



Oretronics Technology  
Renewable Energy & Energy Efficiency

# Solid-State Lighting Manufacturing



Engr. Joseph O Orenaike  
Founder

# The Deal

Oretronics  
Technology



Solid-State Lighting Bulbs



₺2,870 {€5,95} per unit

Lighting Consumers



# Market Segmentation

₦3B  
{€6M}/year  
111,300  
customers

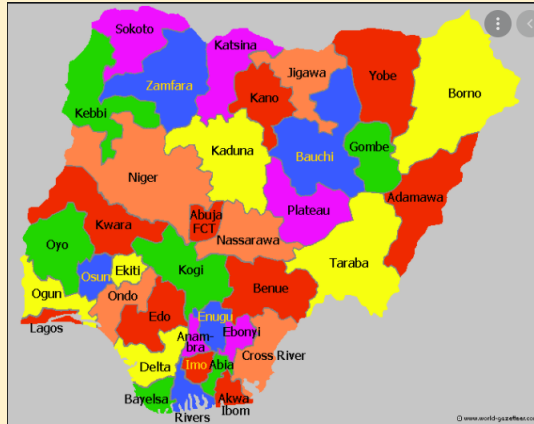


Beachhead Market

Ikeja Metropolitan Area, Lagos

1<sup>st</sup> 5 Years

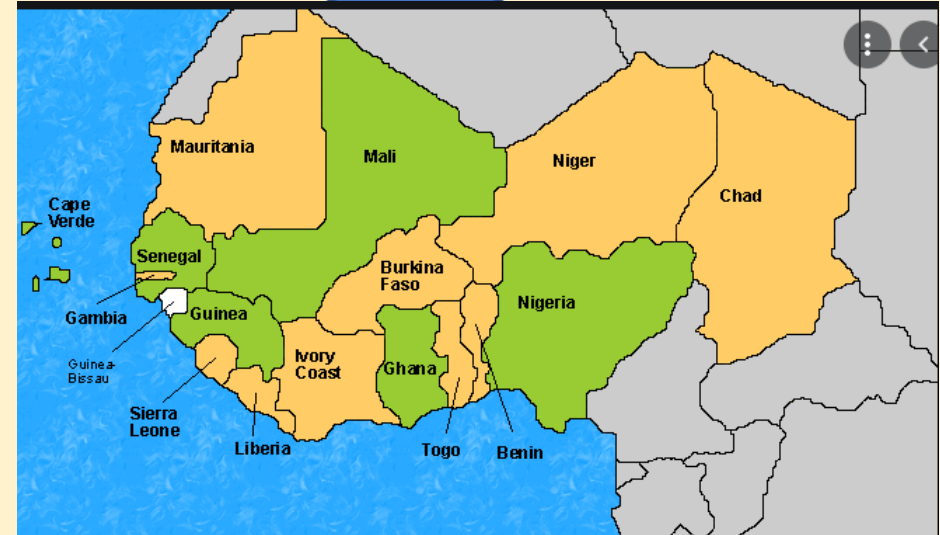
₦45B  
{€93M}/year  
16M  
customers



Nigeria

2<sup>nd</sup> 5 Years

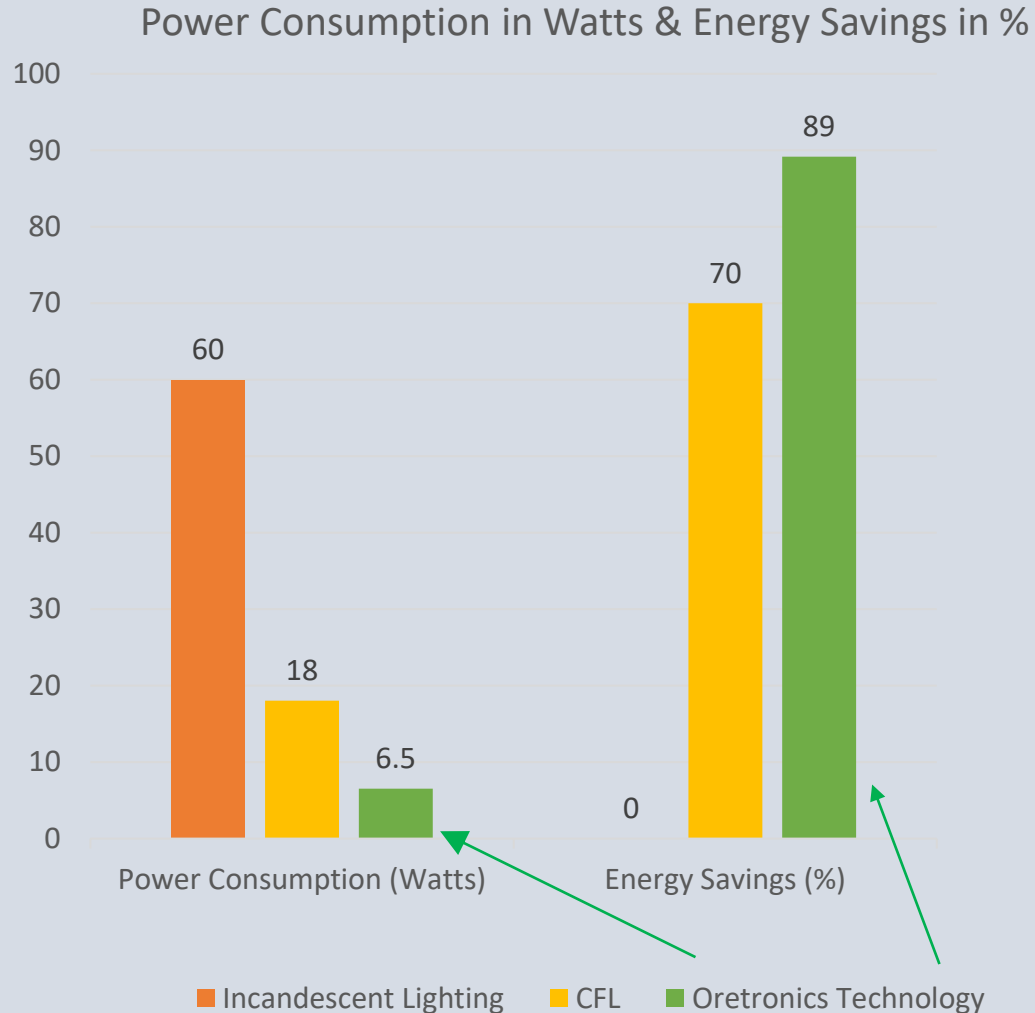
₦67.5B  
{€140M}/year  
