



# Soldera

## Applied AI transforming **Renewable Energy Finance**

Accelerating transition to renewable energy

September 2024

Investment Presentation – Confidential

[soldera.org](https://soldera.org)



# Renewable energy credits (RECs/GOs) prove that a given batch of electricity was generated from renewable sources

## Renewable energy producers



**Sell renewable electricity to the grid.**  
Wind, Solar, Hydro, Biomass & Biogas.

## RECs/GOs



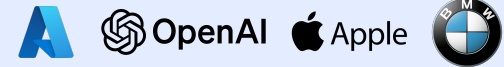
Issued by TSO  
(Transmission system operators)

## Corporations



Corporations buy GOs/RECs for **compliance, tax breaks and ESG**

**Supply-constrained market**



# Renewable energy producers are losing up to 60% revenue on renewable energy credit(REC/GO) sales



## Bureaucratic

30% of producers—mostly SME—do not register for Renewable Energy Certificates, leading to lost income.



## Limited Market Access

Volatile markets and restricted access lead to poor selling decisions, lowering overall revenues.



## Time consuming

Large producers use suboptimal sales strategies because it takes too much time, losing up to 60% of potential revenue.



# Soldera is an AI agent for REC reporting, management and sales



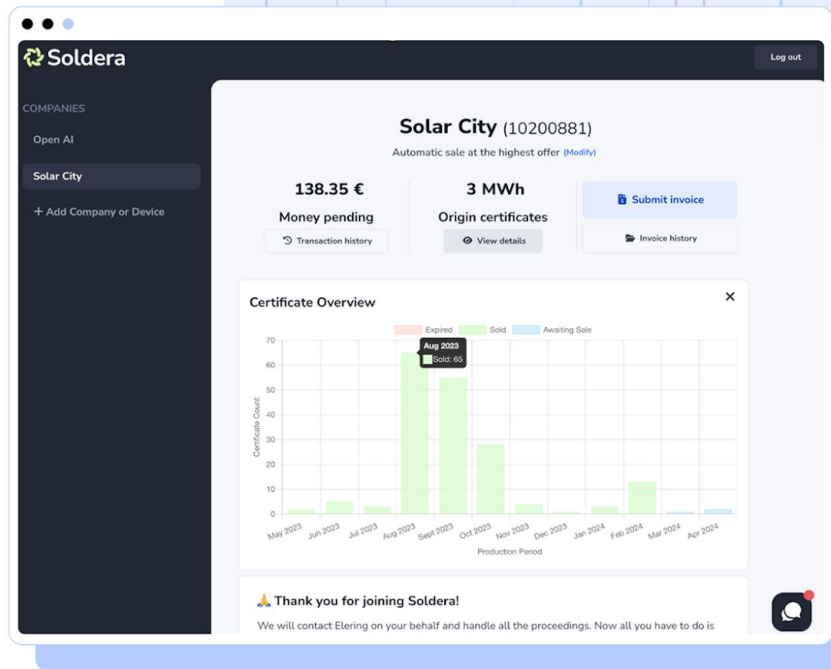
**Deeply integrated reporting** saves time and avoid compliance issues



