



CELTEN NOVAR

PITCH DECK

PRESENTED BY: EMMANUEL COLLINS DONKOR
FOUNDER & CEO

The Problem Isn't Demand — It's Deployment!

West Africa already runs on motorcycles and tricycles.

Fuel costs, downtime and **maintenance** are destroying rider economics.

Electric vehicles solve this — but only with the right operating model.

Celten is building the local operating layer that turns EV hardware into a scalable business.



WHY NOW



01

Ghana EV transition policy is live

Preparatory → Transition → ICE phase-out

02

Okada & Pragia legalized by Parliament (December 2025)

Commercial motorcycles & tricycles formalized

03

EVs cheaper to operate than ICE

Fuel + maintenance cost advantage

04

Shift toward ecosystem & infrastructure models

Vehicles → energy → batteries → carbon credits

OUR SOLUTION

An integrated system for electric mobility operations

Vehicles

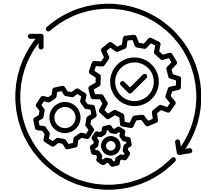
Electric motorcycles & tricycles
(built for commercial use)

Energy System

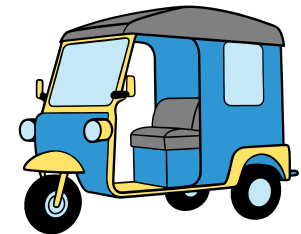
Charging today →
battery swapping tomorrow



