



**NOORNATION**  
نور نيشن للطاقة المتجددة

“Bringing safe water and clean energy to remote farming and rural communities”

# THE PROBLEM



18,000 USD  
annual avg cost<sup>1</sup>

of electricity & drinking  
water for farmlands in Egypt



Water Scarcity

climate change reduced availability  
of fresh water in Egypt for farming  
& domestic uses<sup>2</sup> and could run out  
of water by 2025<sup>3</sup>



2.8 billion people  
worldwide

lacking access to  
energy<sup>4</sup> and water<sup>5</sup>

1 based on NoorNation's own analysis among a sample of farms in Egypt with average of 50 acres per farm

2 <https://www.reuters.com/business/cop/egypts-farmers-fear-rising-social-tensions-over-scarce-water-2022-10-31/>

3 <https://www.unicef.org/egypt/documents/water-scarcity-egypt#:~:text=Egypt%20is%20facing%20an%20annual,key%20part%20of%20the%20problem>

4 <https://www.un.org/sustainabledevelopment/water-and-sanitation/>

5 <https://www.iea.org/commentaries/for-the-first-time-in-decades-the-number-of-people-without-access-to-electricity-is-set-to-increase-in-2022>



## MEET OMAR

- ! Omar, 32, manages a 100 acres farm in Al Moghra (Isolated area in Western Desert, Egypt)
- ! The farm, includes 10 additional workers and their families. No access to clean electricity, highly saline undrinkable groundwater.
- ! Spends \$19,000 USD yearly on diesel fuel for water pumping & bringing drinkable water.



## THE SOLUTION

LifeBox (patent-pending) is a solar-powered, all-in-one unit that provides both clean electricity & safe water for farming businesses and rural communities such as water pumping for irrigation, desalinating water for domestic & livestock consumption and 24/7 electricity for households.



