

Business plan

Sideon Foundation, Almere

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1. THE ORGANISATION

1.1. Summary

Sideon is an Almere-based foundation, which was founded on 30th september 2014, in the presence of S.A.M. Hament, notary at Notarisunie, Almere (the Netherlands).

Pursuant to the memorandum of association, the foundation aims to promote the technical, social, economic and scientific development of sustainable energy and all that is or which might be conducive to the above.

In order to achieve its aims and objectives, the foundation will seek to acquire financial resources through subsidies and donations, inheritances and legacies. To obtain these funds, the foundation will apply for official recognition as a Public Benefit Organisation (Dutch: Algemeen Nut Beogende Instelling, ANBI) to make sure the donor's contributions will be tax deductible and a larger target audience can be reached.

Since the aims and objectives will be achieved without motives of financial gain, and the funds obtained will be used exclusively for the realisation of the objective, the board has decided to use the form of a foundation as a legal status.

The foundation's board will consist of at least three members. Upon establishment of the foundation, Mr Djimtche has been appointed to the post of director/secretary/treasurer. In the meantime, the roles of secretary and treasurer have been assigned to individual officers in order to ensure the necessary separation of functions at board level. The role of secretary will be carried out by, while the role of treasurer has been appointed to Mr Djimtche will continue working as chairman of the foundation.

1.2. Location

The foundation is located on Rogier van Otterloostraat 71, Almere, The Netherlands. The project's locations are mainly situated in Mr Djimtche's country of birth, Cameroon.

1.3. Cooperative ventures

For the realisation of its goals, the foundation will make use of reputable parties in the country where the projects will be realised. These parties will be subject to scrutiny in terms of compliance with local laws and regulations.

Regarding fundraising, the foundation will reach out to individuals, companies and charities that sympathise with the foundation's aims and objectives.

1.4. Collaborative projects

So far, the foundation has identified two projects that meet the foundation's objectives. The first project involves the realisation of solar energy in order to improve the energy supply in the eastern region of Cameroon. In this context, the foundation has commissioned a study into the feasibility of solar energy in Cameroon. This study has been carried out by Energy Indeed.

The second project concerns the realisation of water wells in riverbeds in Cameroon. These wells are powered by solar energy and will be aimed at the irrigation of agricultural land. This method of irrigation requires only a small investment (thanks to the use of solar energy and because there's no need to dig wells) and has a high (social) return. This project is being developed in collaboration with Aqua-Etiam.

In addition to the specific projects mentioned above, the foundation also intends to participate in local businesses and partnerships.

The Foundation will do this by providing microcredit to parties that aim to improve living conditions in Cameroon on a social, societal, economic or scientific level.

In this context, the foundation has started an exploratory investigation into a partnership with *Société Coopérative de Production et de Développement de la Kadey "COOPCA / Prode"*.

1.5 ACTION PLAN COOPCA PRODE BATOURI

In collaboration with SIDEON

1.What positive impact does your company create?	<ul style="list-style-type: none"> • Training, recycling, study visits and exchange of its members. • Possibly also the application of the statutes and monitoring compliance with the statutes, mutual and other regulations that apply to all members. • On its own self-financing by paying membership fees, a social part to be paid at a fixed time by all members.
2.What is the business model of your company?	A cooperative association with board of directors of the production and of the development of the Kadey (COOPCA/PRODE), legally recognised.
3.In which region does your company operate?	The region of East Cameroon (“Est”).
4.At what stage is your company?	At the stage of restructuring and setting up of the various parts of the organisation (10 months old).
5.In which sector does your company operate?	<p>AGRICULTURE:</p> <ul style="list-style-type: none"> a) Vegetable production: maize, manioc, soy beans, citrus fruits, moringa, rice b) Animal production: poultry, pigs, small ruminants, fish c) Artisan products: decoration, alterations, conservation and storage <p>SECONDARY ACTIVITIES</p> <ul style="list-style-type: none"> a) Education, training, providing information, strengthening the capacities of the members b) Enable and safeguard production; harvest, process and market the crops. c) Supporting and negotiating support from development partners for the benefit of the members. d) Supporting ICT use.
6.Provide more details on the problem your company resolves.	<ul style="list-style-type: none"> • Training of its members in legislation; animal, vegetable and artisan production; construction work, decoration; bookkeeping using IT tools in order to establish a self-development centre. • A training programme for unemployed young people focussed on topics such as agricultural techniques, livestock farming and environmental protection, with guidance and retraining sessions. • An expansion of each member’s arable land by means of second generation agriculture (mechanisation is on its way). • To increase the production of each member in the agricultural, artisanal and breeding sectors by mastering new methods and techniques of cultivation, with improved seeds. • Improvement of each member’s intellectual life by raising the level of education, by study and exchange, by improving the living situation, by realising an insurance policy for the health of people, animals and crops. Furthermore: promotion of the business world, living in a community by saving and borrowing and with the help of the solidarity fund of the organisation. • Development of the location: creating jobs and initiating other formal and informal activities (compound feed production, juice production, production units for seeds and breeding animals in a socio-cultural centre). • Engaging members in activities of the organisation; reinforcing the foundation’s autonomy by creating activities that generate income. Reducing the exodus from

