

Timbuktu



My Personal Background

- ▶ Born in Austria 1979
- ▶ Moved to Namibia in 1983
- ▶ Completed Abitur, German School- leaving Certificate in 1998 in Namibia
- ▶ University Frankfurt/ Main, Germany 1999- 2005, Business Administration & Economics
- ▶ Commercial Microcredit Banks (ProCredit)
 - ▶ Bosnia & Herzegovina
 - ▶ Ghana, Nigeria, Sierra Leone, Liberia
- ▶ SW Global, SAAS provider in eGonvernment & eSchooling
 - ▶ Ghana, Nigeria, Sri Lanka
- ▶ Mauritius (07/12-006/14)
- ▶ Namibia (06/14-11/15)
 - ▶ Started Timbuktu Holdings Limited
- ▶ Zambia (since 12/15)
 - ▶ Founded Timbuktu Zambia Limited

What We Do

- ▶ Started own company, Timbuktu Holdings Limited, originally with the idea of:
 - ▶ Running a full-Service Sales Agency providing Outsourced Key Account Executive Services and Sales. We started in 2014 with a focus on B2B Sales in (SSE) Africa. We represent a portfolio of manufacturers, creating a complimentary product palette. Industries we serve include Telecoms, Power & Energy, Water & Mining amongst others. We pride ourselves in having 10+ years of experience in conducting business across 30+ countries in Africa.
- ▶ When moving to Zambia, the renewable energy arm and the business evolved:
 - ▶ Historically we have served only large clients in the telecoms, oil & gas and mining industries across Africa. However, in markets like Zambia we make available the products and solutions we usually supply to industrial clients and blue chip companies, to the broader market- which is desperate for professional, yet cost- efficient solutions for their pressing power requirements.
 - ▶ Our manufacturers and engineering partners boast of an impressive portfolio of projects completed in the African renewable energy sector, ranging from smaller solutions up to 50KWp to 70MW and 100MW utility scale Solar PV plants. Together with them, we work hard to provide international expertise to the Zambian client, whilst maintaining a compelling value- for- money proposition. We also keep stock in country and are constantly expanding our service capacity on ground.

Evolution of the business

- ▶ Wholeselling products
 - ▶ Design & Engineering & Installation shortcomings
- ▶ Turnkey projects
 - ▶ Engineering
 - ▶ Procurement
 - ▶ Construction
- ▶ In the following sectors
 - ▶ Residential
 - ▶ Off-Grid
 - ▶ Commercial/ Grid- tied
 - ▶ Farming
 - ▶ Water Pumping & Solar Thermal



What do I do in the business

- ▶ Startup means
 - ▶ You work on everything, until the business evolves to a stage where the function becomes more specialised and you can hire staff for that
 - ▶ Juggling 10 balls in the air at once
 - ▶ Sales & Marketing, developing a Sales Pipeline
 - ▶ Procurement
 - ▶ Administration
 - ▶ Finance
 - ▶ HR
 - ▶ Legal
 - ▶ Projects & Operations



My team

- ▶ Firstly, as a mother of 5 kids, of which the oldest is 7 years, it is important to build a good team at home, especially in a foreign country, with no family around
- ▶ I run the business together with my partner & husband
 - ▶ Playing to each person's strengths
 - ▶ Consider the environment: who are you dealing with and how do they respond to a person, their stereotypes- perception of culture, women....and use that information



Motivation to work in this field

- ▶ I spend a lot of time at work, as we all do, and I prefer not to have to ask myself the question “WHY” am I doing this.
- ▶ The road is hard enough as it is, working on something positive is only reinforcing!
- ▶ It is a great privilege to work for a good cause, and especially role-modeling this to the next generation



My experiences working in this field

- ▶ There must be a business case
 - ▶ Financing is key
- ▶ It is more political than I had previously thought it would be
 - ▶ Funding only for big utility scale projects (50MW) or for poverty alleviation programs (termed “off-grid”)
- ▶ It is a great experience running projects whereby maximum of value creation is achieved in country
 - ▶ Engineering & technical capacity
 - ▶ Building up staff strength in all aspects of technology & contracts management
 - ▶ Managing all logistical aspects, which can be quite challenging
 - ▶ Managing the statutory framework
 - ▶ Showing that the technology works and it can be done

Contact Me

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