

SYNCRIS

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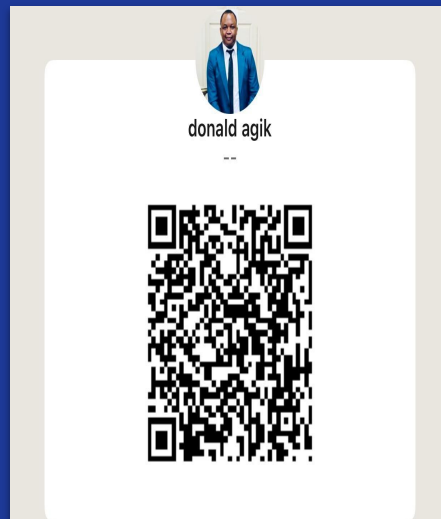
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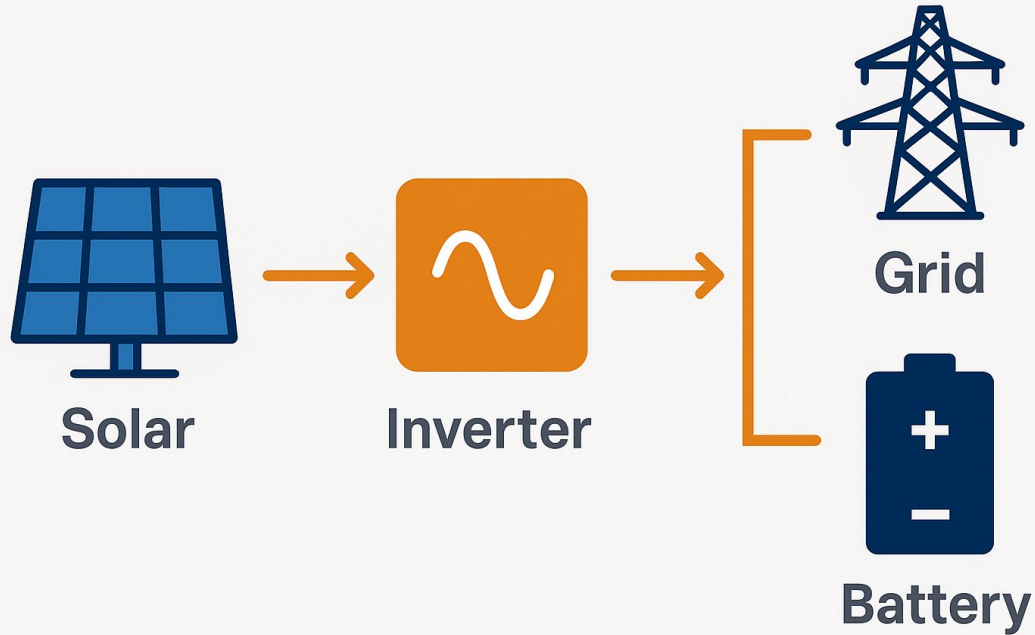


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What is an inverter?



Pain Points in the Inverter Industry

- **Inverter Inefficiency = Lost Power**
 - Most inverters waste 5–8% of energy
- **Inverter Failures = Downtime & Cost**
 - Frequent failure point in solar arrays
- **Clipping from Oversized Arrays**
 - Oversized systems = energy lost during peak sun
- **Vendor Risk = Uncertain Future**
 - Fewer inverter suppliers = fragile supply chain



The Tech – SYNCRIS Inverter Innovation

- SYNCRIS Inverters
 - Advanced inverter technology built for ultra-high efficiency and extreme reliability – ideal for edge-of-grid and distributed energy applications
- Efficiency & Flexibility
 - Over 98% power conversion
- Edge-of-Grid Ready
 - Works in remote or unstable grid areas
- Reliability & Intelligence
 - Remote monitoring = visibility where utilities need it most



Competitive Analysis – What SYNCRIS Offers Differently

1. Speed & Performance
2. Hardware Advantage
3. Local & International Applications



Challenges & Issues Encountered

1. Low engagement and non-responses from initial outreach
2. SYNCRIS perceived as "solution looking for a problem"
3. Inconsistent market framing
4. Limited brand visibility and recognition



Outreach Strategy & Execution

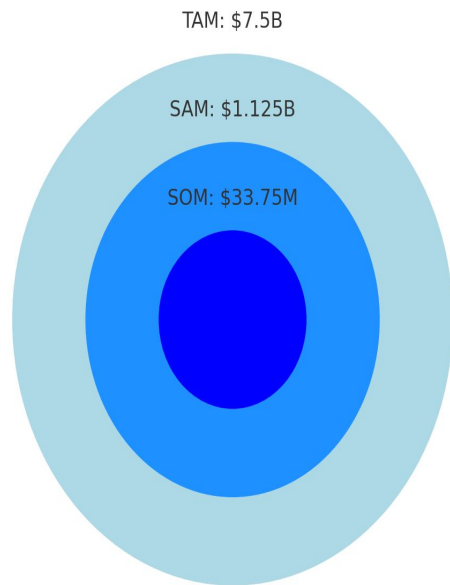
- Targeted Segments of Renewables
- Performed Initial Outreach
- Tools Used-Email, LinkedIn, cold calls
- Challenge: Low response = unclear market need



Market Research & Findings

1. **Total Addressable Market (TAM):** \$7.5B
(Co-ops, Installers, Manufacturers)
2. **Serviceable Available Market (SAM):** \$1.125B in the Midwest
3. **Serviceable Obtainable Market (SOM):**
Approximately \$33.75M targeted for Year 1
4. **Key growth drivers :** grid stability, renewable energy adoption, and decentralized power.