**Automated management** removing 95% of administrative overhead



**Smart trading strategy** bringing up to 3x better results for renewables



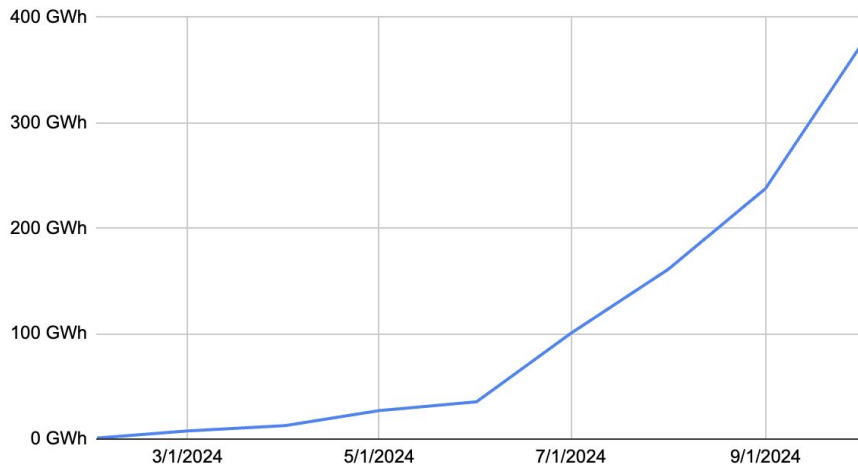
Soldera

We launched  
**8 months** ago  
and grew

56%

Last month

GWh growth



**372 GWh(north star)** representing 178 customers, 1278 renewable plants, €237K GMV



Live with proven go-to-market playbook in Estonia, Latvia and Lithuania



Receiving inbound producers across Europe, with very targeted great pipeline



€31K ARR with massive upselling potential for every GWh



# Playbook to enter 10-20 European countries in **Two Years**



## Dual-pronged strategy

Top-down: Major producers as market anchors (€3.3B market<sup>1</sup>)

Bottom-up: Targeted campaigns for long-tail markets. (€670M market<sup>2</sup>)



## Positive feedback growth loop

More supply → Better deals → Even more supply

Rapidly increasing market power and negotiation leverage



## Powerful Network effect

Each new market amplifies reach and attractiveness

Inbound producer inquiries opening doors across Europe



## Scalable sales model

10-30% trading fees from GO sales

Short sales cycles: From first contact to deals in weeks

High exit barrier: Yearly evergreen contracts

1. <https://tinyurl.com/5cyvkpvm> 2. <https://tinyurl.com/3yfn5zs9>

# Our most powerful asset is our direct channel to energy producers



Our north star is maximizing GWh of renewable energy.



Upselling opportunities for electricity trading and software solutions directly to them.



We convert decentralized assets into Virtual Power Plants with AI and aggregation.



# Start with **\$4B EU GO market**

Leverage our direct channel to producers and expand to **\$830B global renewable electricity market**<sup>6</sup>





Soldera

**Serial technical  
founders with  
Energy, Climate,  
SME and AI  
expertise**



## Stenver Jerkku

### CEO/Founder

Founder & CEO of Solid World(raised €2.8M, pivoted)  
Founder & CTO of eAgronom(raised €25M+, excited)  
Lead software engineer in Glia (raised \$150M Unicorn)  
10+ years in environmental asset markets



eAgronom



elektrum



Solid World



## AI William Tammsaar

### CPO/Founder

Founder & CPO of Solid World(raised €2.8M, pivoted)  
Lead Product Manager of eAgronom(raised €25M+, excited)  
10+ years in environmental asset markets  
AI and Data Science background



## Arturas Zatulinas

### Power Originator

Head of B2B in Elektrum(Managed €250M energy portfolio)  
Record sales combining Energy and GOs  
PPA expert  
5+ years in Energy





# Backed by top funds and strategic advisors

## Investors



## Advisors



**Taavi Veskimägi**  
Ex-CEO of Elering



**David Rodriguez**  
Side Inc



# Raising €2M to develop solutions for big producers and dominate Europe

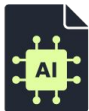
€650K committed from internals like Taavet+Sten(ex-Skype, Wise) and Lemonade Stand(ex-Skype, ex-GrabCAD)



Close at least 1+ GW producer by end of 2025



Reach €1M ARR by **Summer 2025** with 1500GWh and €9M GMV



Develop solutions for **big producers**, hourly GOs and cross-border automation.



Expand from 10 to 20 European countries within two years

# Thank you.

## Contact

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# Differences between



## Guarantees of Origin



## Carbon Credits

Well **regulated**

**Unregulated**

**No double counting** issues(except Norway)

**Double counting** issues

**Easy to track and monitor**

**MRV issues**

**Supply-constrained** - Every GO is bought

**Buyers market**

**Standardised** and quite homogeneous

Extremely **fragmented**

**Minimal greenwashing** complaints,  
which will disappear with hourly-tracking

Major source of **greenwashing issues**