- ✓ SOLAR-POWERED
- ✓ SELF-CONTAINED
- ✓ FAST-DEPLOYABLE UNIT

Power capacity  
from 5 to 130 kWp

Water capacity  
Up to 600 m<sup>3</sup>/d





# HOW IT WORKS



## Dual Supply

Average of 30 kWp & 10m3 of fresh desalinated water daily



## IoT Remote Monitor & Control

Performance is monitored remotely, including control capabilities



## Plug & Play

Designed, & manufactured by NoorNation, takes no more than 3 days of set-up



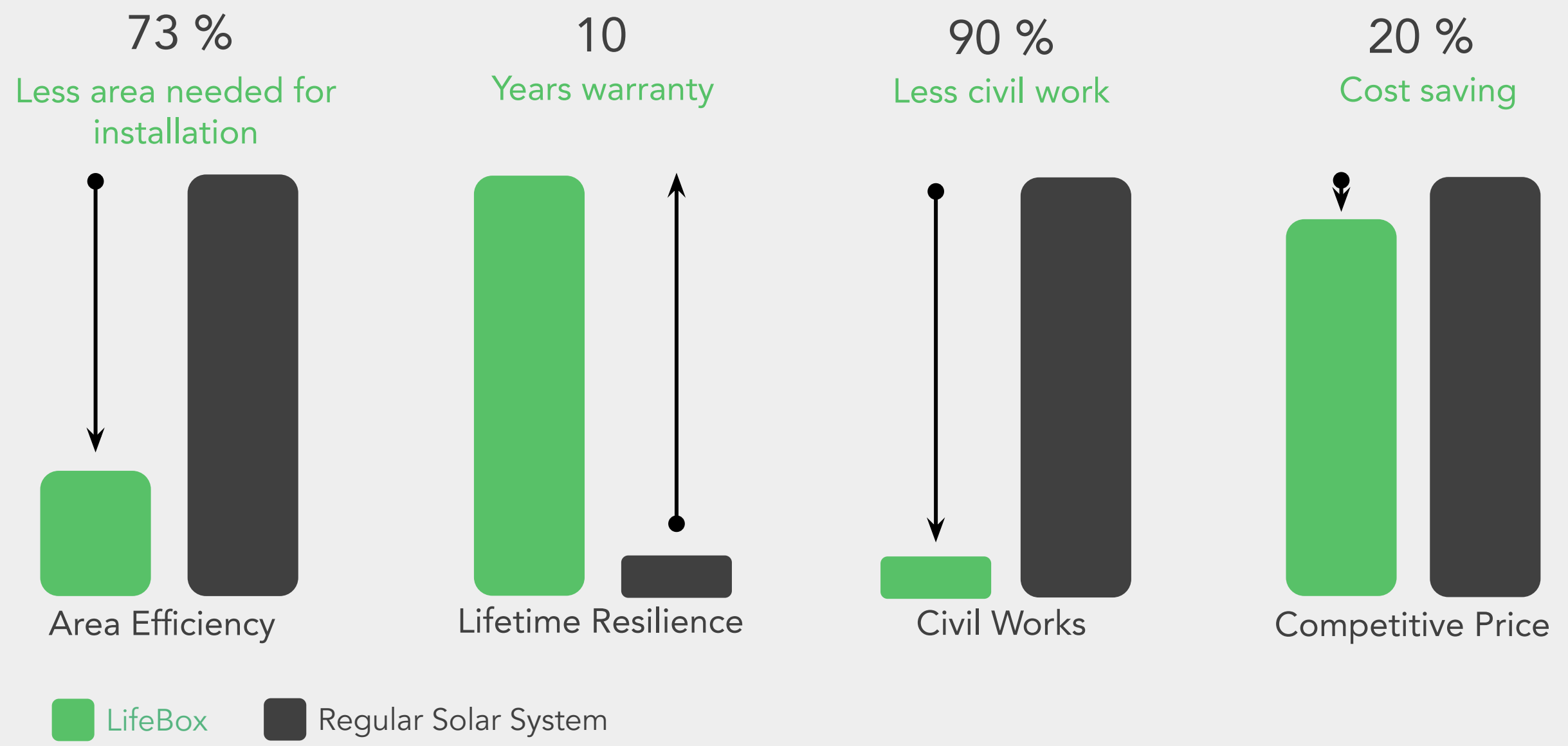
## Flexible Financing

Clients can pay upfront or get flexible financing, such as PayGO or monthly installments