24M  
customers



West Africa

3<sup>rd</sup> 5 Years

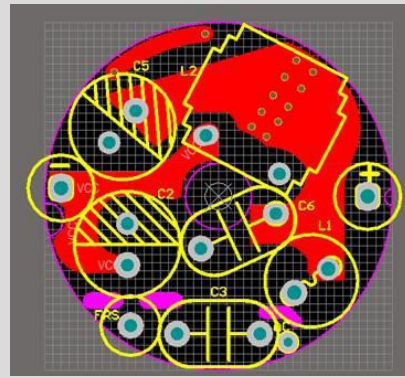
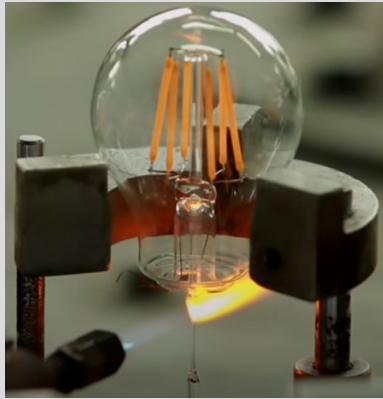
# Customer Value Proposition



- Saves 90% Cost of Lighting
- Product Lifetime Electricity Cost Savings in excess of ₦50,000 Naira {€103,69} (for 15,000 hours of use)
- Payback period in residential applications: 8.5 months
- Does not contain mercury

# Product

## Chip on Cord Filament Technology



Filament LED Chips  
(LED Chips bonded  
on pure synthetic  
sapphire substrate)

Driver



*Oretronics Technology Solid-State Lighting A60 810 Lumens 6.5W Filament LED Bulb*

