

# ENERGREEN

● Green Energy Consumption Monitoring System

TRACK. SAVE. GO GREEN

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**Website**

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**MAY 2025**

# PROBLEMS

WE WILL SOLVE THE PROBLEMS

**01 Lack of Effective Monitoring Systems**

**02 Expensive and Fragmented Solar Monitoring**

**03 Energy Waste and High Carbon Emissions**



**04 Unpredictable Electricity Costs**

**05 Limited Awareness of Solar Energy Benefits**



# ENERGREEN

## THE SOLUTION

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EnerGreen is a web-based IoT-integrated energy monitoring system that provides real-time tracking of electricity consumption and solar panel energy production. The platform includes:

- **IoT-Based Energy Tracking**
- **AI-Powered Analytics**
- **Solar Energy Simulations**
- **Carbon Footprint Calculation**
- **User-Friendly Dashboard**



# MARKET

## TARGET CUSTOMERS

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EnerGreen serves:

- Homeowners with high electricity bills and interest in solar energy.
- Solar panel users who lack tools to monitor energy savings.

## Personas



Anna (38)

Suburban Homeowner

- Wants lower bills and to track solar benefits. Tech-aware, eco-conscious, budget-focused.

## Total Available Market (TAM)



26.39M households



average electricity cost ₱956.15/month



potential market of ₱25.2B/year

## Beachhead Market

- Southeast Asian urban homeowners with or planning solar setups, seeking smarter energy tracking.

# VALIDATION

GET TO KNOW US BETTER

88.3%	respondents believing it would help reduce electricity costs.
94.6%	considered appliance-specific consumption breakdown either "very important" or "somewhat important,"
92%	showed interest in predicting monthly bills based on usage patterns.
97.3%	expressed likelihood to consider solar panels when provided with clear savings estimates
92.8%	ndicated willingness to invest in an IoT-based monitoring device.



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RESPONDENTS

# WHY NOW?

## Key features like

- real-time energy tracking
- predictive billing
- solar savings insights

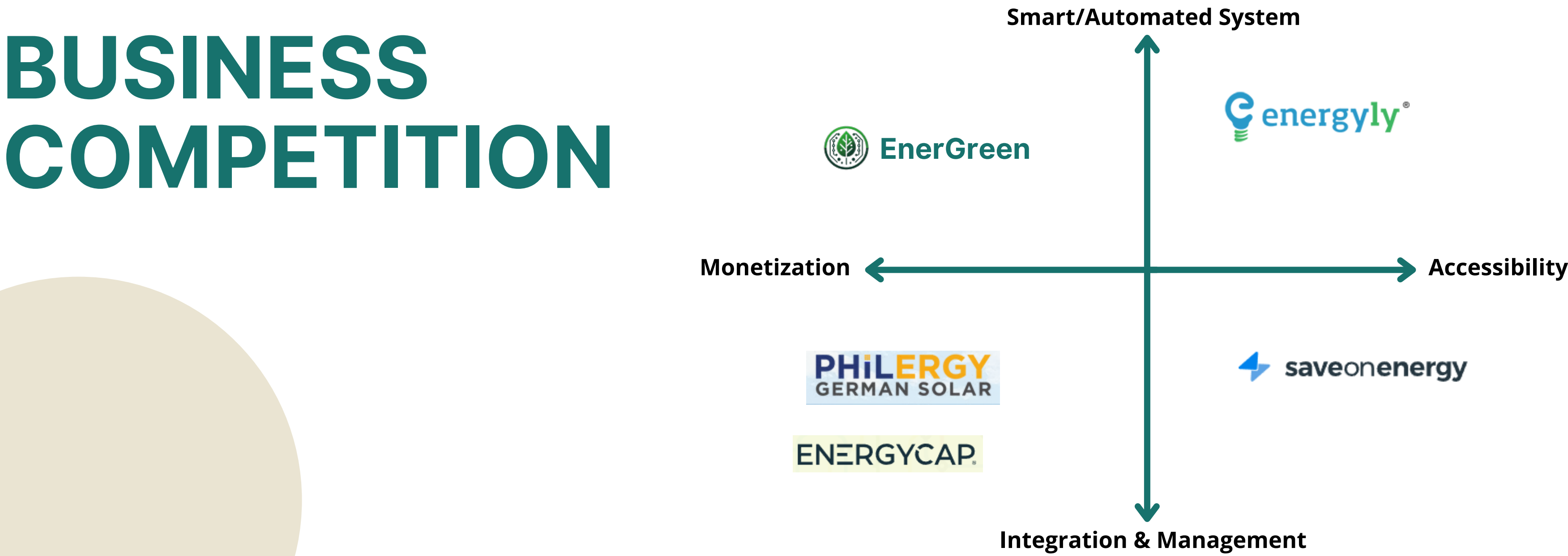
—clearly indicating that the market is ready and eager for smart, cost-saving energy solutions like EnerGreen right now.