**Contact**

# VALUE PROPOSITION



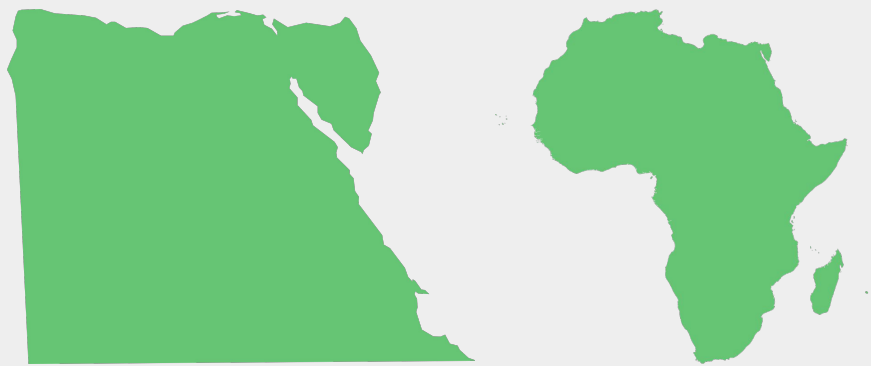


# REVENUE MODEL

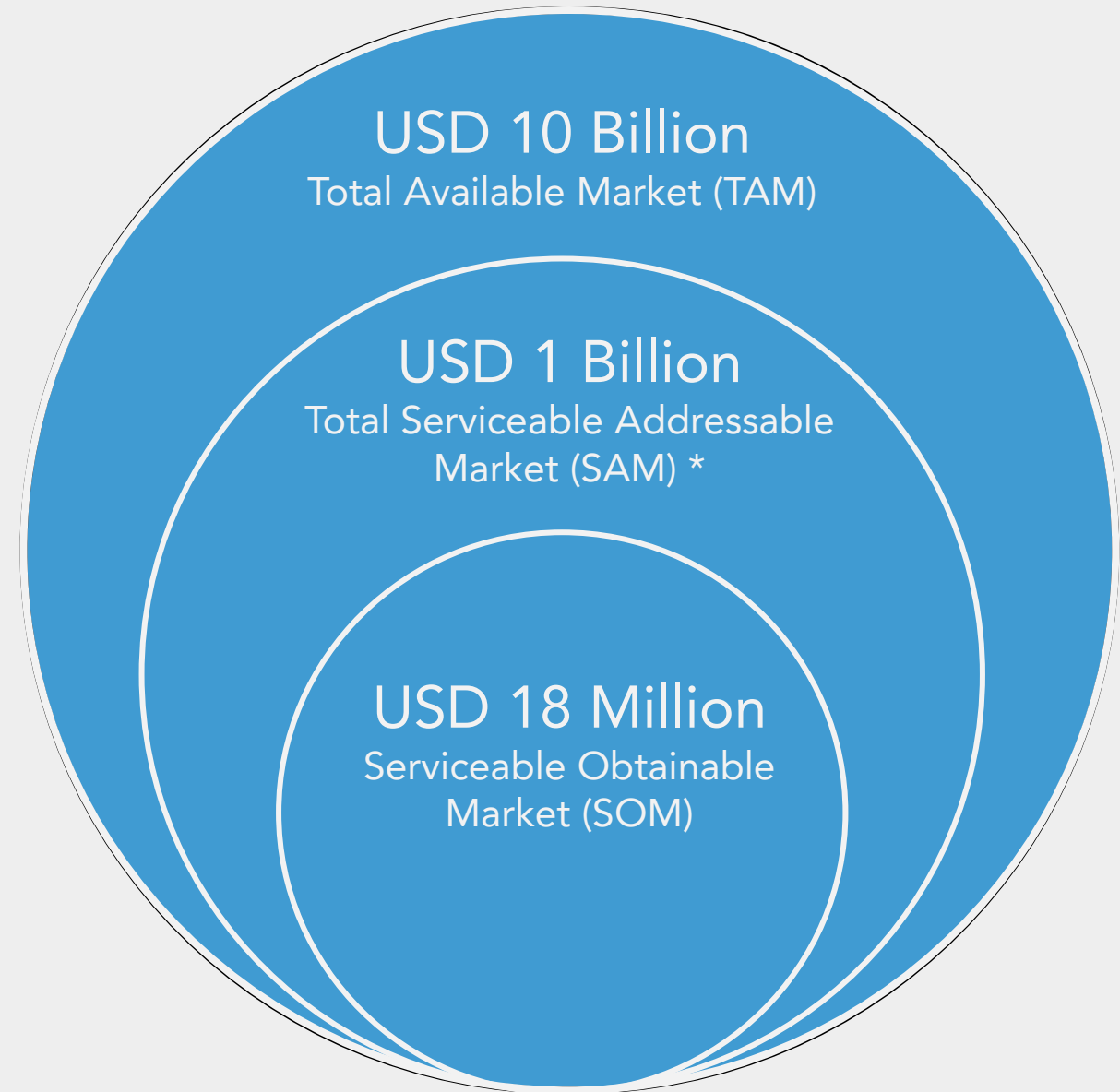


# MARKET SIZE

Farming businesses & rural communities from 5 acres and above that have little to no access to energy and water in MENA and sub-Saharan Africa



