



THAKADU ENERGY
Business Plan
"Keeping Community Powered When the Grid Can't."

Executive Summary

Thakadu Energy™ is an innovative South African energy technology initiative developed by Thakadu Holdings and Investments (Pty) Ltd.

The company aims to design, manufacture and commercialise an affordable range of AI-powered backup energy solutions specifically developed for African households, businesses and communities.

Unlike conventional solar companies, Thakadu Energy does not seek to replace the national electricity grid. Instead, it complements existing infrastructure by providing reliable backup power during outages while extending energy access to off-grid communities through hybrid solar and battery technology.

The business will combine intelligent energy systems, flexible financing, digital customer engagement and strategic manufacturing partnerships to create a scalable African energy brand.

Company Overview

Company Name

Thakadu Holdings and Investments (Pty) Ltd

Business Division

Thakadu Energy™

Industry

Renewable Energy

Energy Storage

Battery Technology

Artificial Intelligence

Clean Technology

Vision

To become Africa's leading provider of affordable AI-powered backup energy solutions that improve lives, strengthen businesses and promote sustainable development.

Mission

To provide reliable, intelligent and affordable backup energy systems through innovation, strategic partnerships and customer-focused financing solutions.

Problem Statement

Millions of households and businesses across Africa continue to experience:

- Electricity outages
- Rising electricity costs
- Expensive backup systems
- Limited financing options
- Poor after-sales support
- Limited access to clean energy

These challenges affect productivity, education, healthcare and economic growth.

Our Solution

Thakadu Energy provides intelligent backup energy systems powered by:

- Battery storage
- Hybrid solar charging
- Grid charging
- Artificial Intelligence
- Mobile technology

Every product is designed to be affordable, scalable and easy to own through monthly instalments.

Product Portfolio

Thakadu Power Box™

Portable backup energy.

Suitable for:

- Apartments
- Small homes
- Students
- Small businesses

Thakadu Power Wall™

Wall-mounted residential system.

Suitable for:

- Homes
- Offices
- Schools
- Clinics

Thakadu Power Cart™

Portable commercial system.

Suitable for:

- Traders
- Events
- Construction
- Mobile businesses
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Thakadu Mini Grid™

Community-scale solution.

Suitable for:

- Villages
- Farms
- Clinics
- Schools
- Informal settlements

Product Models

Each product will be available in:

Essential

Affordable entry-level.

Plus

Greater battery capacity and additional AI features.

Pro

Premium intelligent solution with modular expansion capabilities.

Unique Selling Proposition

Thakadu Energy differentiates itself through:

- Affordable ownership
- AI-powered energy management
- Hybrid charging
- Mobile application
- Insurance integration
- Flexible financing
- Scalable product ecosystem
- Designed specifically for Africa

Target Market

Primary customers:

- Households
- Small businesses
- Schools
- Clinics
- Government
- NGOs
- Community organisations

Secondary markets:

- Rural communities
- Informal settlements
- Agriculture
- Hospitality
- Construction

Revenue Model

Revenue will be generated through:

Product Sales

Power Box
Power Wall
Power Cart
Mini Grid

Monthly Instalments

Affordable financing.

Example:

Product Price

R2, 000

Installation Fee

R500

Monthly Payment

From R100

Insurance Commission

Partnership with insurance providers.

Maintenance Services

Annual servicing.
Replacement components.
Extended warranties.

Software Services

Future premium AI features.
Fleet management.
Commercial monitoring.

Marketing Strategy

Marketing channels include:
Digital Marketing
Social Media
Community Demonstrations
Retail Partnerships
Municipal Partnerships
Government Programmes
Energy Exhibitions
Strategic Corporate Partnerships

Operations

The business will operate through strategic partnerships.

Thakadu Holdings will focus on:

Business development
Sales
Brand management
Customer experience
Distribution
Strategic partnerships

Manufacturing partners will provide:

Engineering
Industrial design
Manufacturing
Testing

Certification
Supply chain management

Customer Support

Customers will access support through the Thakadu Energy mobile application.

The platform allows customers to:

Report faults
Upload photos
Upload videos
Track repairs
View warranty
View insurance
Download ownership certificates
Receive AI assistance

This digital-first approach reduces operational costs while improving customer experience.

Competitive Advantage

Thakadu Energy offers:

Affordable financing
AI integration
Digital customer experience
Insurance protection
Scalable product range
African-focused design
Strong after-sales support

SWOT Analysis

Strengths

Innovative concept
Affordable financing
AI technology
Scalable ecosystem
Large addressable market

Weaknesses

Pre-commercial stage
Requires manufacturing partner
Requires investment
Requires certification

Opportunities

Growing demand for backup energy
Expansion across Africa
Government electrification programmes
Commercial partnerships
Technology licensing

Threats

Competition
Technology changes
Supply chain disruptions
Currency fluctuations
Regulatory changes

Development Roadmap

Phase 1

Strategic partnerships
Business development
Engineering partner selection

Phase 2

Industrial design
Engineering
Prototype development

Phase 3

Testing
Certification
Manufacturing preparation

Phase 4

Pilot deployment
South African launch

Phase 5

Regional expansion
Southern Africa
East Africa
West Africa

Funding Requirements

The company is seeking strategic investment to support:

Product engineering
Industrial design
Prototype development
Software development
Artificial Intelligence
Testing
Certification
Manufacturing preparation
Intellectual property protection
Market entry

Exit Opportunities

Potential exit opportunities include:
Strategic acquisition
Joint venture
Technology licensing
Manufacturing partnerships
Regional expansion

Social Impact

Thakadu Energy contributes to:

Affordable clean energy
Economic growth
Job creation
Community resilience
Climate sustainability
Digital transformation
Energy inclusion

Conclusion

Thakadu Energy is positioned to become one of Africa's leading intelligent backup energy brands by combining innovative technology with an affordable customer ownership model.

Through strategic engineering partnerships, world-class manufacturing and customer-focused innovation, Thakadu Energy seeks to deliver reliable backup power that improves lives, strengthens businesses and supports sustainable development across the African continent.