

INVESTOR PRESENTATION · SAMPLE

Cold rooms that run on sunshine.

A fictional example: solar-powered cold rooms rented by the month to smallholder farmers and fresh-produce traders.

R4.03m

ILLUSTRATIVE RAISE · PHASE 1

24

COLD ROOMS IN PHASE 1

R5,265

NET / ROOM / MONTH (BASE)



THE PROBLEM

Good food spoils before it sells.

In this sample story, small growers have no cold storage near the farm. They sell fast and cheap, or lose stock. Grid power is unreliable and diesel is costly.

No cold chain near the farm

Produce waits in the heat between picking and the market.

Power is the blocker

Outages and diesel costs make cooling hard to run for small users.

Capital is out of reach

Small users can't buy a cold room. Many could rent one.



THE SOLUTION

Rent a solar cold room by the month.

Solar + battery

Each room runs off its own panels and battery. No diesel.

Pay monthly

Users rent space, not equipment. No big upfront cost.

Remote monitoring

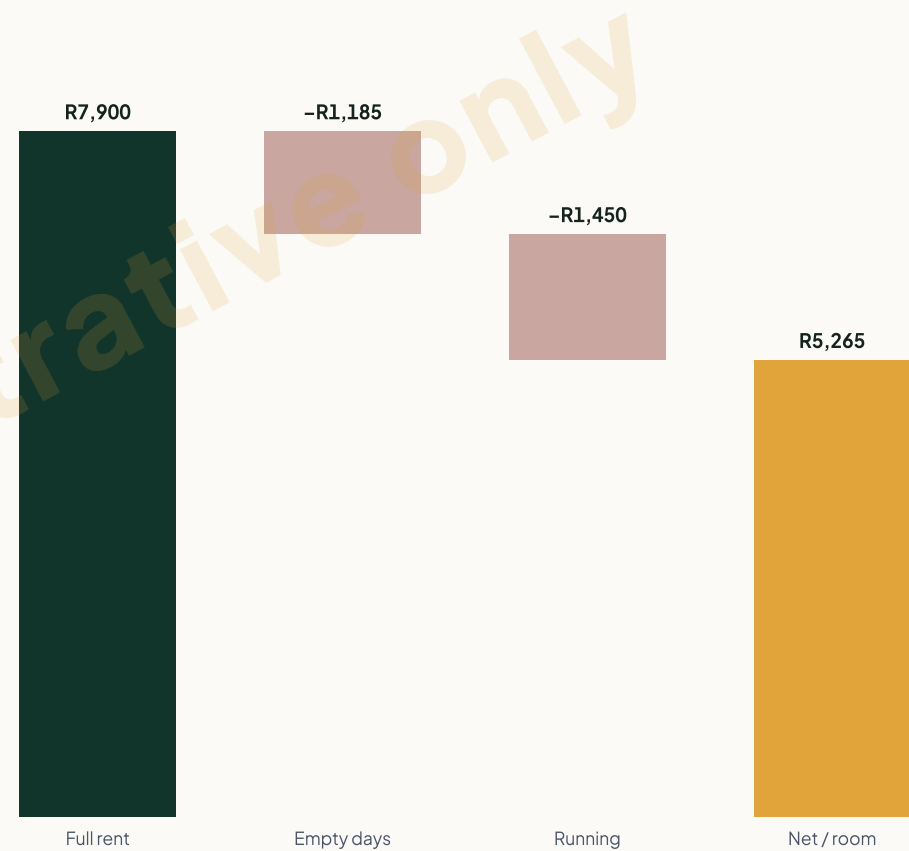
Temperature and power are tracked so issues are fixed fast.

UNIT ECONOMICS · ONE ROOM

One room, one month.

Base case at 85% occupancy. Every number is illustrative.

Installed cost per room	R168,000
Rent per room / month	R7,900
Running cost / month	R1,450
Net per room / month	R5,265
Simple payback (100% of net)	31.9 months





MARKET · ILLUSTRATIVE

Start small. Prove it. Then grow.