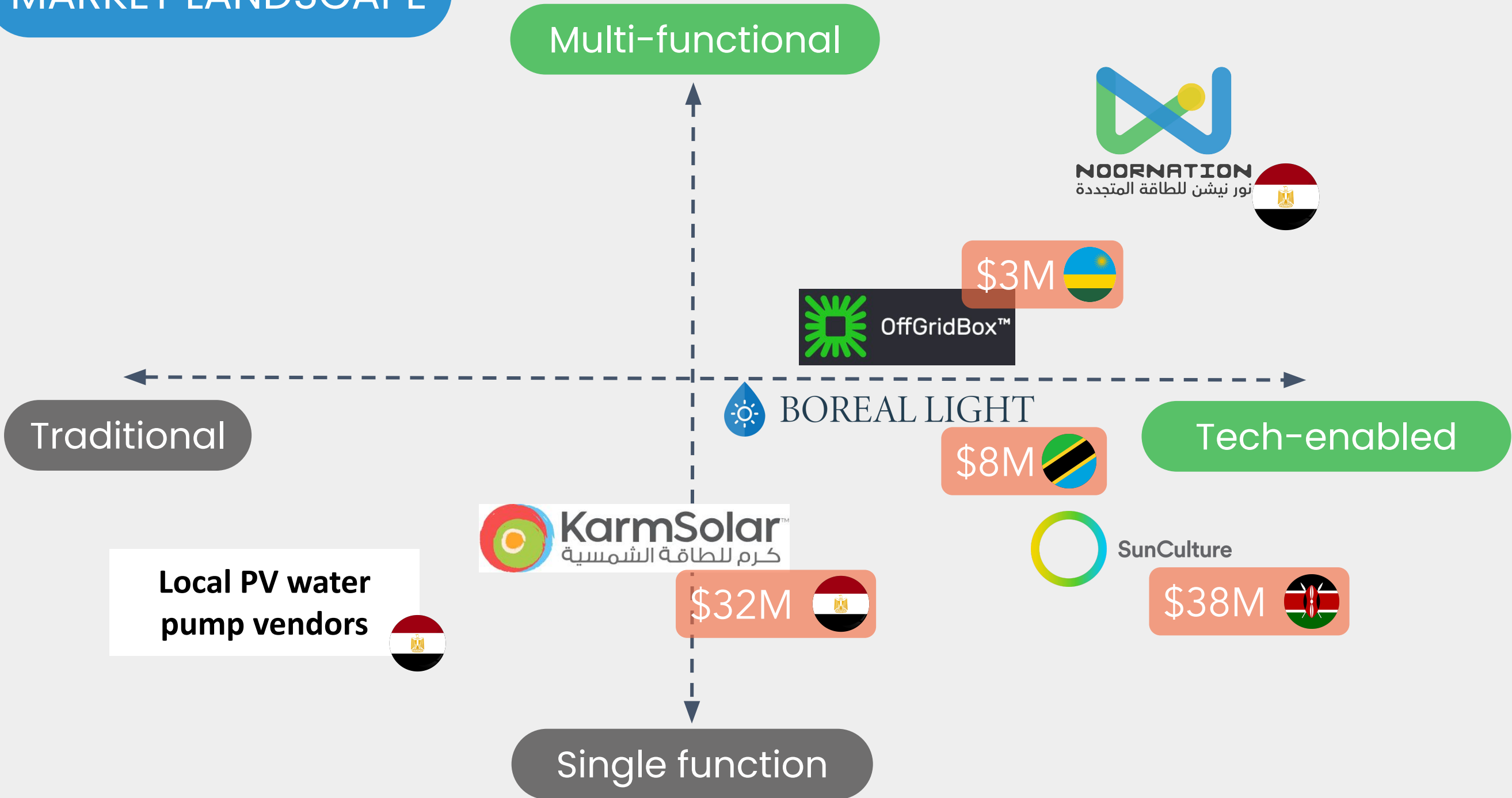
Egypt, MENA & Africa



\* <https://www.gogla.org/reports/off-grid-solar-market-trends-report-2022/>

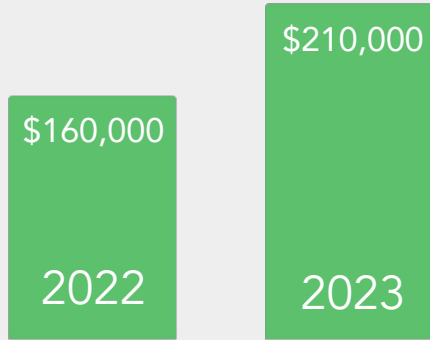


# MARKET LANDSCAPE



# TRACTION

Yearly Revenue



450k USD revenue

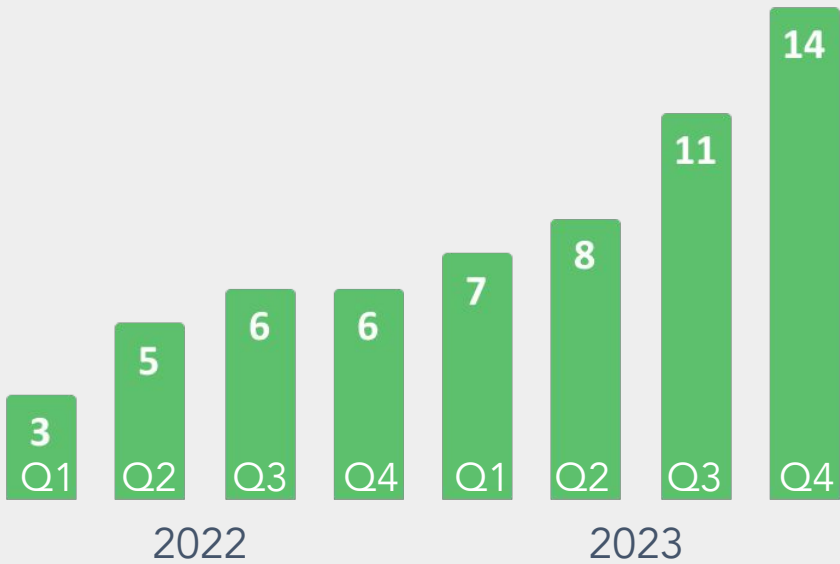


25% quarterly growth

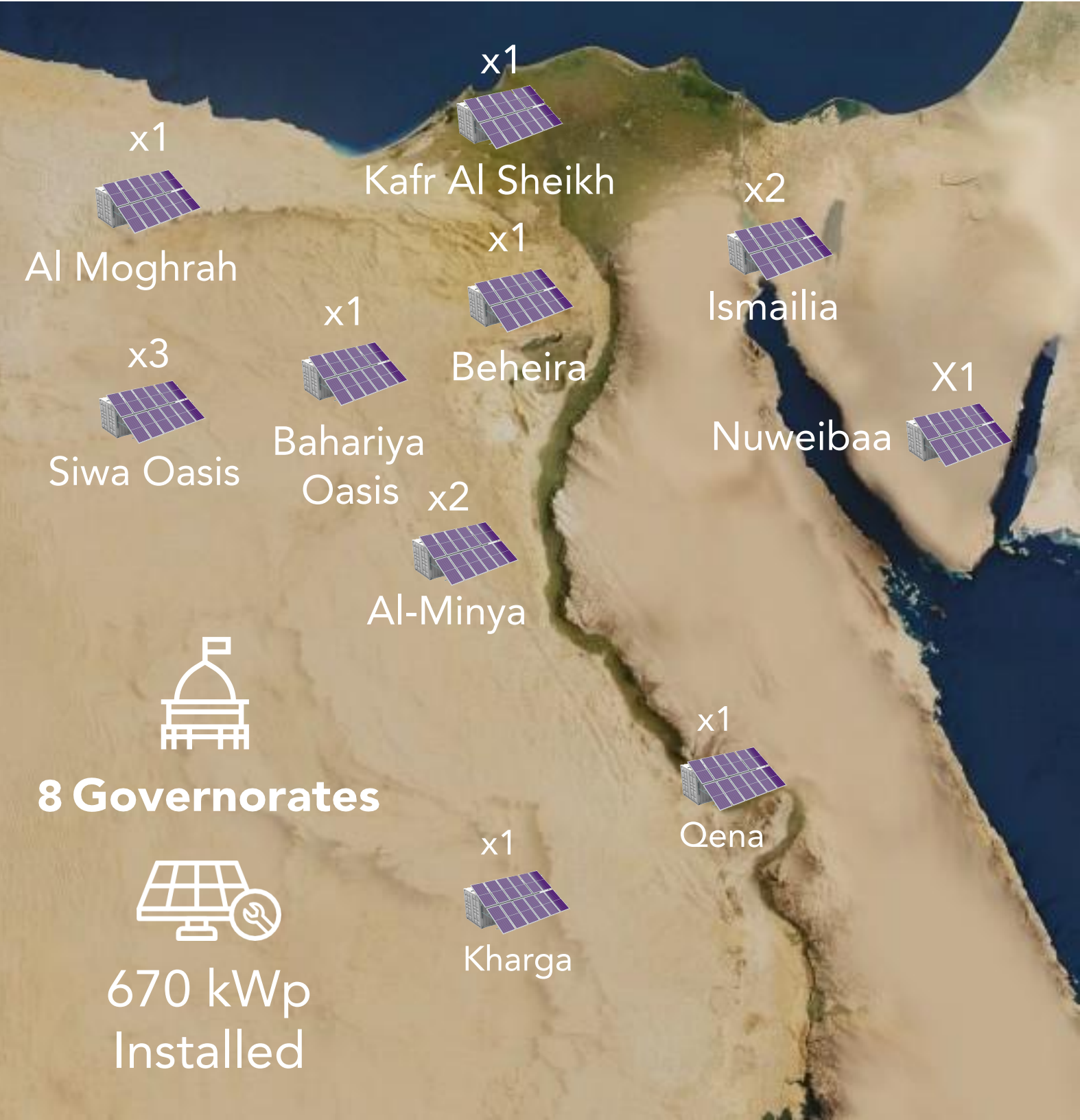


900 Acres of land irrigated