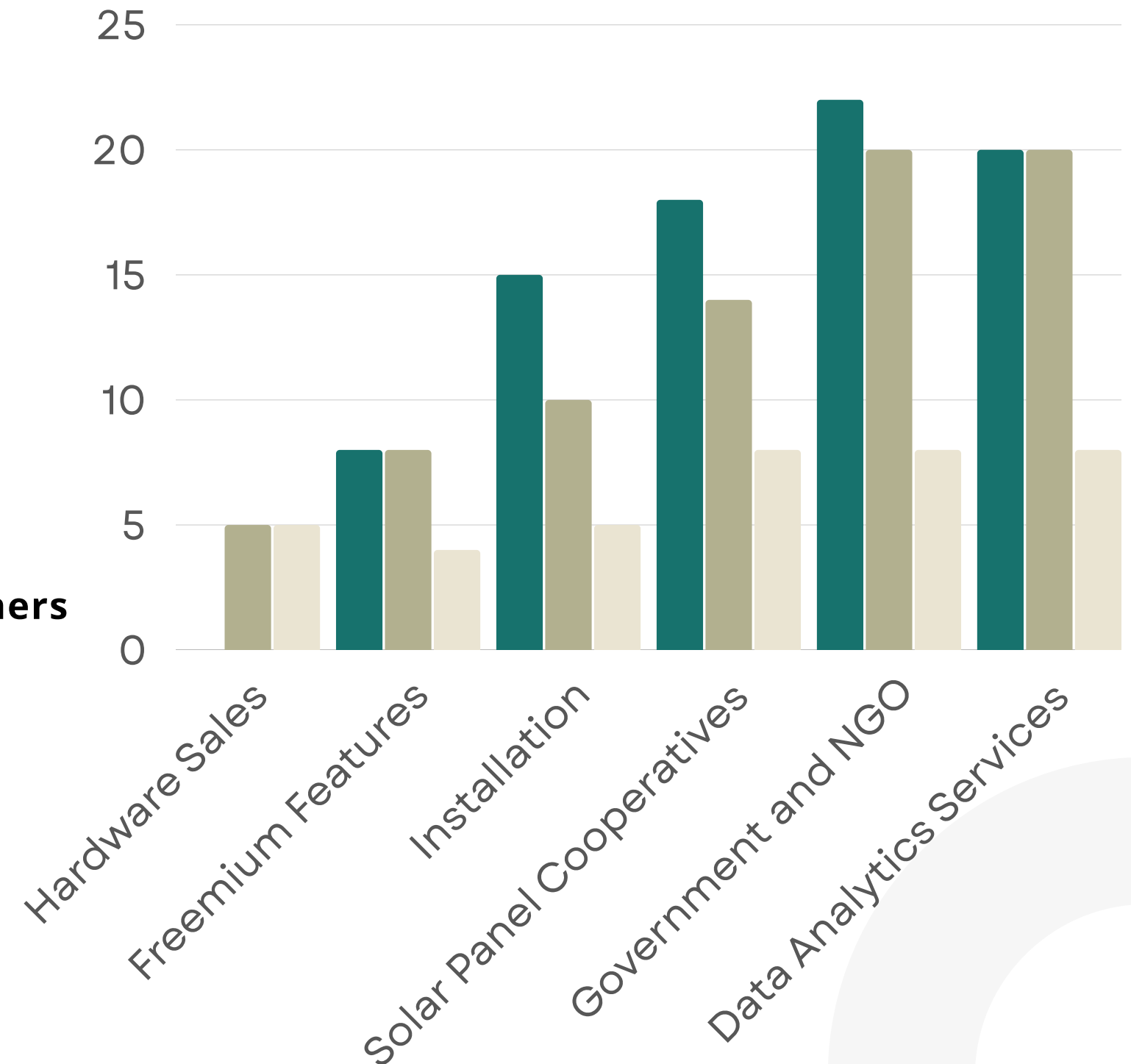
# BUSINESS COMPETITION



# REVENUE MODEL

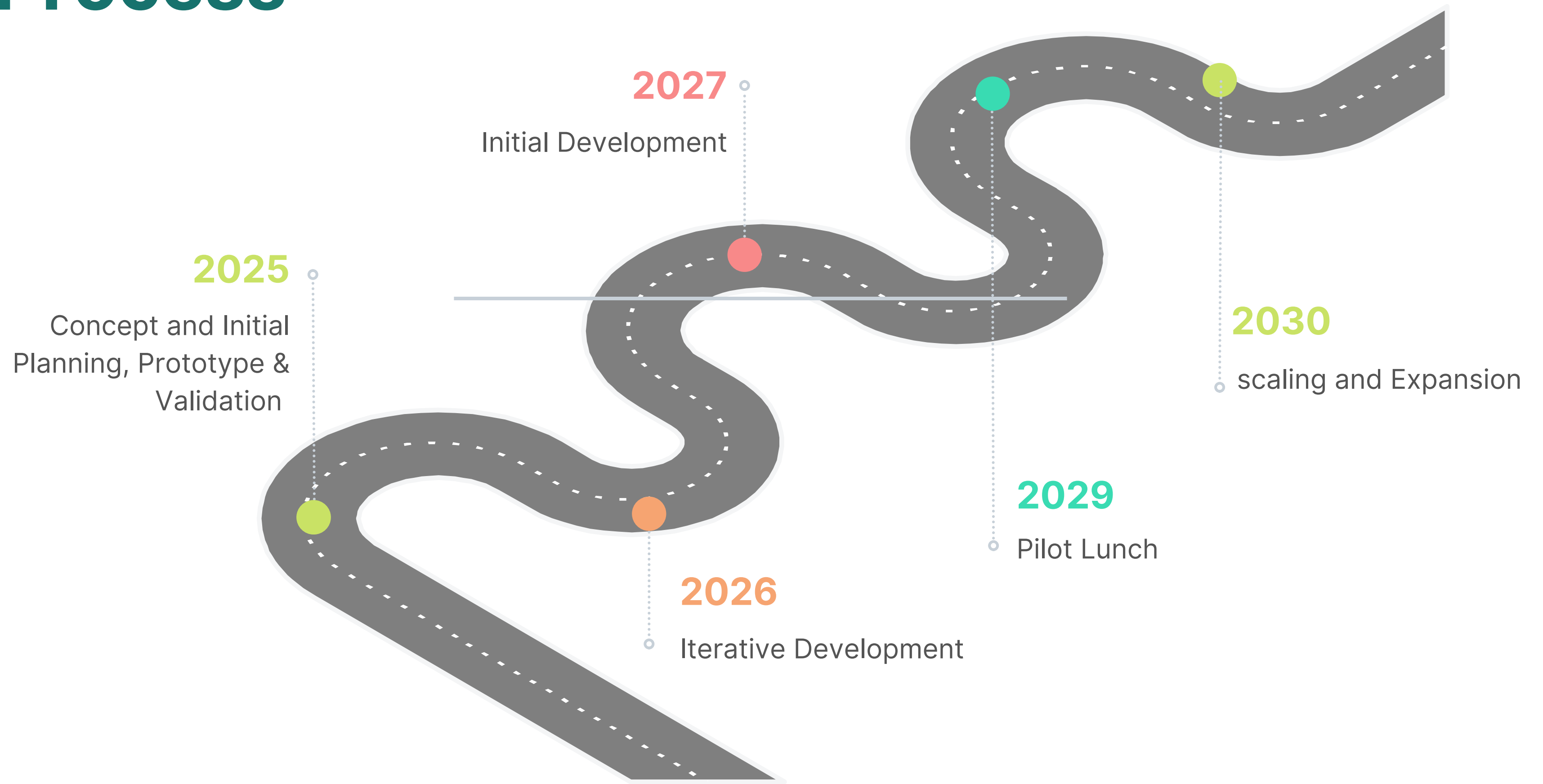


- One-time hardware sales (₱2,500/unit)
- Monthly/annual subscriptions for advanced features: Basic (free), Pro (₱200/month).
- Installation and setup services
- White-label solutions for solar companies or cooperatives
- Potential government subsidies or NGO grants
- Data analytics services (opt-in) for research or sustainability partners





# Roadmap Timeline Process



# THE TEAM



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# THANK YOU

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