

# Introducing our business

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*From the  
community,  
for the  
community*



# Introducing our business

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- What will the family business look like?
- What will we sell?
- What will its mission statement be?
- And who will be involved?



## Our Mission:

*To design and build devices which will allow the local population to charge their devices using the power of the sun, which will be indispensable when out of range of mains power supplies, or during times of power outage, which are safe in operation and usage, at the minimum feasible cost for the customer;*

*To design and build equipment which may be charged in daylight for the purpose of providing night-time lighting during periods of power failure;*



## Our Mission:

*To reduce living costs where possible – for example photovoltaic (solar) power can in many cases provide a replacement for disposable batteries, which are an ongoing cost and harmful to the local environment (as they contain toxic chemicals which contaminate the environment for decades after disposal, unless recycled);*

*To educate the local population in the development of electronic devices and their assembly;*

*To later diversify into other areas of consumer electronics according to budget;*

*To improve the quality of the lives of the local population.*



## *Vision Statement:*

*To facilitate the improvement of the lives of local people and make them more easily able to live, work and educate their children – in remote areas a low cost source of power is indispensable. To improve the security of their homes and the education of their children.*

*To promote sustainable energy at the lowest possible cost, and make the local population aware of the benefits of sustainable energy, for themselves and the community as a whole.*



## *Value Statement:*

*To be respectful, accountable and open in all we do. To promote openness, honesty and integrity, and the uptake and development of new technologies. To promote an environment to meet challenges and to encourage collaboration. To promote awareness of environmental and safety issues. To comply with relevant safety standards (either those of the United Kingdom or those of the country of sale, whichever are the higher, particularly where high voltage is involved). To operate across cultural and language barriers and to promote technological awareness.*

# Who may join?

- My ladies in the first instance
- Next other existing family, including my existing daughters (and later, further children!)
- Those who provide assistance
- Close friends
- And finally, third parties once we are established



# Our Ethos

- We are fully committed to the principles of equal opportunities and inclusion
- We will not discriminate on the basis of nationality, disability, political, religious or cultural backgrounds
- We aim to be a family run business, and promote sustainable energy
- *“From the community, for the community”*





## Our Products

*"OUR VISION IS TO MAKE  
RENEWABLE ENERGY TRULY  
LOCAL, AFFORDABLE AND  
VERSATILE, FOR THE BENEFIT  
OF THE COMMUNITY"*

# My own Background?

- I come from a background of Science & Engineering...
- I am a British citizen, and hold a first degree (BSc Electronics, 2000) and a masters' degree (MSc Computer Science, 2004), both from Anglia Ruskin University, Cambridge.
- I am a licenced radio ham
- I have been interested in electronics since my teens
- I have some of the most advanced design and simulation software in the world.
- Any questions? I'm all ears...