Market Breakdown: TAM, SAM, SOM



Outreach Summary

Met with Trane Building Automation (Trane DER & Resilience) and US Solar

Focus: Distributed Energy Resources (DERs) & energy resilience in C&I infrastructure

Expressed interest in SYNCRIS as a high-speed, grid-forming inverter solution

Trane is open to a **site visit/demonstration in August(Between August 4th-8th)**



Key Takeaways from Trane Meeting

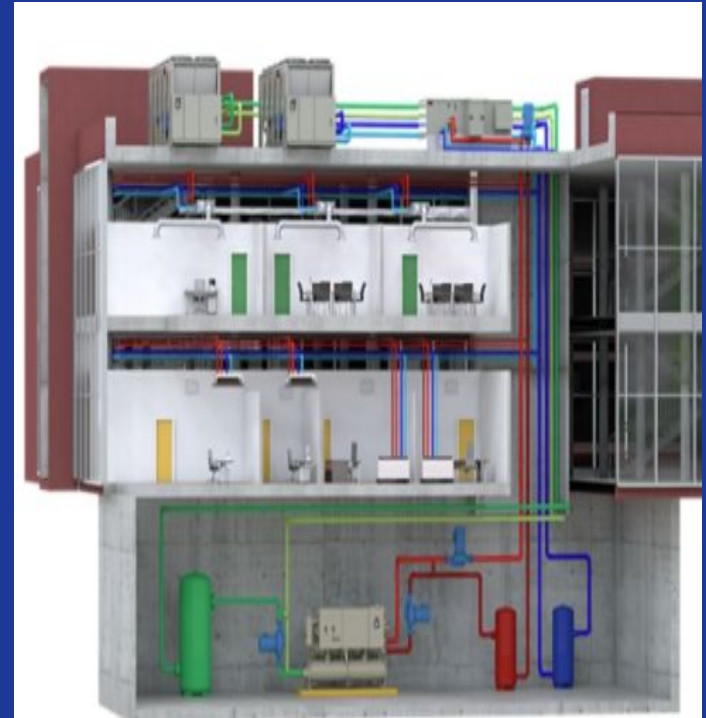
Trane **installs solar systems**, but **requires advanced inverters** for full integration

They **partner** with utilities for distributed energy resource compliance

Need for:

- **Grid-forming inverters** with **fast response time**
- **Simplified grid waveform** – user-friendly, plug-and-play style

Interest in SYNCRIS technology for DER resilience enhancement



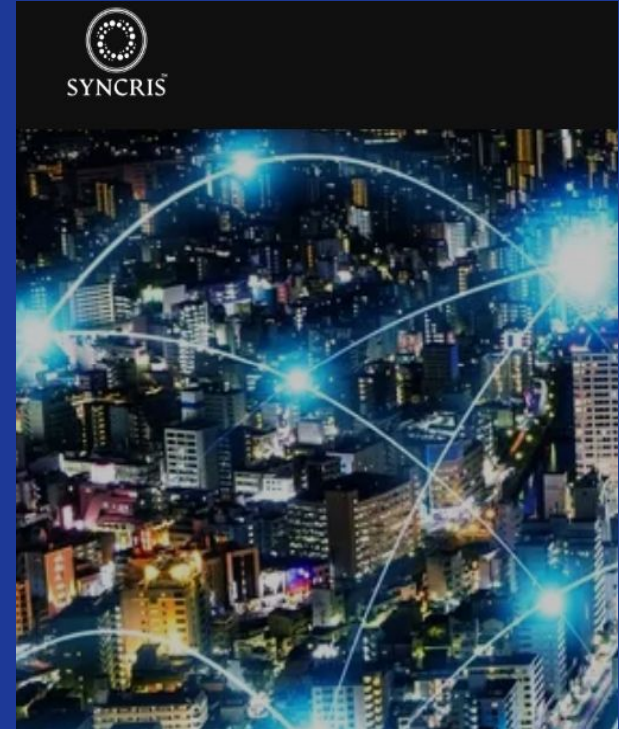
Recommendations for SYNCRIS

- **Refine Market Positioning:** - as solving existing grid-edge problems.
- **Leverage on** Live demonstrations
- **Enhance Reseller Network:** In clean-energy portfolios and regional credibility
- **Focus on Resiliency Messaging**



Alternative Solutions & Communication Strategy

- **Social Media Strategy:** (LinkedIn, X, YouTube Shorts)
- **Educational Content:** Blogs
- **Demonstration Events:** Proposals for collaboration with St. Thomas Microgrid Lab, etc.



THANK YOU!!
QUESTIONS?