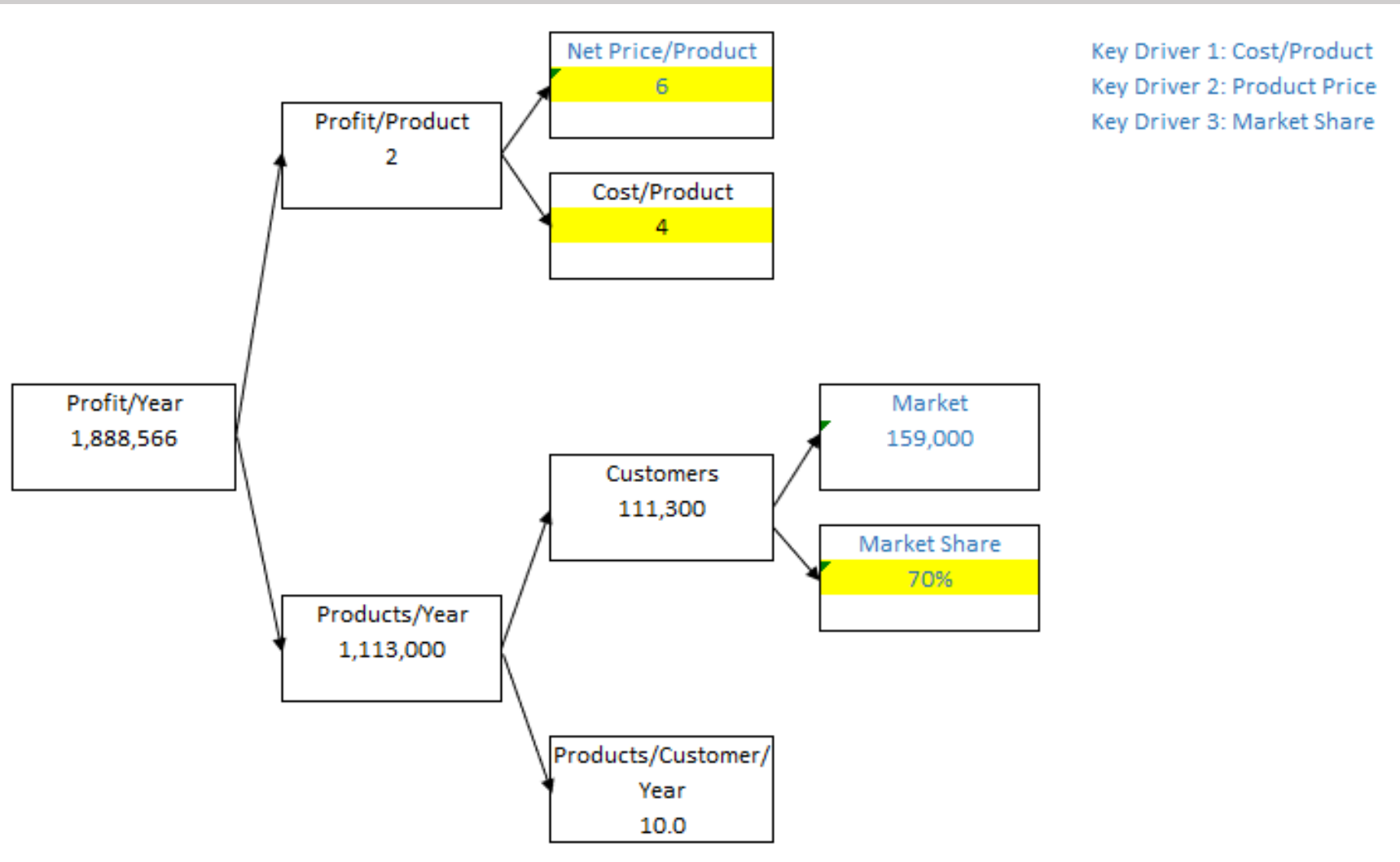
# Customer Discovery

- 30 customers interviewed
- More demands for Cool White than Warm White color in Nigeria

