



Business Plan for Syn: Revolutionizing the Energy Market

Executive Summary

Imagine combining linkedin and airbnb with additional technology integration for energy projects!

Syn is a pioneering technology-driven platform designed to revolutionize project execution and investment in the renewable energy sector. By addressing key industry pain points such as lengthy project cycles, financial barriers, and high operational risks, Syn streamlines the process for electricity consumers (off-takers) and suppliers (partners). Through innovative automation, risk mitigation, and an integrated project marketplace, Syn empowers its users to turn months-long processes into instant project materialization with a simple tap.

Mission: To simplify, accelerate, and de-risk renewable energy project execution by leveraging technology, fostering partnerships, and ensuring profitability for all stakeholders.

Vision: To become the global leader in renewable energy project facilitation, expanding from solar into other sustainable energy markets while integrating fintech and ESG solutions.

Why Syn?

Syn is LinkedIn on Steroids. Imagine receiving the project opportunity on your mobile application and all you have to do is just tap Yes. From there you have just added a project to your Pipeline if you are a Partner or you start making profit from day one off your electricity consumption if you are a consumer. The cherry on the top, no investment required from either the Consumer or Partner.

How?

Electricity Consumer seeks to downsize their bill value. Every Partner (Manufacturer, Developer, Contractor, Distributor, Investor, Service Provider) is looking to expand their revenue.

Syn acquires the consumers' demands, initiates, secures, governs and insures the relationship between the Customer and the Partner. They also gain exclusive portals to our marketplace; which is a combination of individuals and entities promoting their products and/or services.

They also have access to exclusive services and features.

Market Opportunity

The renewable energy sector is witnessing unprecedented growth, with solar energy emerging as the cheapest energy source globally. Key market statistics include:

- **Global Market:** Although solar is projected to reach **\$3 trillion by 2028**, with a compound annual growth rate (CAGR) of 19%. It is expected to off-take 42% of the world's energy demand which will hit around an estimated value of **\$11 trillion by 2028**.

- First Fintech of its kind .
- Changing the Project sector from a complicated contractual work to a simple and friendly application interface.
- **Consumer and Partner Challenges:** Traditional project execution faces obstacles such as lengthy agreements, financial constraints, and inefficient processes.
- **Trend:** In 2023, solar became the cheapest source of energy globally, surpassing fossil fuels.

Target Market:

- **Customers:** All globally located individuals and entities utilizing electricity with a tariff of USD 3.5/kWh or more. That's the vast majority of the world.

Value Proposition

Syn's platform serves as a one-stop solution for solar project development, offering tools for project allocation, networking, and investment opportunities. It leverages IoT, automation, and secure integrations to streamline processes and reduce costs.

Syn addresses these challenges by offering a first-of-its-kind digital marketplace that:

1. **Accelerates Project Execution:** Reduces project cycles from months/years to days.
2. **Waives Upfront Capital Investments:** Ensures that customers can access solar solutions without financial barriers.
3. **Mitigates Financial and Technical Risks:** Provides guarantees, risk-sharing mechanisms, and IoT-based project monitoring.
4. **Enhances Profitability for Partners:** Offers continuous project pipelines at negligible customer acquisition costs (CPA).
5. For Customers:
 1. Free-of-charge solar solutions.
 2. Instant net profits from day one.
 3. Zero technical and financial risks.
 4. Guaranteed savings with cash compensation if targets are not met.
6. For Partners:
 1. Access to pre-vetted projects ready for execution.
 2. Elimination of marketing, sales, and business development efforts.
 3. Protected financial and technical dealings through the networking pool.
 4. Increased conversion rates due to Syn's investment portal.
 5. Project signing and initiation is only a mobile tap away.

6. Autonomous tendering/bidding and transparent awarding process.

Marketing and Sales Strategy

- **Go-to-Market Strategy:**
 - Leverage existing networks and relationships within the renewable energy sector.
 - Target regions with high solar market potential.
- **Marketing Tactics:**
 - Digital marketing campaigns to raise awareness about the platform.
 - Content marketing showcasing success stories and case studies.
 - SEO/SEM to attract organic traffic.
 - Networking events and partnerships with industry leaders.
- **Sales Process:**
 - Focus on acquiring individual customers and partnering with large-scale energy consumers.
 - Offer premium memberships to enhance engagement and retention.

