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**RENEWABLE ENERGY BUSINESS
PLAN: THE CASE OF EcoREvamp
SOLUTIONS**

Introduction to the Business Idea

This business will install a biomass chamber at residential or commercial place to produce electricity.

Biomass collected from home garbage or waste is burned in a boiler to produce high-pressure steam, suing turbine drives a generator, to produce electricity.

The new and unique device will store excess biomass generated electric power using the Battery flex

This excess electricity from biomass can be used for charging electric vehicles, run a fan and using heat pump for a cosy home, remote control sockets or warm water.



Proposed Biomass Electric Produced machine installed in houses

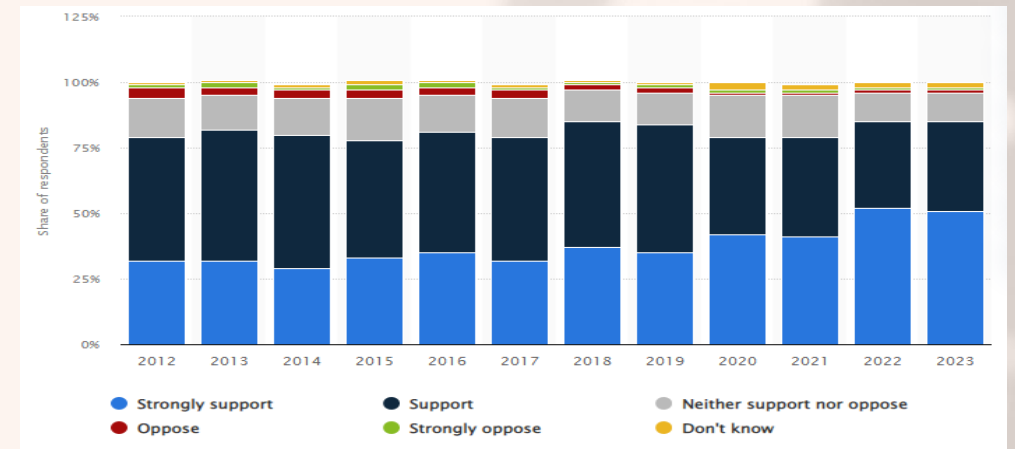
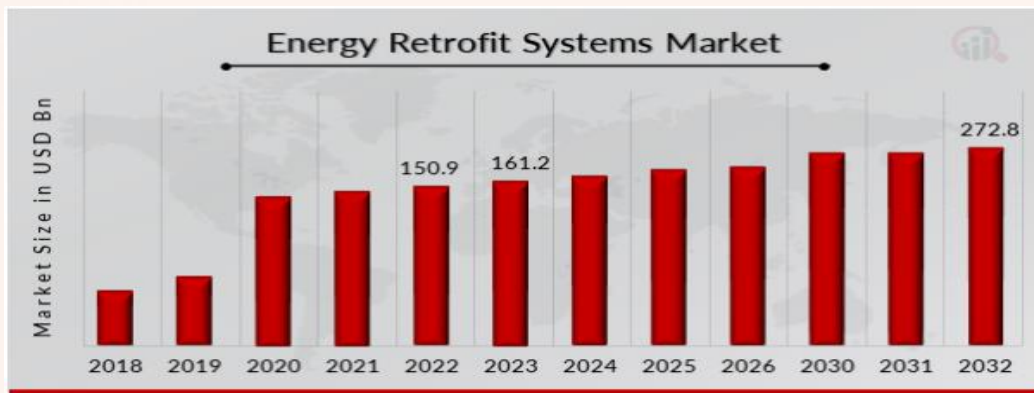
Market Opportunity and Customer Need

The demand for sustainable living in the UK is high (Li et al. 2020).

The biomass energy market is predicted to improve to \$272.8 billion by 2032 (Post.parliament.uk 2023).

85% of customers support renewable energy in the UK (Statista.com 2023).

Bioenergy is currently the second largest source of renewable energy in the UK, generating 12.9% of the total UK electricity supply in 2021.



Market Gap and Fulfilment



There is a limited integration of technologies in home biomass energy produce

EcoRevamp Solutions will fill the gap by using technology integrated with intelligent home energy systems.



Most homeowners are unaware of the benefits of rising renewable energy in the form of home energy using biomass (Bobrova, Papachristos and Chiu 2021).