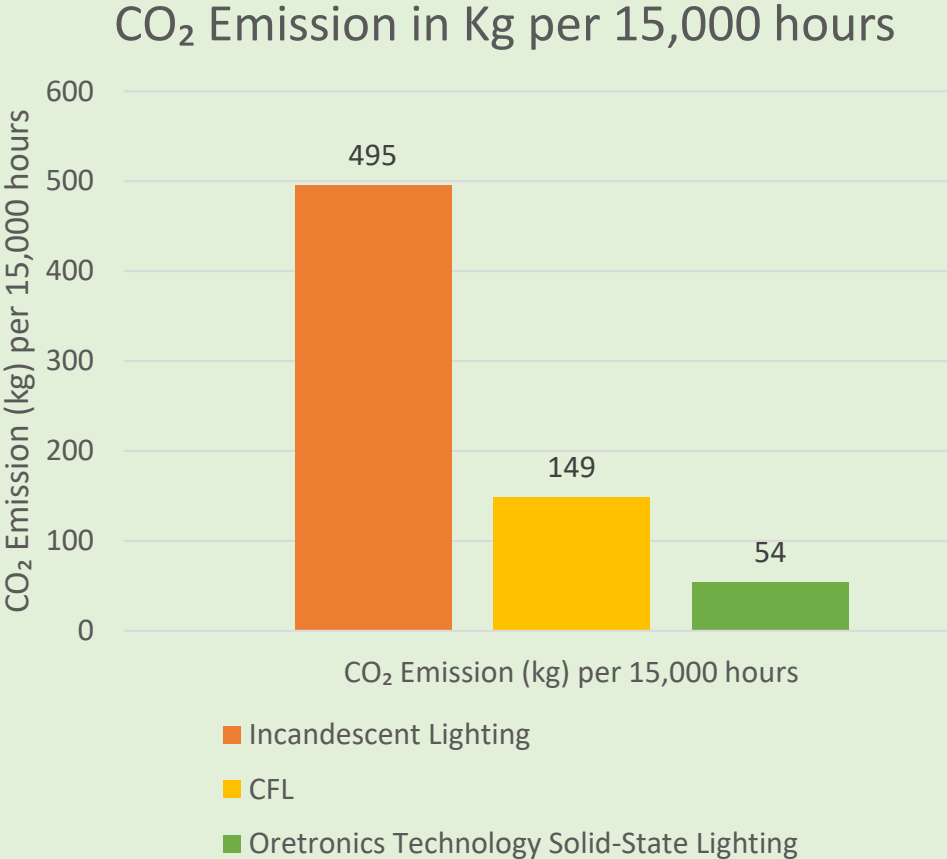
## Lessons Learnt

- Educational institution & residential customers have preference for Cool White color
- Customers are willing to pay for energy efficient lighting
- Customers have awareness on energy in-efficient lighting

# Financials (€)



# Impact (Climate, Economic & Social)



1 2 3 4 **5**
**Report the carbon footprint**  
Save this version, and rework it as your startup progresses.

**Production**

+ LED light bulb 8 watt. 8.234 per p 1 pcs 8.234

**Use**

- Electricity Low Voltage, domestic use Gen 0.1187 per MJ 802.5 kWh -343

Oretronics Technology's total impact per year

eco-costs of human health euro	-14947610		
eco-costs of eco-toxicity euro	-14693241		
eco-costs of resource depletion	-43215069		
eco-costs of carbon footprint	-77937324		
			<b>Carbon footprint CO<sub>2</sub>-eq.</b>
Impact per 12150000 lumen-hours			<b>-334.7 kg</b>
Impact of 1113000 times 12150000 lumen-hours			<b>-372544 t</b>

**Equivalent to**

16933804 trees 677352 Nigerians

46072  
times driving a car  
around the world

375955  
passengers flying  
London-New York

723595  
barrels of  
oil burnt

156579  
EU households  
annual electricity

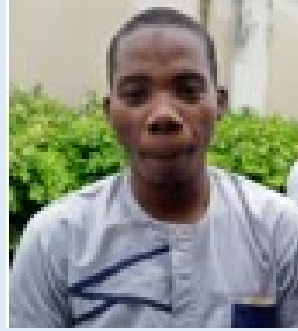
74509  
elephants mass  
(5t) of CO<sub>2</sub>

67198  
hot air balloons  
(2800 m<sup>2</sup>) of CO<sub>2</sub>

# The Dream



Engr. Joseph O Orenaike  
Founder/CEO  
Electrical Engineer, MSEE



Abdulraheem Abioye  
CTO  
B.Sc. (Hons.): Engineering Physics



Olufunmilayo C Orenaike  
Co-founder/ Business Development Lead  
B.Sc. Business Administration, Business  
Development Expert



Oluwakemi C Orenaike  
Co-founder/ Marketing Lead  
B.Sc. Marketing, Marketing Guru

- To reduce the energy consumption in lighting & the cost of lighting by more than 90 per cent
- To solve energy poverty, increase energy security, reduce the carbon footprint challenges in Nigeria by migrating 111,300 households from Incandescent/CFL lighting to Solid-State lighting within 1st 5 years
- To achieve a revenue in excess of ₦3.1B {€6,6M} per year within 1st 5 years