	<p>the countryside by paying attention to culture, social studies and civics.</p> <ul style="list-style-type: none"> Increasing income (social capital, savings and credit, various contributions and especially profit share of each member).
7. What is your market?	The local market and later export to the Central African Republic, Congo, Chad, Gabon and Equatorial Guinea.
8. How big is the market opportunity?	The population in our region has been increased by the massive arrival of refugees and NGOs. There is a very high demand for vegetable, animal, artisanal and processed products; conversions and currencies in circulation.
9. Help us understand your trajectory so far (key investors, strategic partners, customers).	Reducing the number of unemployed people in our region; economic and social development.
10. Number of employees:	There are 20 (twenty) members and other applications for membership pending the approval of the general meeting.
11. Clients served/products sold:	Products in the field (10 acres of maize in the making) and pre-financing contracts.
12. This year's revenue:	<p>Result of the various contributions: 1.755 million FCFA, as follows:</p> <ol style="list-style-type: none"> Social part: FCFA 1 million in an escrow account Savings and Credit: 475,000 FCFA, today awarded to the members: 460,000 FCFA Company: 215,000 FCFA which uses 95% for office supplies Solidarity Fund: 65.000 FCFA on account.
13. Is there IP (Intellectual Property) exclusive to your company?	<p>Yes, there is exclusive intellectual property in our organisation:</p> <ol style="list-style-type: none"> Agricultural Technicians (2) Livestock Technicians (2) Bank Technicians (2) Experts in construction and decoration (3) ICT professionals, central computer (system) (1)
14. What investment are you seeking?	<p>For the creation of an infrastructure and equipment in the fields of agriculture, livestock, handicrafts, fish farming, construction, information and decoration and a computer centre (central computer).</p> <p>A guaranteed investment on a savings and credit account and insurance for health, animals and plants.</p>
15. What is your expected timing?	Partly underway, some short term, some long-term depending on the field concerned.
16. For what will the money be used?	<ul style="list-style-type: none"> To set up the administration of the organisation. To create income-generating agricultural activities For the operation of the savings and credit institution For the health insurance costs of the members of the company For preservation and storage To market the products To pay the workers For training

2. PROJECTS

2.1. General

As described in the previous section, there are currently four different initiatives at Sideon Foundation:

1. Realisation of solar energy systems
2. Building water wells
3. Providing microcredit
4. The realisation of a computer centre

There are more projects apart from the aforementioned ones. For an overview of these initiatives, please visit our website www.sideon.org .

2.2. Realisation of solar energy systems

Because of his cultural background, Mr Djimtche has a very strong bond with Cameroon. On various visits to his native country. Mr Djimtche has noticed that the energy supply (or the lack thereof) in Cameroon impedes financial growth and development of the country.

In order to eliminate this obstacle, Sideon Foundation proposes to evolve initiatives in order to improve the energy supply. One of the possibilities would be the realisation of projects in the field of solar energy systems.

In this context, the Foundation has commissioned a study into the feasibility of solar power in Cameroon. From the investigation report¹, prepared by Energy Indeed, we may draw the following conclusions:

- 90% of the population in urban areas has access to electricity (compared with 23% in rural areas)
- Parts of the electricity network fail on a regular basis, which results in a frequent use of alternative (polluting) energy sources (i.e. diesel generators)
- The position of Cameroon makes it an excellent location for the generation of solar energy
- In Cameroon, a number of parties are present who are already involved in the realisation of projects in the field of solar energy.