EcoRevamp Solutions will fill such a gap by delivering educational resources.



The product cost is low, which gives a market advantage.

It can be used for different purpose

Market Analysis

Political

The UK has the political stability to ensure constant support for EcoREvamp Solutions initiatives.

Social

There is rising customer awareness of the use of renewable energy in the UK (Carmichael et al. 2021).



Economic

- The UK biomass renewable energy market size is expected to increase to 217.57 gigawatts by 2028 (Mordorintelligence.com 2022).
- The improved renewable energy market size can improve the funding opportunities for the new business.

Market Analysis

Technological

The UK renewable energy industry has advanced in terms of technology use.

Environmental

The rising concerns about climate change increase the demand for renewable energy (Olabi and Abdelkareem 2022).

The new business can cater to such demand by acting as a solution to environmental challenges.

Legal

The presence of strict regulatory measures related to the renewable energy sector can impact new business development (Hille, Althammer and Diederich 2020).

Segmentation

Geographic segmentation will help EcoRevamp Solutions to focus on urban areas.



Demographic Segmentation will help the new business to offer various packages to a wider customer base.

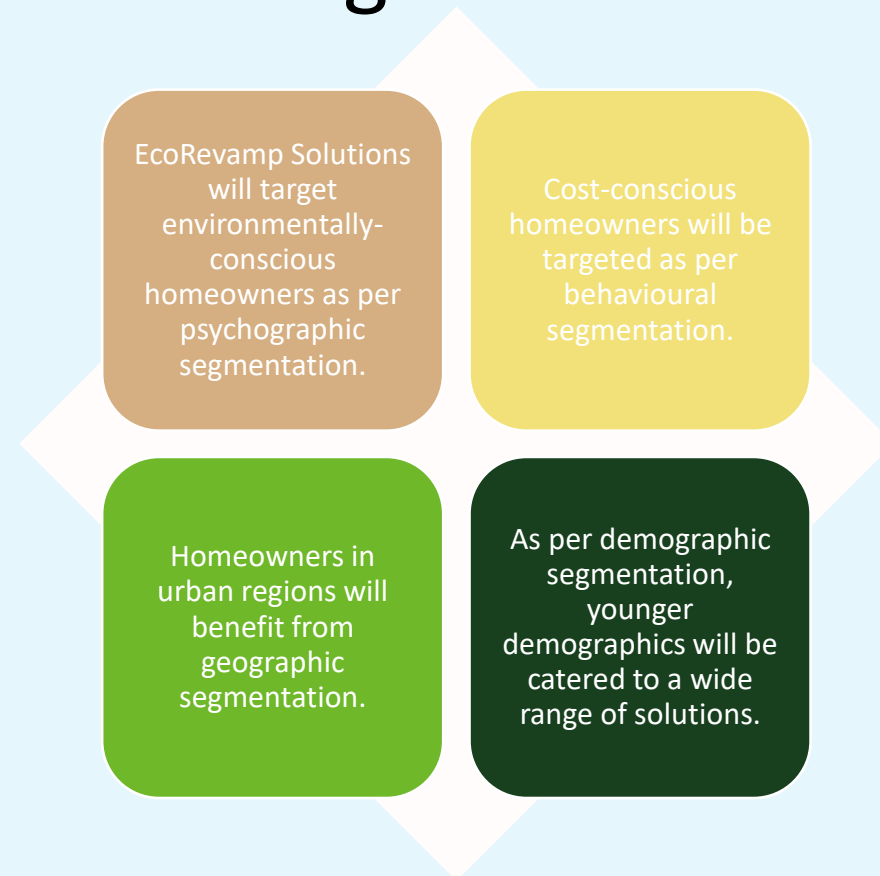


For psychographic segmentation, the new business will focus on sustainability values and technological convenience.



Behavioural segmentation will help to focus on customer's consumption of renewable energy.

Targeting and Positioning



Marketing Plan

Product and Price

The product is biomass-efficient packages, like biomass chamber installation and devices

The business will focus on value-based pricing to integrate cost-savings with energy value.