Phase 1 · 24 rooms

Three sample farming areas, eight rooms each.

Phase 2 · 60 rooms

Only after 6 months of real occupancy data.

Phase 3 · 120 rooms

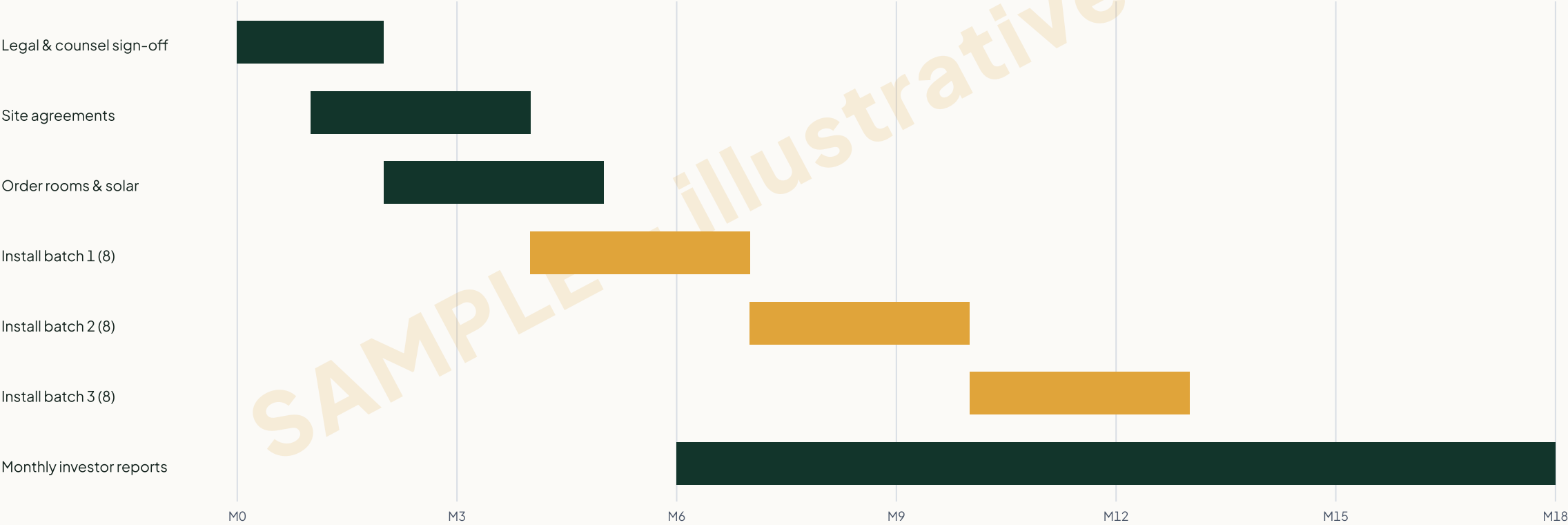
Could add debt finance once cash flows are proven.

Market sizing in a real pack must use the client's own sourced research. This sample does not make any market claims.



ROLLOUT · MONTHS FROM FIRST CLOSE

From signature to first room.



THE OFFER · ILLUSTRATIVE STRUCTURE

Four tiers. 70% of room income until repaid, then 45%.

