

SolEx

Together, We Light the Way



Presented by: SunSquad

The Energy Problem We Solve

1 *Growing Energy Demand*

India is the third-largest consumer of energy in the world. According to the Ministry of Power, the country's peak demand reached a record high of 223 GW in June 2023, a rise of 3.4% from the highest level in 2022, and consumption is projected to continue rising.

2 *Underutilization of Solar Energy*

With about 300 clear and sunny days in a year, the calculated solar energy incidence on India's land area is about 5,000 trillion kWh per year. The solar energy available in a single year exceeds the possible energy output of all of the fossil fuel energy reserves in India.

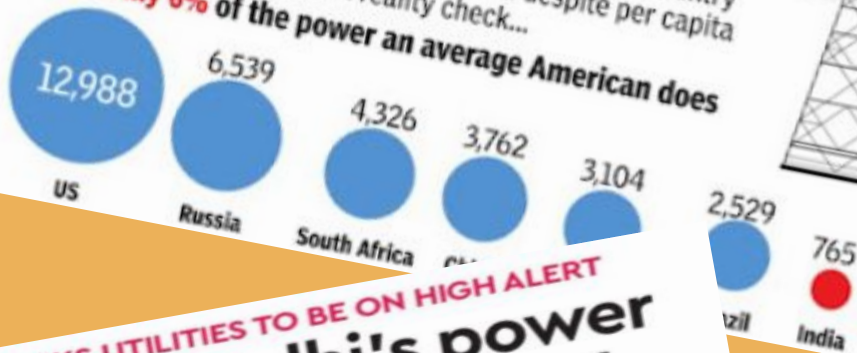
3 *Environmental Concern*

Over 80% of India's energy needs are met by three fuels: coal, oil and solid-biomass. Non-renewable energy resources release harmful greenhouse gases into the atmosphere, creating the greenhouse effect which causes global warming.

INDIA POWER SURPLUS? THAT'S A BAD JOKE

India claims it is power surplus and is exporting its excess generation to Myanmar, Nepal and Bangladesh. But what this really shows is that the country does not have the capacity to use the power being generated despite per capita consumption being a fraction of global levels. A reality check...

The average Indian uses **only 6%** of the power an average American does



Growing Consumption

Power consumption (billion units)



MINISTRY ASKS UTILITIES TO BE ON HIGH ALERT At 8.6 GW, Delhi's power demand hits a new high

Peak demand in northern region rises to record 89 GW

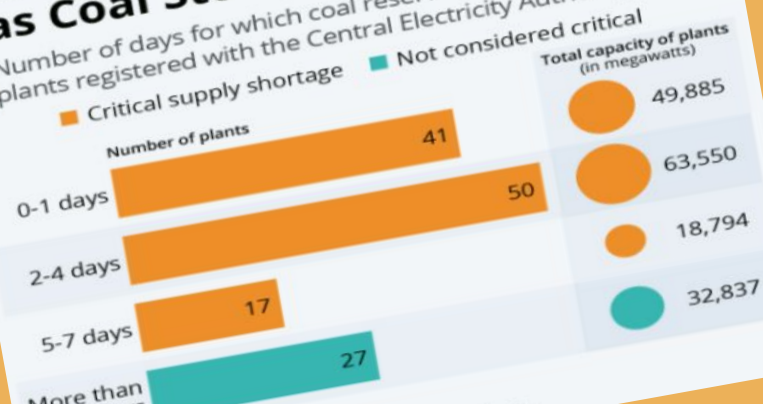
FE BUREAU
New Delhi, June 28

DELHI'S PEAK POWER demand reached a new high of 8.6 GW on Tuesday as temperatures soared.



India Faces Power Outages as Coal Stocks Dwindle

Number of days for which coal reserves exist at Indian power plants registered with the Central Electricity Authority



Our Innovative Solution

1

Decentralized Energy Sharing that enables us to collect excess power produced by individual solar panels and distribute them to other solar power users in need of additional energy with the help of a smart grid system.