¹Appendix 3 “Preliminary research report solar energy in Cameroon”

- In order to fund these projects, the foundation may attract the interest of both national and international parties.
- Prices of solar energy have been declining, while there's an increasing pressure on reducing the use of fossil fuels. Therefore, the chances of developing a successful solar energy system in Cameroon are increasingly better and more numerous.

Overall conclusions from the preliminary research are that Sideon Foundation could contribute greatly towards improving and stabilising the energy supply in Cameroon, that both national and international support for this type of projects can be found and that there are enough resources available locally (financial possibilities and suppliers) to turn such a project into a success.

Of course, the research remains to be further explored. For this, however, additional funds are needed. For a more detailed description of the preliminary research, please refer to appendix 3.

2.3. Building water wells (water is life)

Together with Aqua-Etiam, the foundation has started an investigation into the realisation of water sources in Cameroon. The realisation is aimed at making clean water accessible in an inexpensive way. One of the initiatives in this area is the application of solar-powered clean water pumps in rivers. In this context, several trials have been carried out already and the results seem to be hopeful. For this project as well, further research is necessary.

2.4. Providing microcredit

As is clear from its aims and objectives, the foundation concentrates on promoting technical, social, economic and scientific development of renewable energy and all that is connected to the foregoing or which might be beneficial.

Providing microcredit can also be regarded as an important part of economic and social development. Through the provision of microcredit, the foundation proposes to enable the local population to develop new initiatives or to expand existing activities.

The funding focuses, amongst other things, on providing training purchasing necessary equipment

and tools (computer, machines) or supporting farmers when purchasing agricultural products and livestock.

2.5. The realisation of local computer centres

In more and more industries, the computer has become an indispensable factor. This certainly applies to the agricultural sector. Whether it comes to drawing up contracts, checking prices or establishing and maintaining local and international contacts, computers have proven to be an absolute necessity in any modern work environment.

SIDEON wants to cooperate with local partners to realise a computer centre project, aiming at teaching both farmers and businessmen how they can use computers in their line of work and how to use computers in general.

3. FINANCIAL PLAN

3.1. General

For the realisation of the aforementioned projects, funding is needed; for further research, for providing (micro)credit and for the realisation of new initiatives.

The foundation will seek to acquire financial resources through donations from both professional and private investors. Additionally, the foundation will try to raise the necessary funds through grant providers (both local and international).

To obtain these funds, the foundation has made a start at getting official recognition as a Public Benefit Organisation (Dutch: Algemeen Nut Beogende Instelling, ANBI). With this status, the donor's contributions will be tax deductible.

3.2. Income and expenses 2012-2014

For the last few years, the foundation's activities have been limited. The income consisted mainly of private donations. These donations have been used to fund the research into the economic viability of the projects.

The income and expenses in the period running from 20th September 2012 until 31 december 2014 were as follows:

	20-09-2012 until 31-12-2014	
	€	€
Income		
Donations		9.806
Expenses		
Project	3.357	
Preliminary research report	2.774	
Airfare	760	
Conference fees	481	
Establishment costs	463	
Contributions	96	
Promotional costs	475	
Miscellaneous costs	446	
		<u>8.852</u>
Balance of income and expenses		<u><u>954</u></u>

3.3. Estimated income and expenses 2015-2016

Based on the research results, we may conclude that the proposed projects are both economically and socially feasible. In order to make a start, the foundation's board has drawn up a budget for the required income and the envisaged expenditure based on this income. This budget is as follows:

	01-01-2015 until 31-12-2016	
	€	€
Income		
Donations		86.000
Expenses		
Costs project "solar energy"	25.000	
Costs project "water / drink"	20.000	
Costs project "computer centres"	16.000	
Local training costs	10.000	
Travel expenses	5.000	
Marketing	1.500	
Office	2.500	
Housing	6.000	
		<u>86.000</u>
Balance of income and expenses		<u><u>0</u></u>

4. MANAGEMENT

4.1. General

Pursuant to the statute, the foundation's board will consist of at least three members. Upon establishment of the foundation, Mr Djimtche has been appointed to the post of director/secretary/treasurer. In the meantime, the roles of secretary and treasurer have been assigned to individual officers in order to ensure the necessary separation of functions at board level. The role of secretary will be carried out by, while the role of treasurer has been appointed to Mr Djimtche will continue working as chairman of the foundation.