



OCI Lab
Open Collective
Intelligence Lab

Check Set Cards
Of colex

“Bringing ideas to life”



COLEX

Mobile Biogas Units

We produce renewable energy by turning organic wastes into Biogas. The main scientific idea that unit based on is to turn any type of organic matters into bio-fuel based on Carbon atoms in organic matters it can be produced by anaerobic digestion with anaerobic organisms; some type of bacteria which digest material inside a closed system, or fermentation of biodegradable materials.

Our customers:

- Farmers and farm owners
- Distant areas and suburban's population

Learn more about this project: [<https://edgeryders.eu/t/hack-4-environment-cairo-colex/11858>]



COLEX

Mobile Biogas Units

In the beginning, our project was a regular unit for generating gas from waste, and we were targeting a lot of people to buy our product until we did not know how or what to sell.

Through the OCI LAB program we learned how to identify the problem and reach solutions through it, through practical and theoretical exercises to

- Define our customer segments that we were missing so badly that we were initially able to define the target group for the project.
- Build our first business mix, which made us look at the project more broadly within the market
- Learn how to market and determine the mechanisms of sales

After that, we were able to know all the means of building our first and special form so that we could offer it to customers and we were able to determine the costs and the appropriate way of selling.

Project Leader:
Contributors: Hassan Abidou

“Through the OCI LAB program we were able to understand many concepts about entrepreneurship and how to identify the target customers

and how to market and determine the mechanisms of sales so that we managed yesterday to get the first customer who needs to purchase our unit

We invite everyone to get this program because it was the beginning of the real way to launch our company.

They have a great team that helped us a lot in understanding a lot about entrepreneurship, and they were cooperating with us throughout the incubation period..”