TIER 1 · SEEDLING

R250k

Rooms funded	1.5
Equity	None
Payback (base)	49 mo
5-yr cash (base)	R290k

TIER 2 · GROWER

R750k

Rooms funded	4.5
Equity	4%
Payback (base)	49 mo
5-yr cash (base)	R870k

TIER 3 · ORCHARD

R1.50m

Rooms funded	8.9
Equity	9%
Payback (base)	49 mo
5-yr cash (base)	R1.74m

TIER 4 · ESTATE

R2.50m

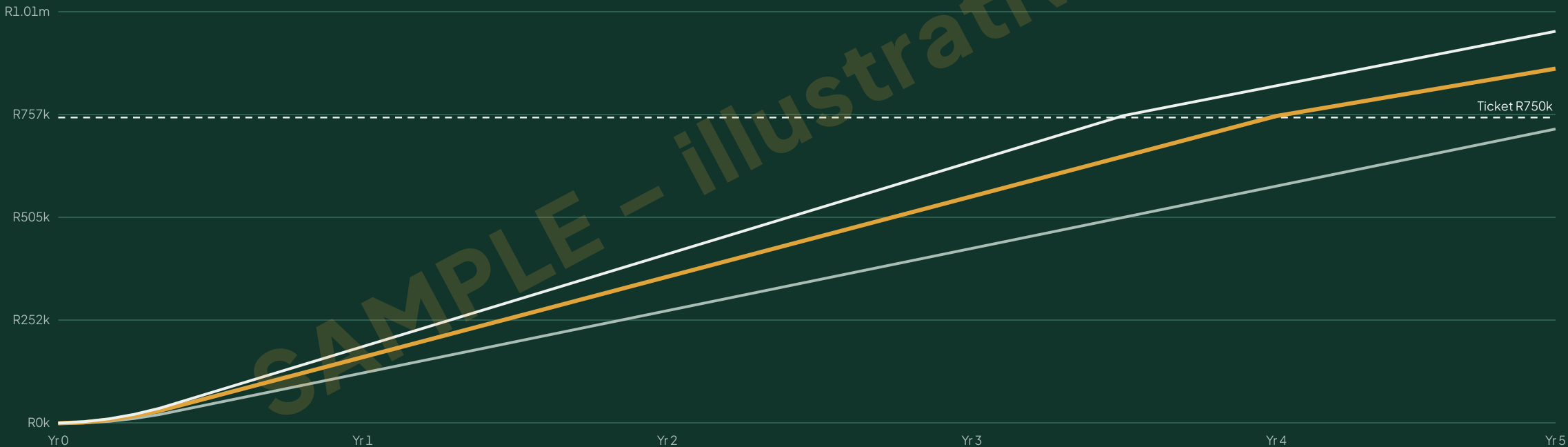
Rooms funded	14.9
Equity	12%
Payback (base)	49 mo
5-yr cash (base)	R2.90m

Equity capped at 25% in total. Illustrative, not an offer. Capital at risk. Scenarios are not targets.



SCENARIOS · TIER 2 R750K

Cash back to the investor, three ways.



Lines: low 70% · base 85% (amber) · high 95% occupancy. Dashed line: ticket. Illustrative only.



RISKS

What could go wrong, and what we'd do.

RISK	LIKELIHOOD	IMPACT	RESPONSE
Low occupancy	Medium	High	Sign up first users before each install
Equipment failure	Low	Medium	Supplier warranty plus a repair reserve
Theft or damage	Medium	Medium	Insurance, secure sites, tracking
Regulatory structure	Medium	High	Written legal opinion before any investor signs
Key-person risk	Medium	High	Appoint an operations lead in phase 1



TEAM · PLACEHOLDERS

The people behind the plan.

Photo slot
(client supplies a real photo)

[Name]

FOUNDER & MD

[Short bio. Real credentials only, with links. Never invented.]

Photo slot
(client supplies a real photo)

[Name]

OPERATIONS LEAD

[Short bio. Real credentials only, with links. Never invented.]

Photo slot
(client supplies a real photo)

[Name]

FINANCE (REVIEWER)

[Short bio. Real credentials only, with links. Never invented.]



NEXT STEPS

Read the pack. Ask hard questions.

In a real deck this page has the client's own contact details and data-room link.

[contact@client-domain] · [phone] · [data-room link]



IMPORTANT

Please read before relying on anything here.

SAMPLE – illustrative only. Fictional company and figures. Illustrative, not an offer of securities or financial advice. Capital at risk. Scenarios are not targets or forecasts.

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