WHAT MAKES US DIFFERENT

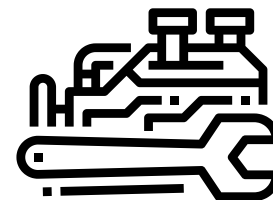


We are **Operators**, not just sellers



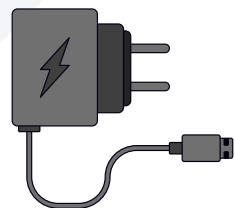
Built for commercial use

high-utilization motorcycles & tricycles



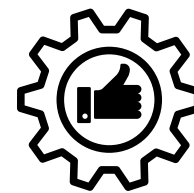
Local operations-first model

assembly, after-sales, rider onboarding



Energy as a platform, not an accessory

charging → battery swapping → services

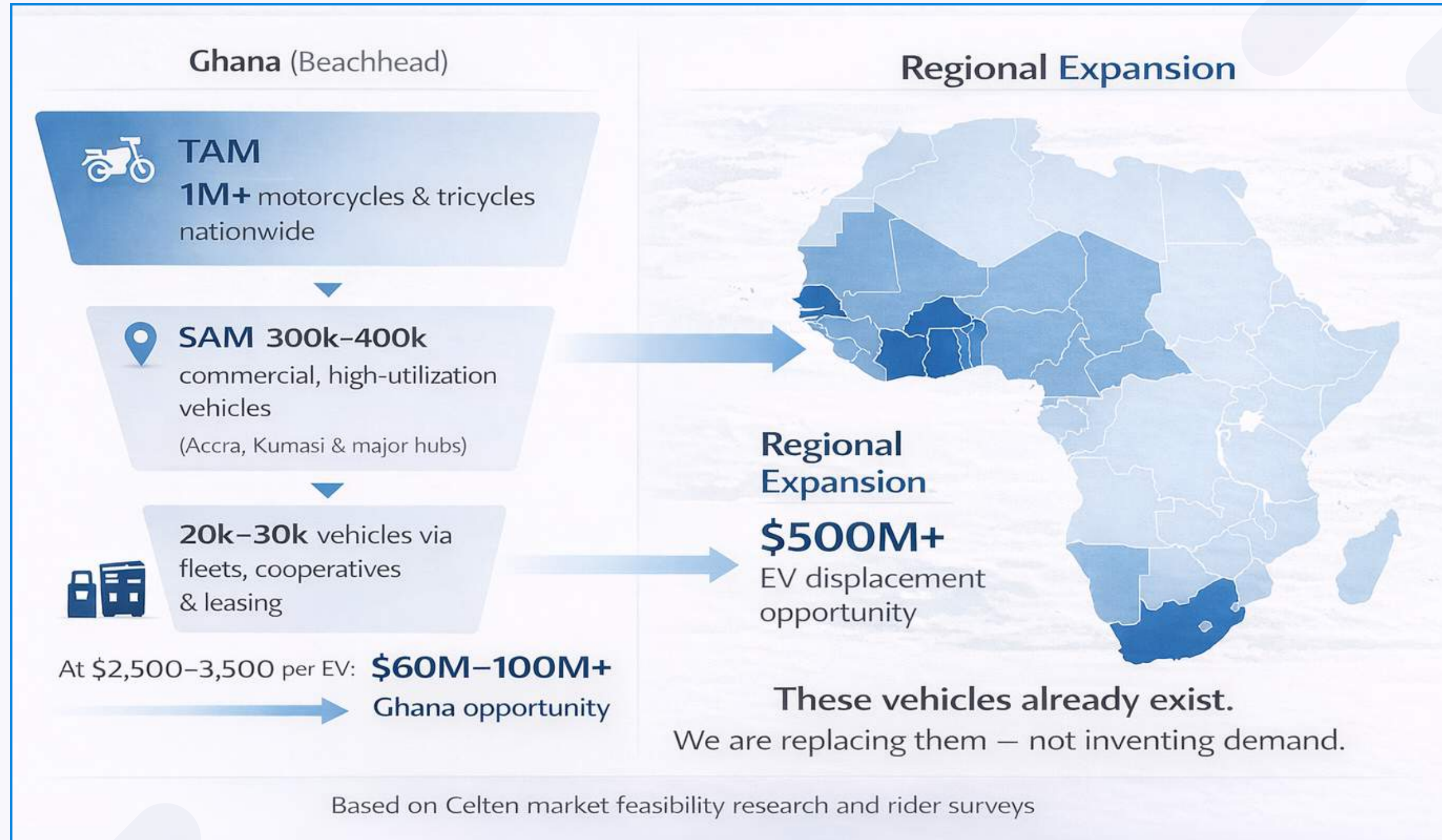


Capital-efficient, proof-led execution

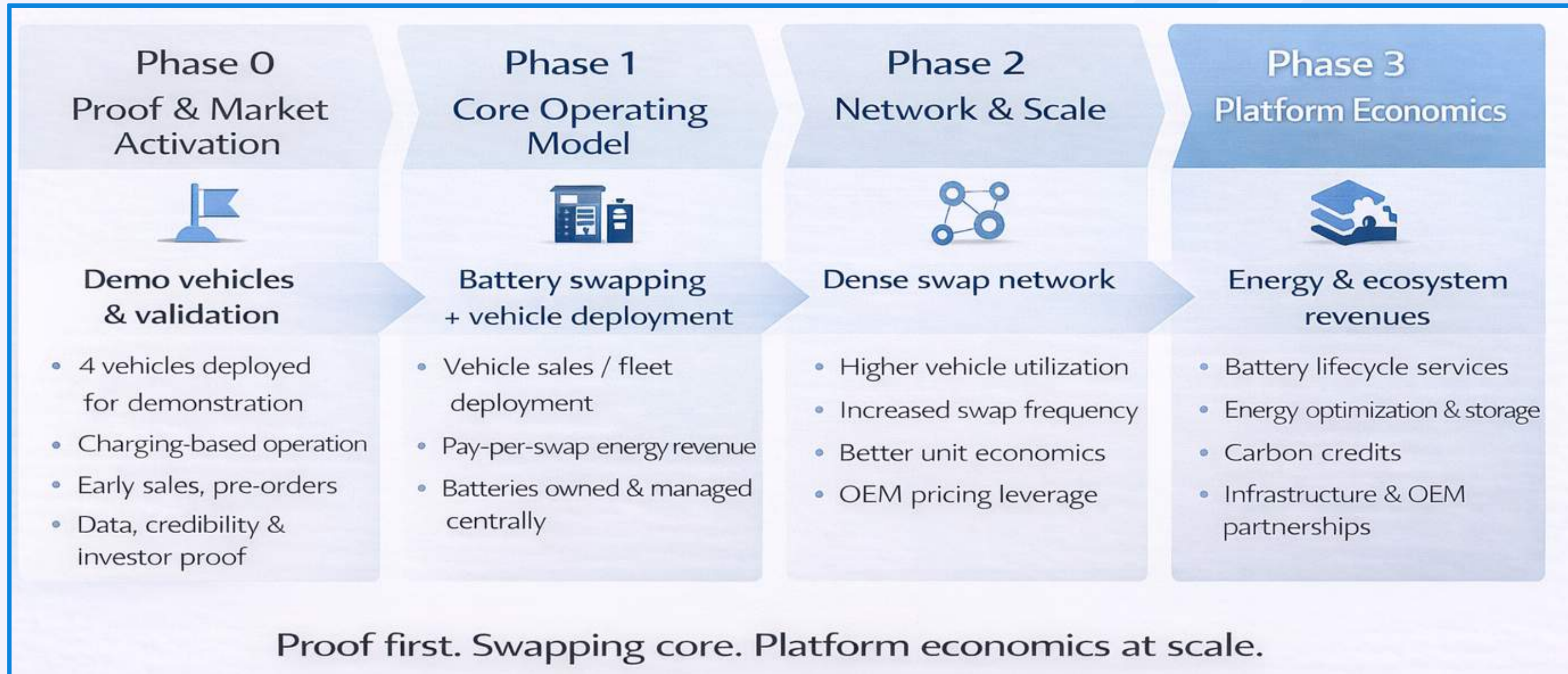
assets first, scale second

OEM supplies hardware. Celten builds the operating system.