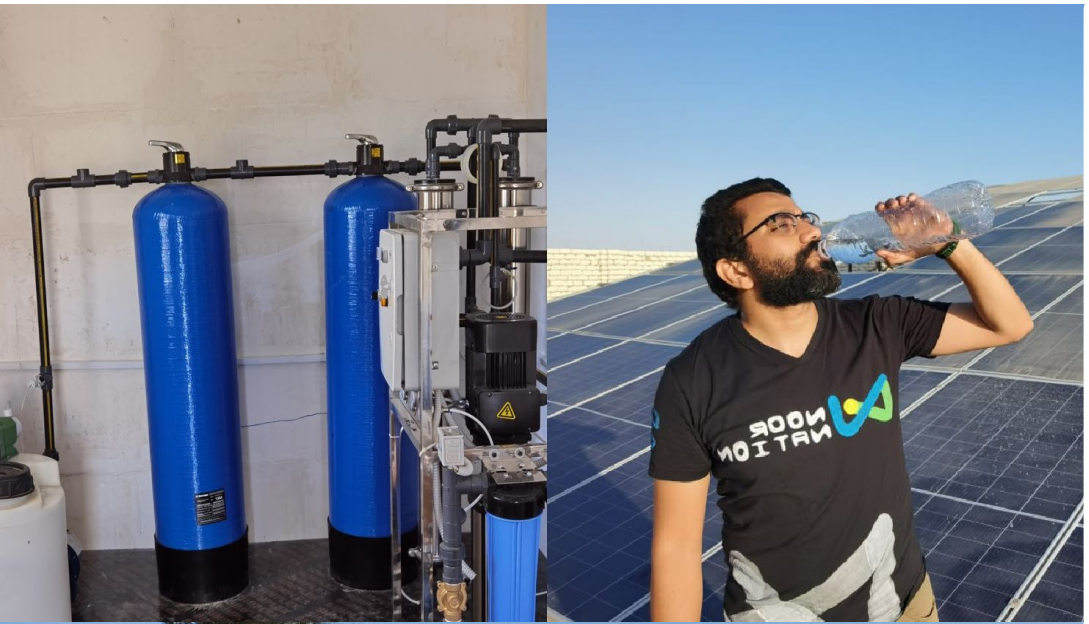
Number of Active LifeBoxes



Since February 2022









# IMPACT

Since February 2022



+1150 tons  
CO2 equ mitigated



+3.8 millions liter  
Water desalinated



+100k USD  
Additional revenue  
to farmers



+3000 m<sup>2</sup>  
Land saved



+1.6 GWh  
Energy produced



## Direct impact on SDGs

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY



# MILESTONES



Q2 2021  
ClimateLaunchPad National Winner



Q4 2021  
1st LifeBox

Q4 2022  
1st Presidential National Award



Q4 2022  
6 LifeBoxes



Q4 2023  
SolarX Grand Regional Award Africa



Q3 2023  
250k USD equity from Catalyst Fund & KBW Ventures



Q4 2023  
14 LifeBoxes



Q4 2023  
1st place OneCreation Environmental Innovation global Award Switzerland

