



# COMPANY CASE STUDY

nFold's key strengths include their exceptional ability to transform complex engineering jargon into persuasive language and their ability to create visually appealing and stylish response documents.

## Problem

EIMS Africa is one of the largest South African renewable energy companies, managing a portfolio of 11 utility-scale wind and solar farm projects with a combined generation capacity of over 700MW. As a management company in the renewable industry, EIMS Africa focuses on maximising shareholder returns, minimising investment risks, and delivering lasting social impact to local communities surrounding their projects.

EIMS Africa faced a challenge when preparing a professional bid to manage a portfolio of projects in the vibrant and rapidly-growing South African renewable industry. They recognised the need for a professional company to guide them in creating a high-quality bid document accurately representing their significant capabilities and expertise.

## Solution

nFold stepped in to provide strategic proposal and pitch consulting for EIMS Africa.

We guided the company regarding best practices for compiling a winning bid, transforming complex engineering jargon into plain, persuasive language, and designing a visually appealing response document.

Despite a tight timeline, nFold diligently followed up with EIMS Africa, ensuring all necessary information was provided and incorporated into the final submission.

## At a Glance

EIMS Africa identified two main challenges faced by their team:

- The lack of time to prepare a quality persuasive proposal to demonstrate the quality and strengths of the EIMS Africa brand.
- Difficulty in creating a professional and visually appealing persuasive proposal that would translate technical jargon into a compelling document.



**Nichol  
Luttig**

EIMS Africa,  
Senior Technical Manager

Working against a tight deadline, nFold managed and created an impressive proposal. At EIMS Africa, we are proud that we submitted a document that promoted and elevated the EIMS Africa brand. We believe in nFold's ability to inspire our success.



"The quality of EIMS Africa's submission was undeniably impressive. The company's management and stakeholders were proud of the result, conveying EIMS Africa's brand and capabilities. The consistent look and feel of the bid helped bolster the company's image and put its name out there as a significant player in the renewable energy sector."

**Nichol Luttig**

EIMS Africa

## RESULTS

### Result One

Professional and persuasive proposal.

### Result Two

A proposal created at high-quality against a tight deadline and delivered on time.

### Result Three

Compelling proposal that elevated the EIMS Africa brand and demonstrated their ability to positively impact the renewables energy sector and surrounding communities in South Africa.

## CONCLUSION

nFold's strategic proposal and pitch consulting positively impacted EIMS Africa. Their guidance and expertise helped shape a bid that the company could be proud of, and the feedback from the business was overwhelmingly favourable. Moving forward, EIMS Africa plans to approach nFold for assistance in improving other aspects of their business, such as their website, social media platforms, reports, and shareholder dashboards.

The case study of EIMS Africa demonstrates the value of nFold's strategic proposal and pitch consulting services. Our ability to transform complex technical information into persuasive and visually appealing documents, combined with guidance on best practices, has proven to be a powerful tool for businesses seeking to impact their respective industries.

