



Unified House Numbering and Advertising Project

By Lightscorp Nigeria Ltd.

Authored by

Ufumaka Shadrack A.

About the Company



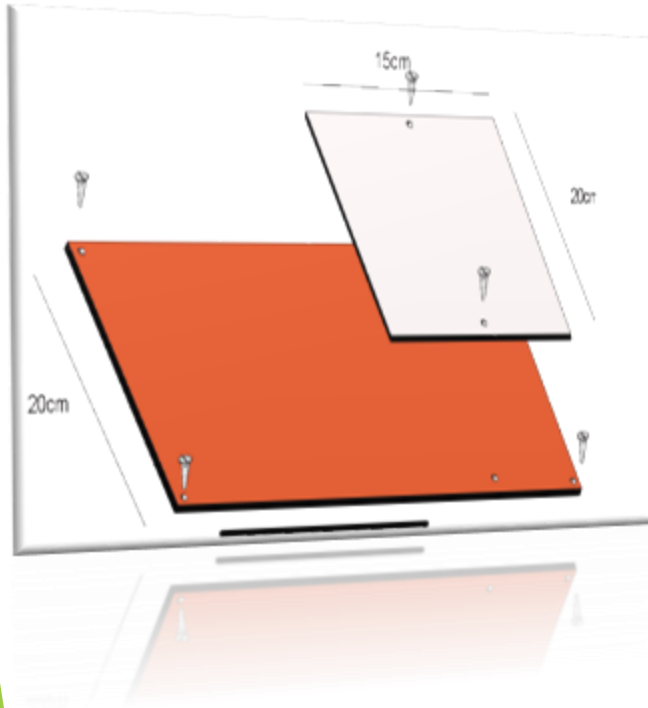
LightsCorp Nigeria Limited is a duly registered Company with interests in creating Innovative solutions across economic spheres. Having been created since 2007, LightsCorp is engages well-seasoned professionals, through all fields and works of life in it's project execution.

LightsCorp activities are dedicated to the economic sector in its large scale and the Company offers an all-inclusive service going from the problem identification to the solution application (treatment) based on fast analysis and consulting.

Known as innovative solution providers, we do not just attack the issues, we cut off the roots, ensuring that they never resurface.

We create economic solutions and strategies to foster more growth and productivity, ensuring that people around the world are given an opportunity for a better life, proffering solutions to common insurmountable daily challenges that confront people and governments.

About the Project



The Unified House Numbering and Advertising Project is a groundbreaking initiative that aims to revolutionize the traditional house numbering system and create an innovative advertising platform.

The project entails numbering all households within a specific area with newly designed number plaques that carry advertising space. These plaques will be strategically placed at the entrances of each household at zero cost to the Households or the government, ensuring maximum visibility and exposure.



The number plaques are designed with suggestive psychology, making them attention-grabbing and impactful. They provide businesses with a unique opportunity to advertise their products or services directly to the residents of the area. The advertising space can be leased out to companies, allowing them to reach a wide audience and increase brand visibility.

One of the key advantages of this project is its cost-effectiveness. It offers the cheapest advertising platform, ensuring a minimum of 36,500 views per subscription period. Businesses can reach a large number of potential customers while minimizing their marketing expenses.

Furthermore, the advertising plaques are designed to be non-intrusive and allow for periodic changes without damaging the walls of the host building. This provides businesses with the flexibility to update and maintain dynamism in their advertising campaigns.

Moreover, the Unified House Numbering and Advertising Project operates as a Public Private Partnership (PPP) in collaboration with the Local Government Authority. We have secured the necessary approvals from the Ojodu Local Government Council of Lagos State and are in the process of obtaining approvals from Yaba LCDA and Oshodi-Isole LCDA. We are also in the final stages of obtaining the license from the Signage and Advertising Agency (LASAA).



The financial projections for our project are as follows:

- Returns: We estimate returns at 200% the project cost.**
- First-Year Profit: We foresee a profit of 12% in the first year.**
- Breakeven Point: We expect to achieve breakeven in the second year, with a profit margin of 35%.**

Please see details in attached file



We believe this project, operating as a Public Private Partnership (PPP), has immense potential for success and mutual benefit. With your support and expertise in project financing, we can bring this innovative advertising platform to life, benefiting both businesses and households in the area.

We would be pleased to provide you with detailed project plans, financial projections, and any additional information that you may require. Furthermore, we will keep you updated on the progress of obtaining the necessary approvals and licenses.



Summary

We are excited to present our Unified House Numbering and Advertising Project, which has received approval from the Ojodu Local Government Council in Lagos State and is soon to be approved by Yaba LCDA and Oshodi-Isole LCDA. We have also reached the final stage of obtaining the permit from the Signage and Advertising Agency (LASAA).

In terms of marketing, we have already made significant progress and have off-takers ready to subscribe once the project begins. The demand for this innovative advertising platform is evident, and we are poised to capitalize on this opportunity.



Prayers



However, to kickstart the project in Ojodu, we are seeking partnership and support through scalable funding. The remaining piece of the puzzle is securing the necessary financing from start to completion. We believe that with the bank's support, we can bring this groundbreaking project to life and create a mutually beneficial solution for businesses and households in the area.

We eagerly anticipate the bank's partnership and look forward to working together to fund the Unified House Numbering and Advertising Project. With your support, we can successfully implement this project, fulfilling our commitment to deliver a cost-effective advertising platform with high visibility and flexibility.