

Gunebakan Co. Ltd.

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Co-Founders, Management:

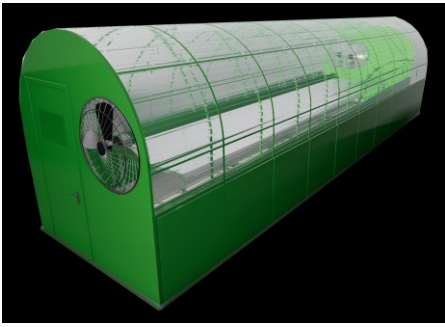
CEO/CFO: Dogukan Emre Yukmen
CTO: Simay Saguner

Category: Renewable Energy, Energy Efficiency

Year Founded: 2016

Year participated in GCIP: 2017

Number of Employees: # 3



Business Description: Gunebakan is an industrial, automated and modular solar dryer system for foods, which provides natural drying that creates added value to the output products. Design and manufacture of the system will be depending on customer needs. Providing after sales services following the installation and commissioning at the field.

Product/Market Fit: Product will be an innovation in dried food market which offers the large-scale producer to greatly lower their operational costs, small-scale producer to add value to their product and tend towards exportation. According to the potential customer interviews we made, both type of producers would like a fully automated, solar powered food dryer to grow their business.

Business Model: Product will be customized depending on customer requests. Sub-components will be gathered from the suppliers and assembled in our center workshop, required data will be defined to the automation software, product will be transported to the customer and our team will re-assemble the product into customer's field. Revenue model also includes a rental-revenue sharing with farmer cooperatives and exportation unions.

Customers: Demonstration / beta test sites – MVP Customers that we agreed with:

- ✓ Garibağaoğlu Kayısı, Hekimhan (Malatya), LHB Lokman Hekim (Ankara), Volsa Gıda (Ankara)

Management: Dogukan Emre Yukmen (CEO/CFO): Solar Engineer, 2 years of solar energy applications experience, good communication and management skills.

Simay Saguner (CTO): Solar Engineer, 3 years of R&D project, business development, customer relations experience.

Missing Skill: Automation engineer; currently outsourced (Mustafa Ersan, has 6 years of experience in the area.)

Technologies/Special Know-how: Lens technology of our product, has not been used for food drying before and there is not any competitor in the dryer market which uses a comparable smart automation architecture. These facts make our product "patent-able". We have already consulted with Trittech patent office in Ankara and fulfilled a provisional patent and design application as well as utility model registration for our design.

Markets: First targeted segment is, 300 members of Aegean Dried Fruit Exporters Association which has a growth rate around 23% every year. Second segment is, South Eastern and Istanbul Dried Fruit Exporters Associations, which have 450-members with a growth rate of around 18%. We will also have a revenue share model with Agriculture cooperatives at Aegean region via rental, to enhance our relationships with small sized producers and improve their export capabilities. Fourth segment is food industry companies who supplies dried foods to conglomerates such as Nestle, Unilever, Kraft, Danone... etc.; which will be reached via b2b meetings and influencers.

Competition: Artificial dryer producers; Eksis Endüstriyel, Findık Kulucka, KTS Kurutma, Bemaktherm – High cost, basic automation, low process time, medium quality output

Solar Dryer (Collector Type): Kurufru – Medium cost, no automation, medium process time, medium quality output

Solar Dryer (Wall Type): Solarwall, Shri Industry – High cost, no automation, medium process time, medium quality

Method – Traditional: No cost, no automation, high work force need, high process time, low quality output

Our System – Gunebakan: Medium cost, high automation, low process time, high quality output

Funds Raised: Tubitak 1512 approved (150k TL), 300k TL from governmental donations/funds.