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**Company Overview**

Kenyan provider of cleantech irrigation systems that operate with solar energy

**Problem Statement**

SunCulture is currently conducting cost-based pricing. As the company scales and presents to investors, they are in need of a more dynamic pricing model that balances affordability and market penetration with the company's financial health

**Product Overview**

SunCulture primarily sells two products:

*Rainmaker2 w/ Climate Smart Direct (49,999 KES)*

- Solar-powered irrigation system without battery

*RainMaker2 w/ Climate Smart Battery (97,000 KES)*

- The most practical and intelligent solar-powered irrigation solution on the market
- Can pump up to 2,500L an hour from water sources up to 70m deep
- Powers lights, phone charging, and TV add-on

**Onsite Work Milestones**

- Eight farm visits with current customers
- Distribution center visit
- Conducted interviews with key stakeholders
- Complete overhaul of pricing model and deep analysis of inputs



**Competitor Analysis**

Submersible pumps avg price is 79,000 KES

Pump	Price (KES)
SunCulture	97,000
Competitor 1	110,000
Competitor 2	105,000
Competitor 3	48,000
Competitor 4	35,000



**Deep Dive Areas**

**COGS**

- Analyzed BOMs for all products to determine and validate component FOB, transport, VAT and Duties

**Variable OPEX**

- Worked closely with the finance team to build a dynamic OPEX model that scales with the companies growth

**Fixed OPEX**

- Analyzed and Projected future Fixed OPEX

**Default Rates**

- Met with the credit team to determine actual and project default rates

**PAYG Expenses**

- Allocated expenses for the payment plan team to scale with payment plan sales

**Model Capabilities**

- Search for the break even price based on forecasted sales, fixed & variable operating expenses, and cost of goods sold
- Search for the break-even # of units based on price, forecasted sales, fixed & variable operating expenses, and cost of goods sold
- Select individual product or bundle multiple products together
- Sensitivity analysis (+5% or -5%) of each variable
- Reporting on unit economics
- Scenario comparison for up to 8 scenarios



MODEL DASHBOARD

**INPUTS**

Package: CSBRM2

Units: Break-even Year, Break-even Units, Gross Margin, etc.

Cost of Sales: COGS - FOB, COGS - VAT, COGS - Duties, etc.

OPEX: OPEX - Annual Fixed Cost, OPEX - CAPEX Total, etc.

**OUTPUTS**

UNITS: Product(s), Break-even Year, Total Units, etc.

CASH PRICE BREAKDOWN: Watermark chart showing components like FOB, Variable OPEX, etc.

CASH PRICE BREAKDOWN: Watermark chart showing components like Variable OPEX, Cost of Sale, etc.

Click to Run Model

COPY TO OUTPUT TABLE