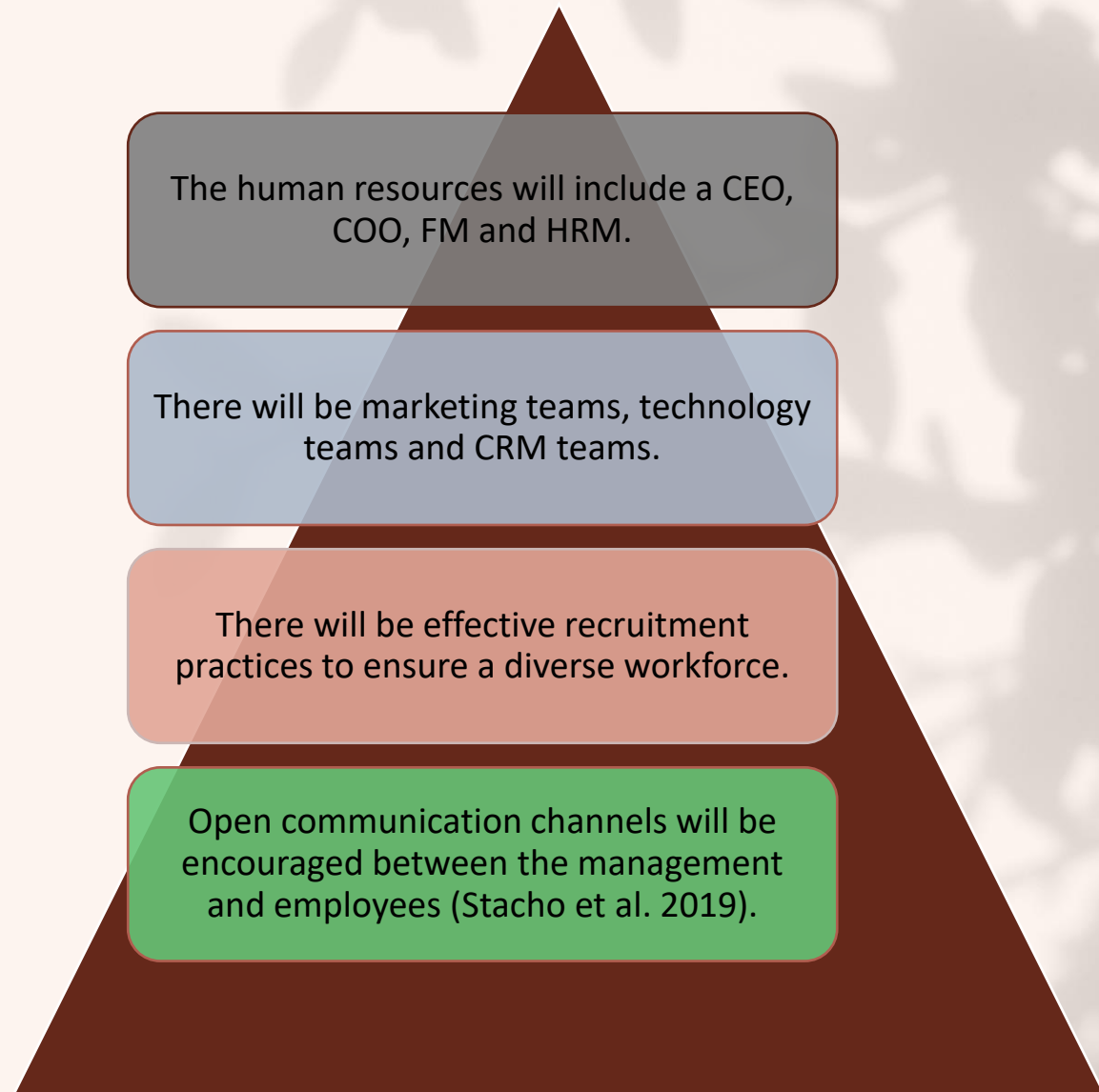
Place and Promotion

The business will collaborate with local contractors to develop solutions within communities.

The service will be promoted through content marketing and local environmental events.