Business Model

Syn operates as a multi-channel platform with diversified revenue streams:

1. **Project Commissions:** Earns **0.5% - 7.25%** per project transaction, depending on project size and scope.
2. **Annual Membership Fees:** Subscription plans for partners, suppliers, and investors.
3. **Ads placement:** Partners can showcase their portfolio on our platform and social media.
4. **Service Fees:** Charges for various services, including but not limited to: consulting, legal, engineering, trading, contracting and financial advisory services.
5. **Investment Opportunities Feed:** Allows investors to bid on pre-screened solar projects with attractive payback periods (4-7 years).

Go-To-Market Strategy

Syn's launch and expansion will be executed in three phases:

1. **Phase 1 (2025-2027):** Establish dominance in the MEA market and expand to APAC, NA and Europe.
 - Key activities: Regional marketing campaigns, supply chain setup, and project execution.

2. Phase 2 (2026-2030):

- Enhance market shares and continue of global expansion to tier 2 regions.
- Key activities: Partnerships, localized acquisitions, and technology enhancements.
- Scale fintech offerings, integrate ESG solutions, carbon credits, energy management, and waste management solutions and prepare for IPO.
- Expand into other sources of energy generation related technologies.

Competitive Advantage

Syn differentiates itself through:

- **Speed:** Instant project materialization through automated processes.
- **Risk Mitigation:** Financial and technical guarantees for both customers and partners.
- **IoT & AI Integration:** Enables remote monitoring, milestone tracking, and performance optimization.
- **Partner Network:** A robust ecosystem of vetted suppliers, investors, and service providers.

Competitive Landscape:

- **Direct Competitors:** Conventional energy solutions, direct purchase projects, government-owned projects, and traditional project developers.
- **Indirect Competitors:** Other platforms or intermediaries facilitating renewable energy projects.
- **Differentiation:** Syn converts competitors into partners by integrating conventional methods into its platform, offering faster, cheaper, and safer project materialization.

4. Product or Service

Syn's core offering is a digital platform that automates and simplifies the solar project lifecycle. Key features include:

- **One-Time Agreements:** All contracts are signed once during registration.
- **Project Feeds:** Directly feeds partners with projects ready for execution.
- **Investment Opportunities Section:** Allows investors to bid on capital requirements for projects.
- **Networking Section:** Facilitates collaboration among partners.
- **Mobile-Friendly Interface:** Enables project signing with a single tap.
- **Customer Project Feed:** Provides customers with updates and insights into their projects.

Financial Projections & Investment Ask

- **Valuation:** We have iterated several valuation methods on our financial model, then slashed the lowest valuation to mitigate the fact of being an early-stage funding round.
- **Current Funding Round:** Seeking **\$974,650 for 9.9% equity**.

Exit Strategy

Syn offers multiple exit options for investors, including:

- **Revenue-Based Share Distribution:** Early returns based on revenue milestones.
- **Secondary Sales & Buyback Options:** Flexibility for investors to exit before IPO.
- **IPO:** Targeted once Syn achieves global coverage and market dominance

Use of Funds

Funds raised will be allocated as follows:

1. **Tech & Licensing (25%):** Platform, IoT integration, equipment, affiliated manpower and App development.
2. **Business Development & Marketing (54%):** Regional campaigns, lead generation, and customer acquisition.

3. **Admin salaries, Office and Establishment** (15%): Hiring key personnel, expanding partner networks, and supply chain setup.
 4. **Miscellaneous & Contingencies** (6%): Legal, auditing, and administrative expenses.
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The Team

Led by Amr Bebars- Founder & CEO, a seasoned entrepreneur with 17 years of experience and \$3 billion in business secured for leading 4 of the world's largest solar companies and fortune 500's, in fact, 2 of which were consecutively awarded world's largest for 3 consecutive years. Amr's proven track record includes scaling startups, securing funding, and achieving exponential revenue growth. 11 companies have been founded or co-founded by Amr Bebars since 2011.

He Successfully led QwK (IOT & AI Integrated Delivery platform) from idea to seed funding at a valuation of EGP 23 million in 4 months and grew Maryz (Solar energy) revenues from EGP 8 million to EGP 277 million in less than four years. He also founded and lead Flipt Kitchen (restaurant and catering) which successfully secured a post seed USD 1.1 M funding for the expansion stage. He expanded Tomorrow Solar's (Solar energy) market cap by 8 folds in under 7 months. He also received a Shark Tank offer for Syn at EGP 11 M in 2023 that he found was not sufficient to go to market and thus was obliged to pass.

The immediate priority post-funding is to hire a **CTO and Co-Founder** to spearhead Syn's technology roadmap.

Call to Action

Join us in transforming the renewable energy landscape. With a proven business model, an enormous market opportunity, and a clear path to profitability, Syn is poised for exponential growth. Invest in Syn today and be part of the future of sustainable energy.