MARKET SIZE & GROWTH POTENTIAL



COMMERCIAL MODEL (PHASED & REALISTIC)



OEM VALIDATION (WHY THIS IS REAL)





We are deploying proven EV systems — not prototypes.

OEM Partner: Alpha eMobility

- Vehicles **already operating** in Africa
- Pilot deployments live in **Nigeria** and **Kenya**
- Thousands of vehicles in **production** and **delivery pipeline**
- End-to-end EV stack: **vehicles, batteries, swap cabinets**
- **On-site engineering & technical support** available



THE PROOF-ASSET PLAN (NOW)

<p>Deploy 4 vehicles</p> <p>1  1 </p> <p>passenger tricycle cargo tricycle</p>	<p>Purpose</p> <ul style="list-style-type: none">• Physical proof on Ghanaian roads• Revenue from day one• Pre-orders & LOIs• De-risk the scale round
<p>2  5 </p> <p>motorbikes portable chargers</p>	<p>This is not a pilot. It's market activation.</p>

UNIT ECONOMICS & USE OF FUNDS (PROOF-ASSET ROUND)

Unit Economics

Selling Prices

- Tricycle selling price: USD 3,900 (≈ GHS 44,850)
- Motorcycle selling price: USD 1,390 (≈ GHS 15,985)
- Charger selling price: USD 220 (≈ GHS 2,530)

Profit Per Unit

- Gross profit: USD 720
- Net margin: 18.46%

Motorcycle

- Gross profit: USD 539
- Net margin: 23.5%

Charger

- Gross profit: USD 76
- Net margin: 34.5%

Activation Revenue Summary

- 2 Tricycles revenue: USD 7,800
- 2 Motorcycles revenue: USD 4,594
- 4 chargers revenue: USD 880
- Total vehicle revenue: USD 13,274 (≈ GHS 152,651)

Item	Amount
2 Tricycles	6,360
2 Motorbikes	3,516
5 Chargers	720
Tools & light setup	1,000
Office + ops (3 months)	1,800
CEO stipend (USD 300 × 3)	900
COO stipend (USD 250 × 3)	750
Field engineer (part-time)	300
Training & activation	500
Logistics & contingency	1,154
TOTAL	USD 17,000

SCALE PATH



Each stage:

- Improves pricing
- Unlocks infrastructure economics
- Attracts larger capital

TEAM



Emmanuel Collins Donkor

Founder & CEO

- 5 years in electric mobility & energy systems
- Former Head, West Africa Operations — ChajaWork Africa
- Former Business Development Manager — Elecer New Energy
- Co-founder, Lectro (hands-on EV training)
- Founding Member & Director — Electric Mobility Association of Ghana
- National Committee Member — UNEP EV Charging Infrastructure Working Group



Eric Kofi Enu

Chief Operating Officer

- Electric mobility technician & systems integrator
- Founder — Everything Electric Ghana
- Co-founder — Lectro (hands-on EV training)
- Deep experience in EV repair, retrofits & field operations



Raoul Viera

Product Manager

- Mechanical engineer with EV & manufacturing background
- Product design, DFM, CAD/CAM, testing & optimization
- Supports vehicle integration, localization & scale readiness



Erica Efua Badu Jackson

Head of Field Operations

- Mechanical Engineer
- Operations experience — Vivo Energy
- Field deployment, logistics & asset operations

GOVERNANCE



Edmund Kofi Mensah

Non-Executive Director

- **Co-director and early angel investor**
- **Supports strategic planning, execution oversight, and founder development**
- **Experience across logistics, transport, and operational coordination**
- **Provides continuity, governance, and long-term support**



Dr. Mike Crankson, FICBAC

Non-Executive Director (Strategy & Investment)

- **25+ years leadership across energy, mining & finance**
- **Executive Director — Western Petrochemicals & Fertilizer**
- **President — African Dream Investments**
- **Guides strategy, governance, and institutional engagement**

THE ASK

GHS 200,000

USD 17,000

Use of Funds

- 4 vehicles
- Batteries & chargers
- Duties & logistics
- Lean operations

Investor Options

- Revenue-backed loan at 20% interest with tenor of 12 months
- Convertible note with 20% discount on next equity round
- Revenue-share payback at 1.6x

Why This Works

- Low capital
- High signal
- Unlocks the real raise

Proof now. Scale next. Infrastructure always.

THANK YOU!



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NOVAR

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Building the operating rails for electric mobility in West Africa...