Human Resources



Financial Plan: Start-up Costs

Category	Estimated Cost (in GBP)
Legal and Regulatory Compliance	50,000
Technology and Equipment	200,000
Marketing and Promotion	100,000
Human Resources	150,000
Research and Development	80,000
Office Space and Utilities	70,000
Miscellaneous Expenses	30,000
Contingency Fund (10%)	68,000
Total Start-up Costs	748,000

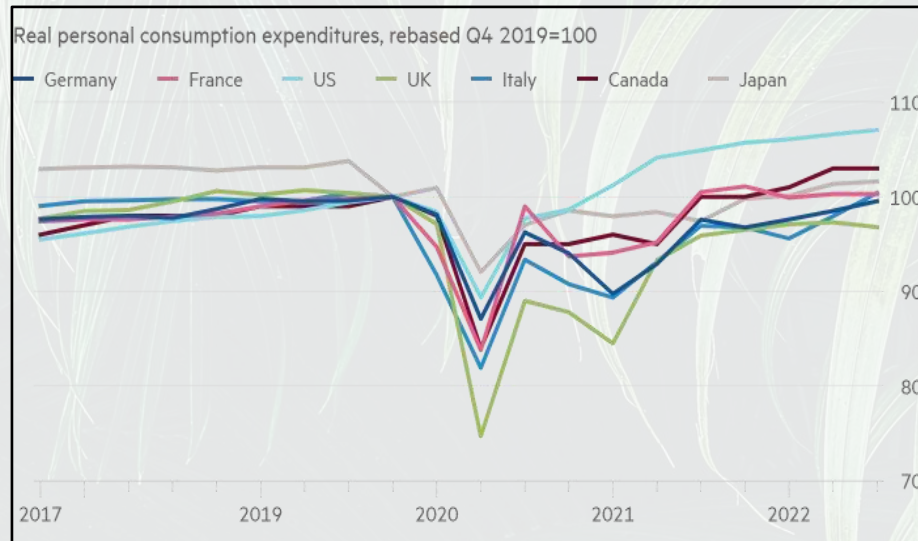
Category	Estimated Cost (in GBP)
Employee Salaries	50,000
Utilities (electricity, water)	5,000
Maintenance and Repairs	8,000
Insurance	3,000
Technology Services	15,000
Miscellaneous Operational Costs	10,000
Total Operational Costs	91,000

Financial Plan: Projected P& L Account, Projected Balance Sheet

Particulars	Amount (GBP)	Amount (GBP)
Income		
Revenue from Retrofit Services	900,000	
Other Income (e.g., grants)	20,000	
Total Income		920,000
Cost of Goods Sold (COGS)		
Direct Costs (Installation, etc.)	250,000	
Gross Profit		670,000
Operating Expenses		
Employee Salaries	60,000	
Utilities	60,000	
Maintenance and Repair	96,000	
Insurance	36,000	
Technology Services	80,000	
Miscellaneous Operational Costs	20,000	
Marketing Costs	200,000	
Total Operating Expenses		552,000
Net Profit Before Tax		118,000
Tax (e.g., 20%)		23,600
Net Profit After Tax		94,400

Assets	Amount (GBP)	Amount (GBP)
Current Assets		
Cash and Cash Equivalents	50,000	
Accounts Receivable	80,000	
Inventory	20,000	
Prepaid Expenses	5,000	
Total Current Assets		155,000
Fixed Assets		
Property, Plant, and Equipment	300,000	
Accumulated Depreciation	(50,000)	
Net Fixed Assets		250,000
Total Assets		405,000
Current Liabilities		
Accounts Payable	30,000	
Short-term Loans	40,000	
Other Current Liabilities	15,000	
Total Current Liabilities		85,000
Long-term Liabilities		
Long-term Loans	150,000	
Other Long-term Liabilities	20,000	
Total Long-term Liabilities		170,000
Total Liabilities		255,000
Owner's Equity		
Owner's Capital	150,000	
Total Owner's Equity		150,000
Total Liabilities and Equity		405,000

Risks and Rewards



- EcoRevamp Solutions faces challenges owing to marketplace fluctuations in renewable energy demand and government enticements.
- Changes in principles or government policies can impact the possibility of projects and influence the implementation of renewable energy solutions (Romei, 2022).
- The accumulative demand for sustainable living presents substantial development opportunities for EcoRevamp Solutions.

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The background of the slide is composed of two main parts. On the left and right sides, there are close-up, vertical photographs of green plant leaves, possibly from a palm or similar tropical plant, showing their texture and veins. The central portion of the slide is a solid, light pink color, overlaid with a subtle, abstract geometric pattern of thin, intersecting lines in slightly different shades of pink and white, creating a sense of depth and movement.

Thank you