2

Real-Time Monitoring using various iot devices to monitor energy produced and consumed. With AI and Data Analytics we determine a user's specific need and to generate analysis report to cater then in future.

Dynamic Pricing and Trading helps users not only cut on their electricity bill but also make some passive income. When in excess demand they can get power with our exclusive pay-as-you-go model.

3

User-Friendly App that gives you information about your consumption and production. Creates your invoice for your monthly transactions. Additionally, educational contents and contribution towards carbon footprint reduction.

4

Tapping into the market

Growing Demand for Renewable Energy

Increasing Adoption of Solar Energy

The Rise of Energy Sharing Platforms

Consumer Trends and Preferences

Global Shift Towards Clean Energy

Falling Costs of Solar Technology

Peer-to-Peer Energy Trading

Increased Environmental Awareness

Rising Energy Needs in Emerging Markets

High Solar Potential in India

Decentralize Energy Systems

Demand for Cost Efficiency

Government Support and Policies

Rooftop Solar Market Growth

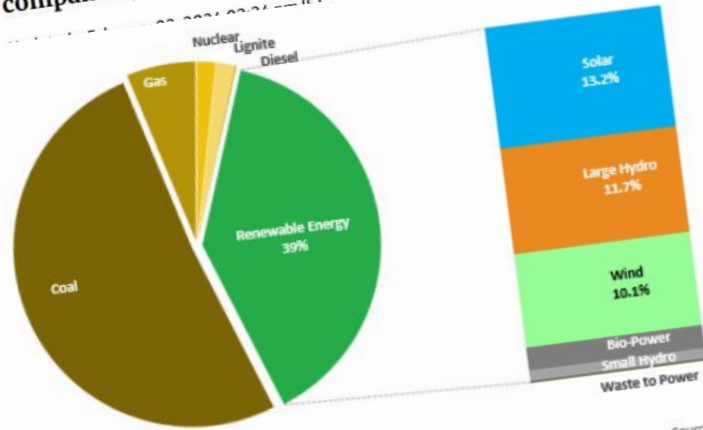
Digital Transformation in Energy

Community Engagement

Budget 2024 | One crore households to get 300 units free electricity every month through rooftop solarisation

This measure would translate to benefits of ₹15,000-18,000 annually for households from free solar electricity and selling the surplus to distribution companies, says Finance Minister

Published - February 01, 2024 07:08 am IST - New Delhi

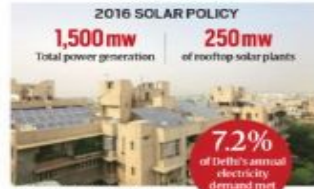


Data from CEA, MINRE, Mercom India Solar Project Tracker (Installed Capacity as on 31 Mar 2022)

Global rankings of solar electricity generation (TWh)

TOP 10	2023	TOP 10	2023
China	584.15	Brazil	51.72
US	238.12	Australia	46.91
India	113.41	Spain	45.08
Japan	110.14		
Germany			

CAPITAL'S POWER PUSH



HOW CAN ONE GET SOLAR PANELS INSTALLED AND HOW WILL IT WORK?

- Delhi govt will soon upload a list of authorised vendors on its website
- Download the list, select any vendor, call them and get your rooftop solar panels installed
- Once panels are installed, consumers will install a "net meter", which will keep a tab on units generated, units used by consumer, and units unused
- Following this, electricity bills will be sent to the consumer. Units they generate will be adjusted against their consumption. If extra power is produced, money will be credited to the user's account
- No need to submit any documents

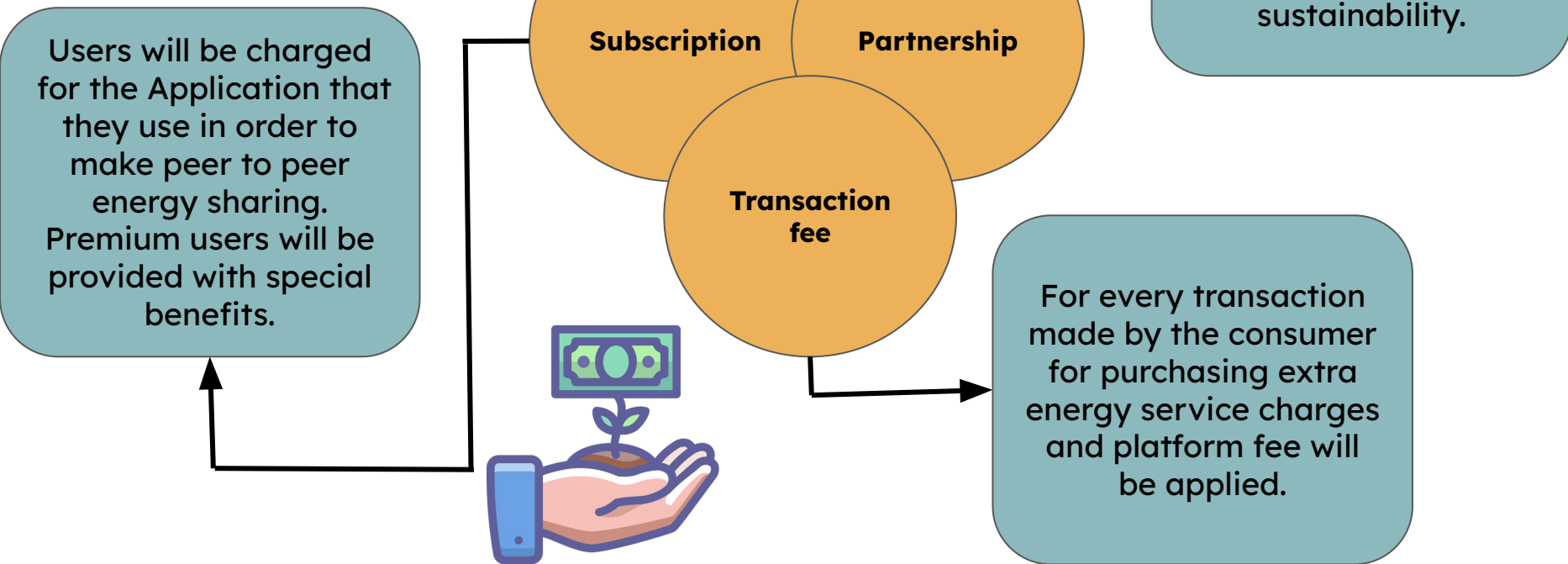
Total installed solar rooftop capacity in India as of June 2023 (in megawatts)



© Statista 2024



How we make Money?



Business Model Canvas

Designed for:

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Designed by:

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Date:

04-08-2024

Version:

01

Key Partners

- Solar Panel Manufacturers:
 - Tata Power Solar
 - Adani Solar
 - Vikram Solar
- Utility Companies:
 - NTPC Limited
 - Power Grid Corporation of India
- Technology Providers:
 - Siemens (IoT)
 - IBM (Blockchain)
- Government Agencies:
 - MNRE
 - SECI
- Financial Institutions:
 - SBI
 - HDFC
- Service Providers:
 - Local Installers
 - Luminous Power Technologies
- Research Institutions:
 - IIT
 - NISE
- NGOs:
 - Greenpeace India
 - TERI

Key Activities

- Platform Development and Maintenance
- Solar Energy Trading Operations
- Customer Acquisition and Management
- Partnership and Collaboration Management
- Regulatory Compliance and Advocacy
- Research and Development
- Data Analytics and Insights

Key Resources

- Technology Infrastructure
- Development Team
- Solar Equipment and Hardware
- Financial Capital
- Partnerships and Alliances
- Data and Analytics Tools
- Regulatory Expertise
- Customer Support Team
- Brand and Intellectual Property
- Operational Processes

Value Propositions

- Cost Savings for Consumers**
Provide consumers with access to affordable solar energy, reducing electricity bills.
- Revenue Generation for Producers**
Enable solar panel owners to monetize excess energy through peer-to-peer trading.
- Real-Time Energy Monitoring**
Offer users real-time insights into energy production and consumption via a user-friendly app.
- Dynamic Pricing Model**
Implement flexible pricing that adjusts based on supply and demand, ensuring fair market rates.
- Secure Transactions**
Utilize blockchain technology for secure and transparent energy transactions.
- Easy-to-Use Platform**
Deliver a seamless user experience with intuitive design and functionality.
- Environmental Impact**
Contribute to carbon footprint reduction and support global sustainability efforts.
- Innovative Technology**
Leverage cutting-edge technology, including AI and IoT, for improved energy management.

Customer Relationships

- Personalized Onboarding
- 24/7 Customer Support
- User Education and Training
- Proactive Communication
- Loyalty Programs
- Feedback and Improvement
- Community Engagement
- Account Management
- Customized Alerts and Insights
- Issue Resolution and Support

Channels

- Website
- Mobile App
- Social Media
- Email Marketing
- Online Advertising
- Customer Support
- Partnerships
- Trade Shows and Events
- Referral Programs
- Community Forums

Customer Segments

- Residential Solar Panel Owners
- Commercial Solar Panel Owners
- Residential Energy Consumers
- Commercial Energy Consumers
- Energy Investors
- Government and Regulatory Bodies
- Energy Service Providers
- Green Technology Enthusiasts
- Local Communities
- NGOs and Environmental Organizations

Cost Structure

- Technology Development and Maintenance:** Costs associated with building, updating, and maintaining the platform and software infrastructure.
- Operational Expenses:** Day-to-day costs for running the business, including utilities, office supplies, and general administration.
- Customer Acquisition and Marketing:** Expenses for marketing campaigns, promotions, and strategies to attract and retain users.
- Regulatory Compliance:** Costs for ensuring adherence to energy regulations, obtaining licenses, and managing legal requirements.
- Partnership and Collaboration Costs:** Expenses related to establishing and managing strategic partnerships and collaborations.
- Data Analytics and Insights:** Costs for tools and services that analyze data to drive decision-making and provide user insights.
- Employee Salaries:** Wages and benefits for staff, including developers, support teams, and management.
- Infrastructure and Hosting:** Costs for cloud services, servers, and other technology infrastructure required for platform operations.
- Customer Support:** Expenses for providing customer service and support, including staffing and support tools.
- Research and Development:** Investment in developing new features, technologies, and innovations to improve the platform.

Revenue Streams

- Transaction Fees:** Fees charged on each energy trade or transaction conducted on the platform.
- Subscription Fees:** Monthly or annual fees for premium features or enhanced platform access.
- Installation and Setup Fees:** Charges for installing and setting up solar panels and related equipment.
- Service and Maintenance Fees:** Fees for ongoing maintenance, support, and service for installed systems.
- Advertising Revenue:** Income from advertising space on the platform or promotional partnerships.
- Data Insights and Analytics:** Charges for advanced data analytics and insights provided to businesses or utilities.
- Referral Commissions:** Earnings from commissions on referrals or partnerships with other service providers.
- Energy Sales and Leasing:** Revenue from selling or leasing energy systems to residential or commercial customers.
- Integration Fees:** Fees for integrating with other platforms or systems, such as smart home technologies.
- Consulting and Advisory Services:** Income from consulting services for energy management and sustainability planning.

Our Team



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Join Us on Our Journey



***Join us in revolutionizing energy
distribution. Invest in the future of
sustainable energy.***

Youtube link: <https://youtu.be/e9rxkdnEevo>

For a more detail document:

<https://drive.google.com/drive/folders/1MtZzZr4acE5N4LSOHoJL94k8MDiI5rms?usp=sharing>

*Get in touch for more information or to discuss
how we can work together.*

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