Q4 2024  
50 LifeBoxes



Q3 2024  
Saudi Arabia  
Morocco

Q3 2024  
Incorporation  
Rwanda



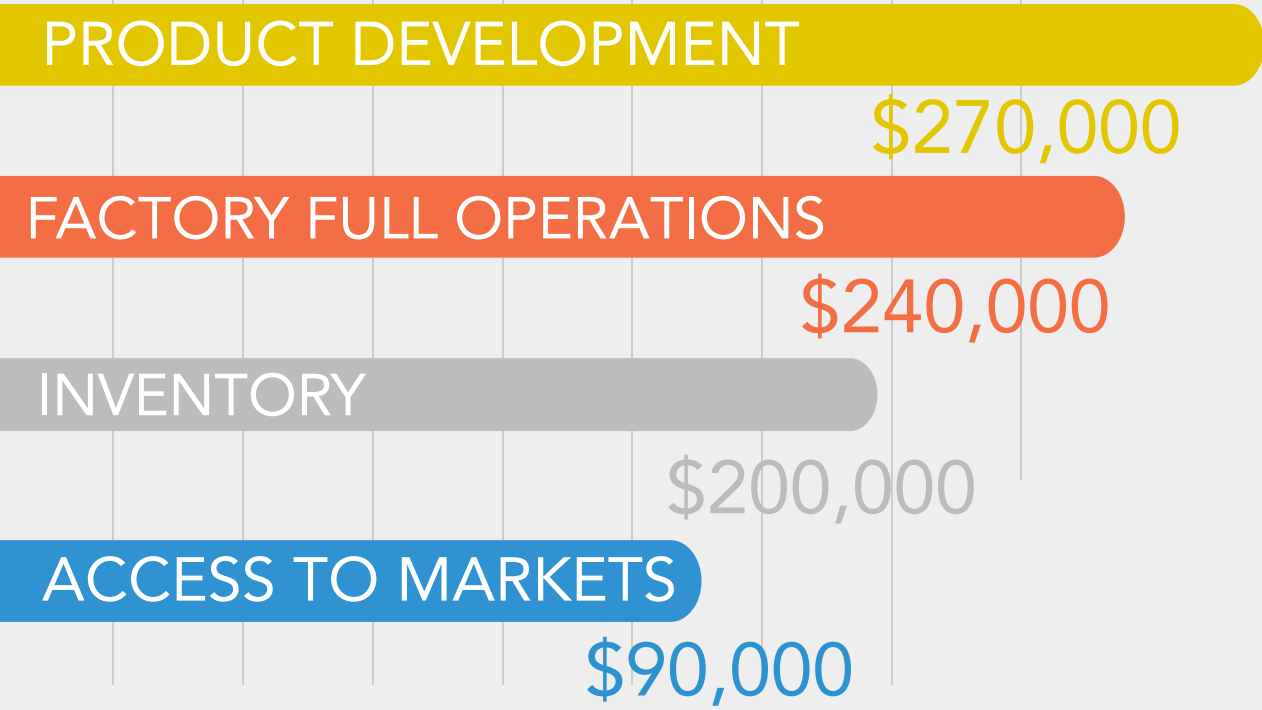
Q1 2024  
Closing 800k USD  
seed round

Q1 2024  
Pilot water  
purification  
LifeBox Tanzania





ASK



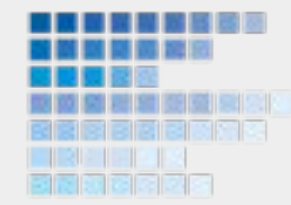
SEED ROUND OF  
**\$800,000**

\$250K raised from



**CATALYST FUND**

KBW  
ventures



## OMAR NOW



Accessible clean electricity for irrigation water pumping & households



12,000 liters daily of desalinated drinkable water for domestic, livestock & irrigation



Unlocked revenue of 10k USD per year





# OUR HEROES



Ragy Ramadan  
Founder & CEO



Mohamed Khaled  
Co-Founder & CTO



Anton  
Product Development  
Head



Mayar  
Technical-Sales  
Engineer



Salah Eldin  
Business  
Development  
Engineer



Abdelrahman  
Tarek  
Project Engineer



Eman Wahby  
Advisor  
13 years of international  
development  
experience with the  
World Bank Group



Maelis Carraro  
Advisor  
Co-Founder of Catalyst Fund



*"We dream of empowering 1 million people in Africa  
By providing them with their life essentials of clean water & electricity from LifeBox."*





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# Bringing Life Essentials



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