunity Trust Kenya- Business Management Training Somo Africa- Financial Management Training Nyaga Mechanical Engineering- Machinery Supplier Liland Designs- Branding Services Fibertext Green Paper LTD- Packaging materials WISE KENYA Green Kenya <p>Other Partners</p> <ul style="list-style-type: none"> County Government of Siaya Ndeda Island Beach Management Unit Ndeda Island Community Kobala- BODEWA Multitraders & Agencies) 	<ul style="list-style-type: none"> Gathering water hyacinth from the lake and drying them. Carbonizing the hyacinth then grounding the char into fine powder. Procurement of wild cassava and drying and milling into flour. Preparing a dough with ground char and cassava flour in water, using the right Formulation. Putting the mixture into briquetting machine to produce briquettes Allow the briquettes to dry and ready for deliveries after packaging in bags per kilogram. Train sales team Research and Development Feedback collection Traceability of briquettes 	<ul style="list-style-type: none"> Our briquettes are dustless, odorless, smokeless, affordable compared to wood charcoal and most important they are affordable. (We have a lab report from KIRDI) Environmental friendly, produces less carbon fumes. (We have an SPR report from NEMA Kenya and our project was approved as low risk) We improve the health and living standards of the community members not to mention our esteemed customers. There is a need for efficient and affordable fuel. Our briquettes are three times hotter compared to wood charcoal and produce little or no Ash. 	<ul style="list-style-type: none"> Well trained and knowledgeable sales team. Contracts with hotels Awareness around waste management Delivery services Feedback collection Timely delivery for reliability Consistency in supply Awareness around briquettes and its health importance 	<p>Mostly we operate on a B2B basis.</p> <p>Mass Market</p> <ul style="list-style-type: none"> General community members and households. <p>Segmented Market</p> <ul style="list-style-type: none"> Local eateries Local schools Health Facilities Roadside sellers Barbecue customers Nyama choma sellers Poultry farmers with brooding. Small scale charcoal sellers.

	Key resources <ul style="list-style-type: none"> • Briquetting machine • Operation room • Drying area. • Industrial Weighing scale • Advertisement and Branding (Desktop, Laptop, T-shirts, Life jackets, Banners, Fliers, Aprons, Caps) • Water Hyacinth Harvesting machine • Transport (40 HP Marine Engine, Boat, Pickup) • Patents (Formulation and Specifications) • Human Resources • Carbonation machine/kiln • Pickup • Emergency funds 		Channels <ul style="list-style-type: none"> • Direct sales • Home deliveries • Online platforms (FB, WhatsApp, Twitter, IG) • Company website • Exhibitions and Expos • Referrals • Word of mouth 	
Cost structure <ul style="list-style-type: none"> • 4 Briquetting machines @ KES 200,000 each • Water Hyacinth Harvesting machine @200,000 • Carbonizing machine/kiln @ 230,000 • 4 Industrial Weighing scales @ 10,000 each • 25 HP Marine Engine @200,000 • Boat @ 100,000 • Toyota Pickup Single Cab @ 3,000,000 • Rent • Utilities (Electricity, water and airtime) • Insurance • Marketing and Branding cost 		Revenue streams <p>We sell a kilogram of briquettes at KES 60, this forms our main source of income. The pricing is customer centric as compared to our competitors, we sell at half price than they offer.</p> <p>We also do Solar PV and Biogas Installation services.</p> <p>Customers walk in and pay or they pay upon delivery to their dwellings. Payment method is mainly cash but we encourage bank till Number or direct transfer to bank account, others form is through MPESA. We have an operating account with Cooperative Bank where we acquired a Till Number for our customers.</p>		

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| <ul style="list-style-type: none">• <i>Carbonation</i>• <i>Legal Services</i>• <i>Technology (Desktop, Laptop)</i>• <i>Packaging cost</i>• <i>Salaries and Wages</i>• <i>Emergency cost</i>• <i>Communications</i>• <i>Machine maintenance</i>• <i>Transport cost</i> | |
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Name of Business: Greenium Energy Limited
+254714704406

Founder & CEO: Kevine Otieno

Contact: