



# ECO2GROW

Empowering SMEs in the Renewable Age.

THE CHANGED ENERGY MARKET  
HAS CAUSED 1 IN 3 GERMAN SMEs  
TO CONSIDER RELOCATING ABROAD.\*



## EXPLODING ENERGY COSTS

Energy costs for SMEs almost doubled from 2019 to 2023, and the trend suggests these high costs will persist.



## IMPOSSIBLE COST PLANNING

With stable purchasing options lost, SMEs now navigate a volatile market, where energy costs fluctuate heavily (-137€ to 235€/MWh in 2023).



## UNREACHABLE SUSTAINABILITY CRITERIA

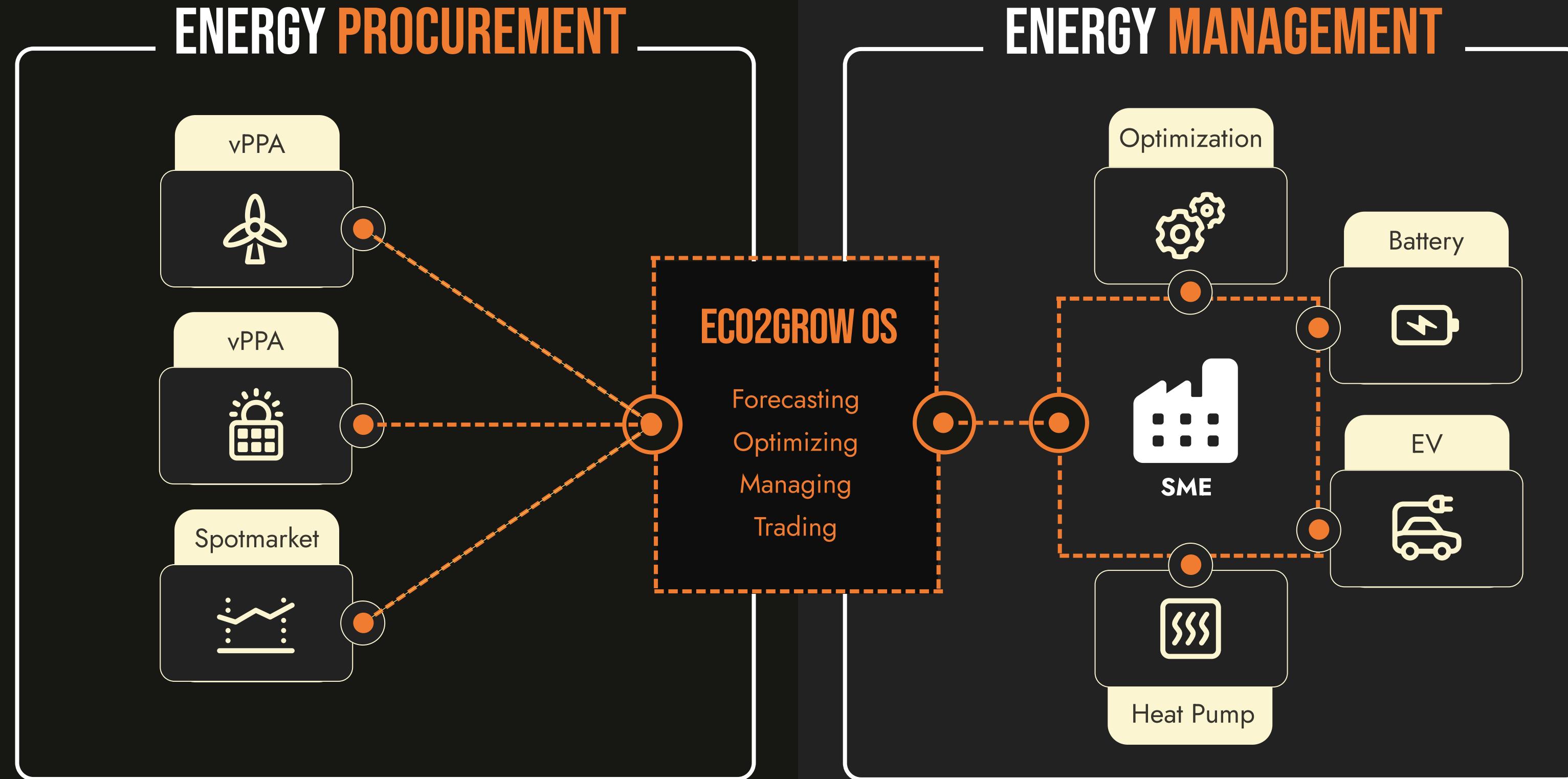
The SMEs' only option to buy 100% green energy is increasingly seen as greenwashing, costing them clients and financiers.

We are here to change that.

**WE HELP SMEs MASTER  
THE RENEWABLE AGE THROUGH OUR  
HOLISTIC AI-POWERED ENERGY OPERATING SYSTEM.**

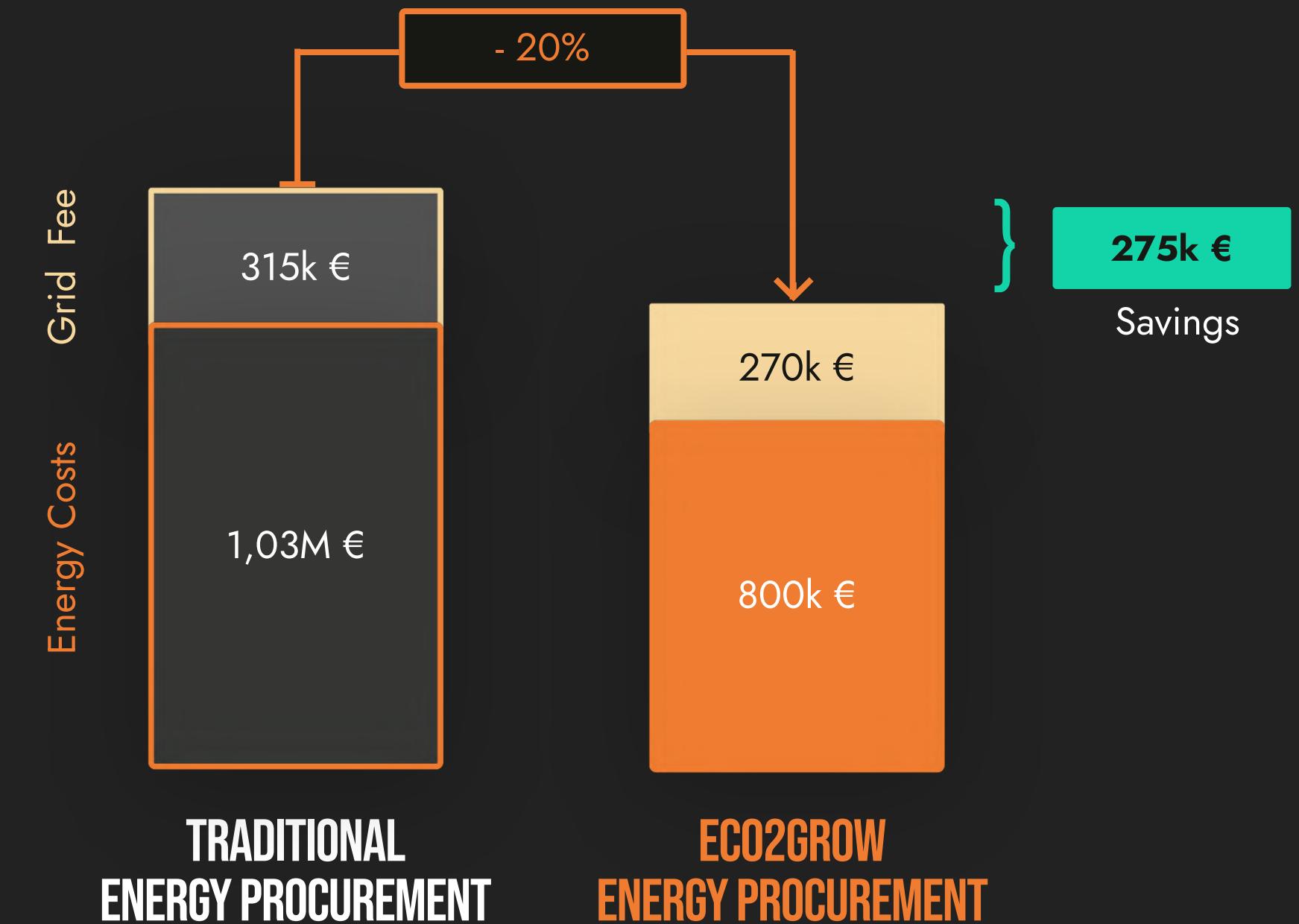


# OUR OPERATING SYSTEM (OS) LEVERAGES AI TO OPTIMIZE AND AUTOMATE:



AS A RESULT, SMEs CAN  
SAVE 20% OF THEIR  
TOTAL ENERGY COSTS  
BY BECOMING MORE  
SUSTAINABLE.

OUR AVERAGE CUSTOMER  
SAVES 275K € PER YEAR.

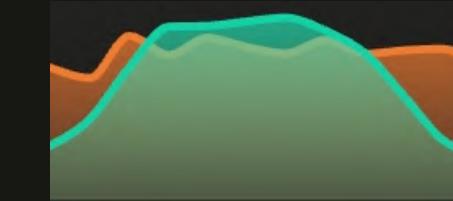


**WE START BY  
REVOLUTIONIZING vPPAs FOR SMEs  
AND THEN BECOME A  
HOLISTIC ENERGY OPERATING SYSTEM.**

We increase the lock-in effect on our customers with each additional product stage.



## STAGE 1: vPPA ENERGY SOURCING



Clean energy directly from wind/solar farms at fixed, previously unreachable prices, unlocked for SMEs for the first time ever.



AFFORDABLE PLANNABLE SUSTAINABLE

Already Live ✓

## STAGE 2: LOAD PROFILE OPTIMIZATION



Intelligent battery and flexibility management, reducing grid fees & exploiting load profile potential.



AFFORDABLE PLANNABLE SUSTAINABLE

## STAGE 3: HOLISTIC ENERGY OS



AI-driven holistic energy solutions tailored to every company, leveraging the combination of technologies and data.



AFFORDABLE PLANNABLE SUSTAINABLE

**WITHIN OUR FIRST YEAR  
WE SOLD 35 GWH OF CLEAN ENERGY (EQUIVALENT TO CHARGING 500.000 EVs)  
BY DIRECTLY CONNECTING SMEs WITH SOLAR AND WIND FARMS  
FOR THE FIRST TIME EVER.**

*With our driven team and a clear vision, we have achieved what many thought impossible:*

*We signed the first multibuyer virtual power purchase agreements (vPPAs) with SMEs in Germany.*

**FIRST**

multibuyer vPPAs in Germany

**3.8MN**

secured contract value until 2025 (in €)

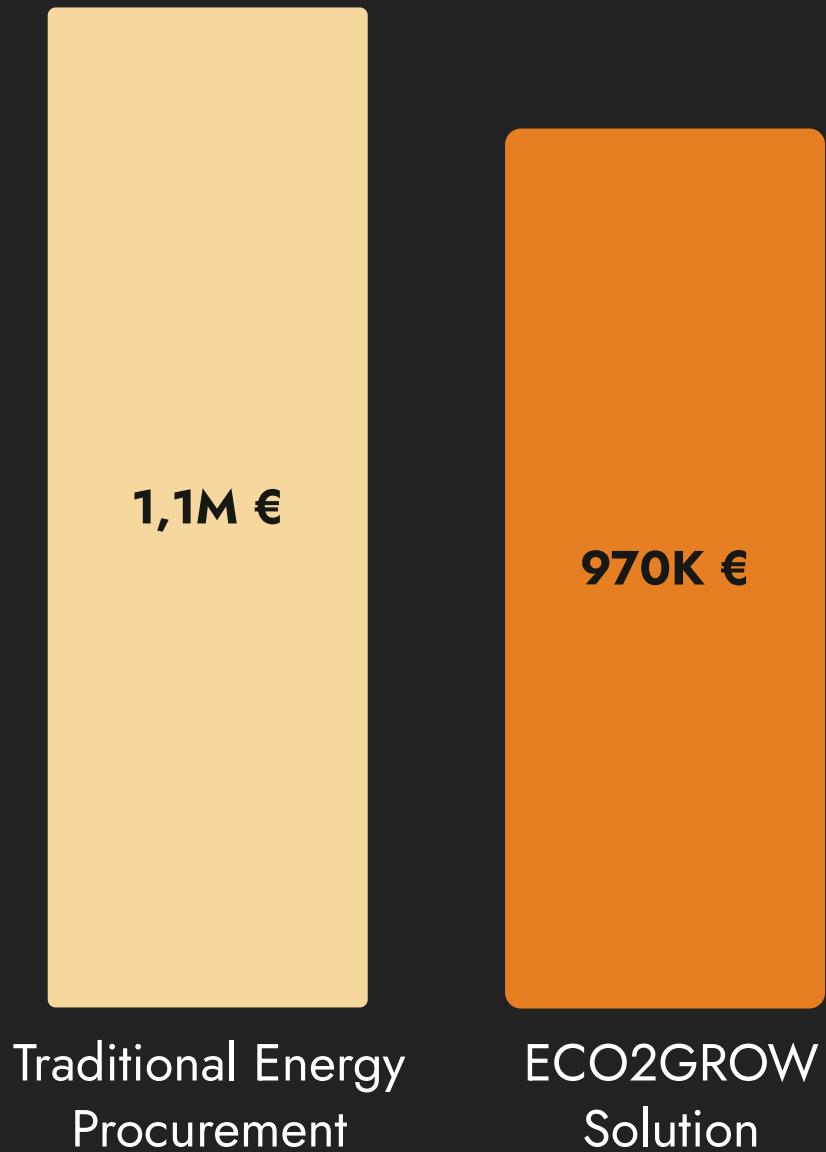
**23.7K**

tons of CO2 savings for SMEs

# WE ALREADY REDUCED ENERGY COSTS OF THE AUTOMOTIVE SUPPLIER BIA BY 11% (~130K€)\* AND LOWERED THEIR CO2-EMISSIONS BY 6.800 TONNES.

vPPA Setup

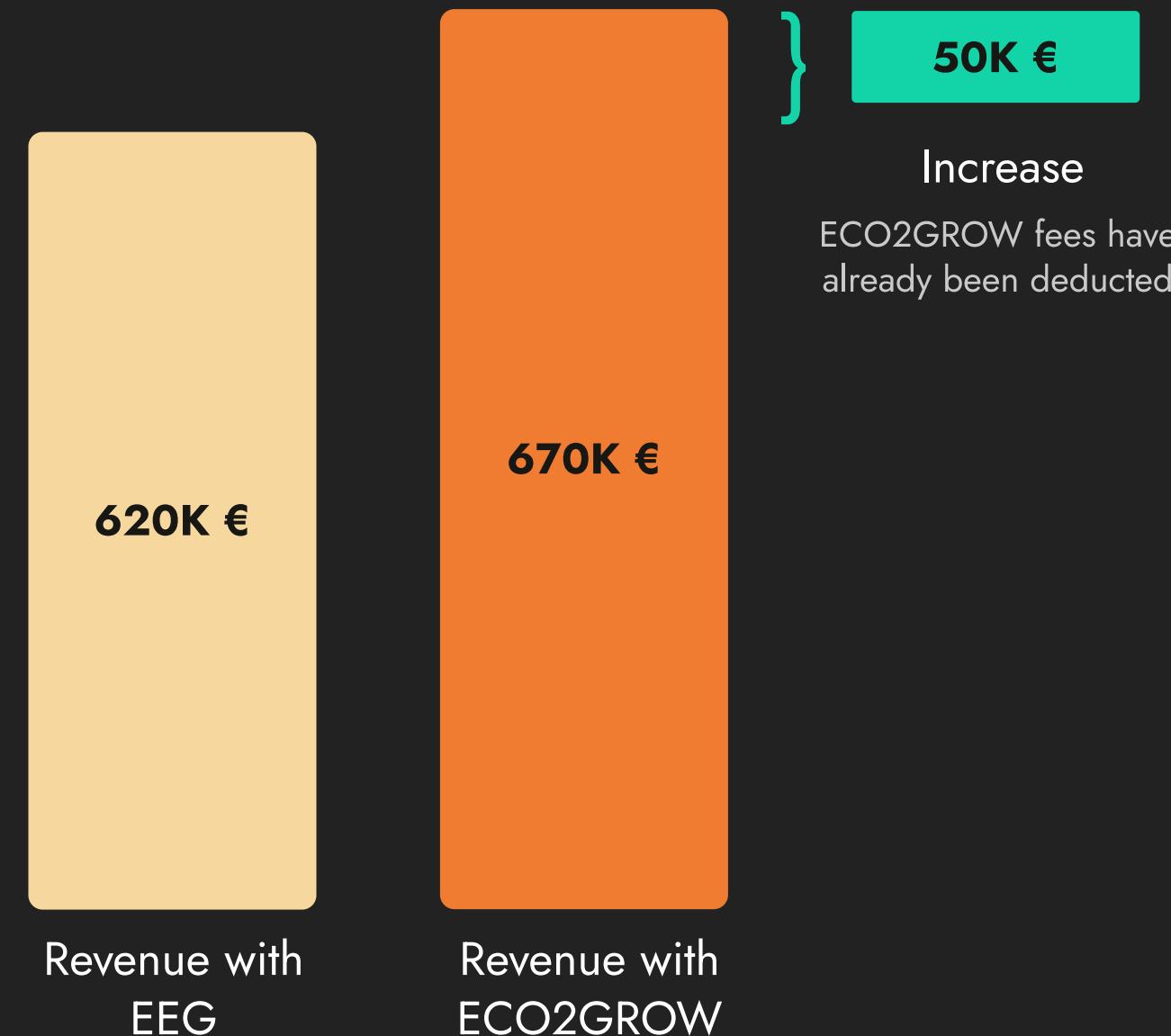
- **Technologies:** 50% Wind, 50% PV
- **Contract duration:** 2 years
- **vPPA-Coverage of total load profile:** 42%
- **Combination with existing contracts:**  
Customer now uses combination of base load future hedge, spotmarket procurement and vPPA coverage



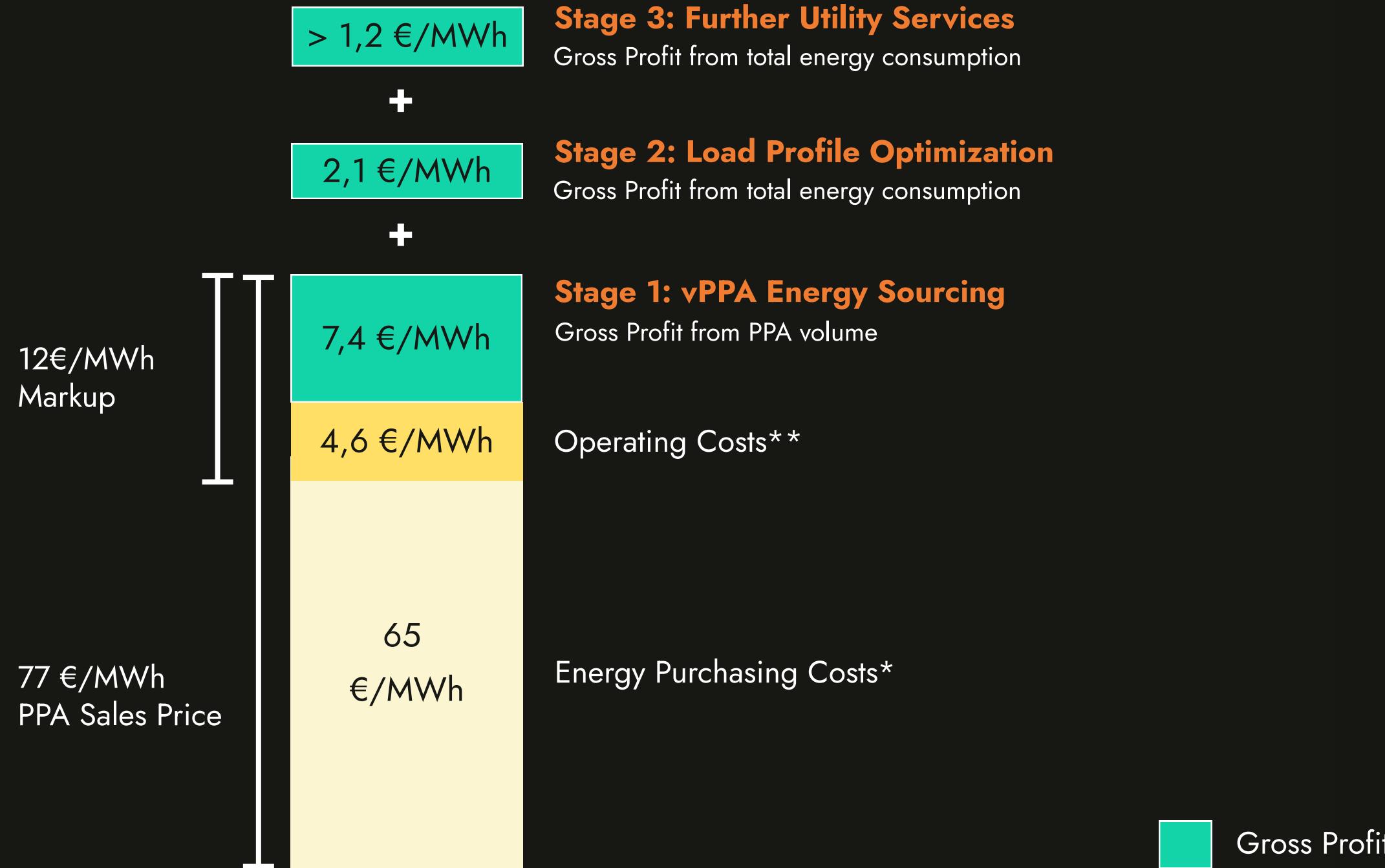
\* At avg. current spot market prices of given load profile

**SIMULTANEOUSLY, WE HELPED THE  
INDEPENDENT POWER PRODUCER (IPP)  
INCREASE THE REVENUE OF THEIR  
SOLAR PLANT BY 8%.**

This way, we created a win-win for all involved parties.



# OUR AVERAGE ANNUAL GROSS PROFIT PER CUSTOMER IS 115K €, WHILE CAPTURING 74% OF OUR NET REVENUE.

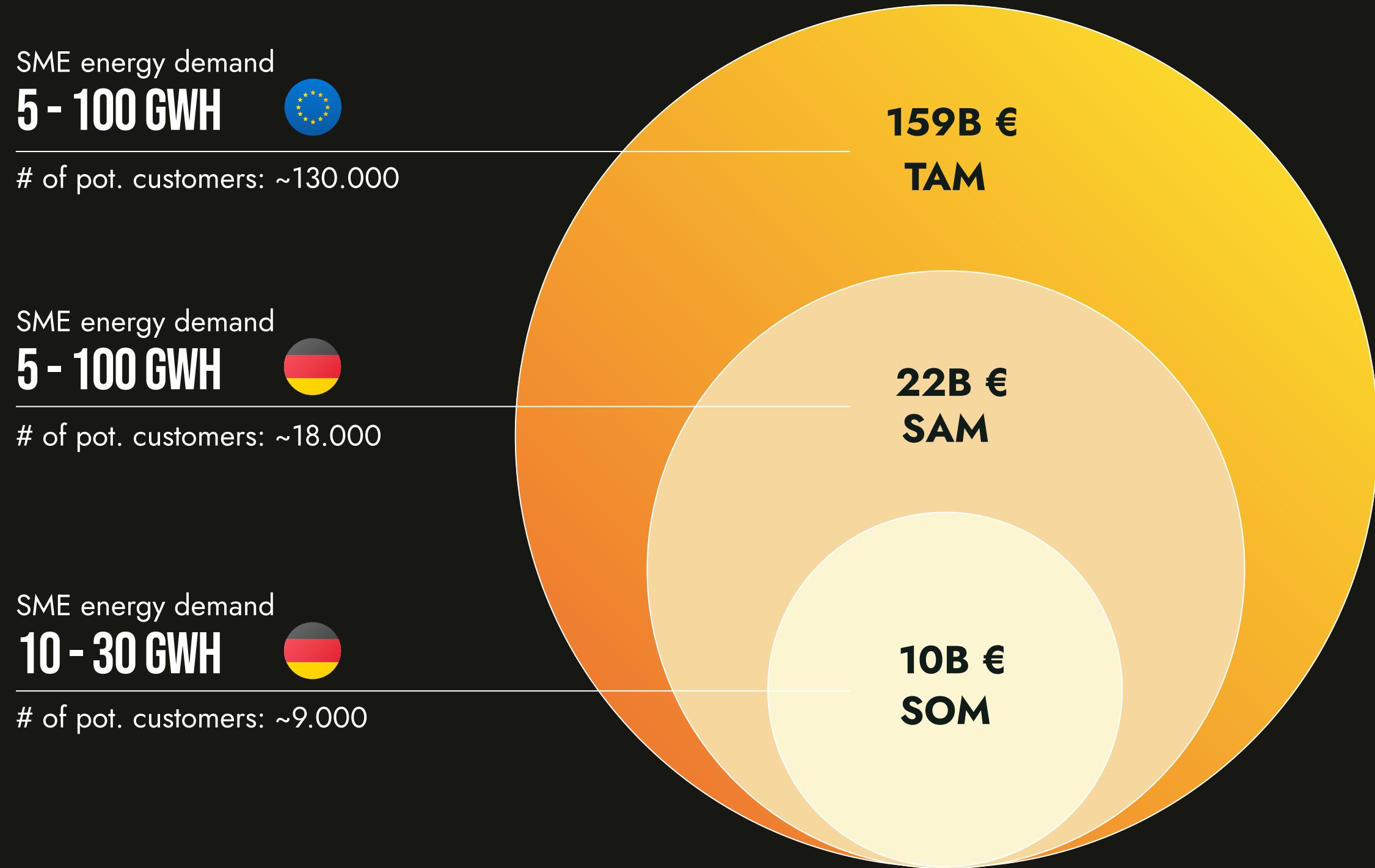


\*Based on current market prices \*\*Direct Marketer Fee: 4€, Bank Guarantee: 0,6€

Example Company:  
Automotive Supplier (Revenue 80M €)

Energy Consumption:	15.000 MWh
PPA Volume:	9.000 MWh
ECO2GROW Net Revenue:	157K €
	PPA Volume x Markup / MWh Stage 1 + Gross Profits / MWh Stage 2+3 x Energy Consumption
<b>Annual Gross Profit</b>	
<b>Stage 1:</b>	66K €
	PPA Volume x Gross Profit / MWh Stage 1
<b>Stage 2:</b>	31K €
	Energy Consumption x Gross Profit / MWh Stage 2
<b>Stage 3:</b>	18K €
	Energy Consumption x Gross Profit / MWh Stage 3
<b>Annual Total Gross Profit</b>	<b>115K €</b>

# WE ARE SET TO TRANSFORM THE MASSIVE 159B € SME ENERGY MARKET IN EUROPE.



## Macro trends in our favor:

**SMEs electrify their currently gas-powered processes.**

Additional potential in DE only: **36B €**

**CO2-Profile is becoming a key economic performance factor**

- Corporates begin to exclude suppliers (SMEs) that do not meet required sustainability thresholds
- SMEs financing costs are progressively tied to their carbon footprint

# OUR VIRTUAL-FIRST APPROACH ALLOWS US TO QUICKLY DRIVE MARKET PENETRATION AND UPSELL OUR CUSTOMERS BEFORE COVERING 100% OF THEIR PHYSICAL ENERGY NEEDS.

By using vPPAs, we secure multi-year contracts that create direct customer value (sustainability & cost savings) and offer significant upselling potential in the future.

	2024	2025	2027+
Industry Focus	Automotive suppliers, Plastics, Food	+ Textile, Chemistry, Packaging	+ Electrifying SMEs, e.g. Paper, Steel, Concrete
Customer Revenue Segment	80 - 500M €	500M € - 1B €	1 - 3B €
Annual Electricity Demand	10 - 30 GWh	30 - 50 GWh	50 - 100 GWh
Annual Electricity Spend	1M € - 3M €	2M € - 5M €	3M € - 10M €
# of Potential Customers	9.000	1.400	800 (DE) 7.000 (DE) > 100.000 (EU)
Load Profile Coverage	40% (virtual)	60% (virtual)	100% (physical & virtual)

# NOBODY HAS SIGNED POOLED vPPAs IN GERMANY DIRECTLY WITH SMEs & IPPs. EXCEPT US.

By initially focusing on unlocking vPPAs for SMEs, we provide immediate value to our customers that goes beyond analytical dashboard consultation.

	 ECO2GROW	 REEL	 TRAWA	 ECOPLANET	 UTILITIES
<i>Value proposition</i>	Empowering SMEs in the Renewable Age	Empower all companies to procure renewable electricity	Renewable Energy-as-a-Service	Energy Management for companies	Delivering Energy
<i>Key assumed difference</i>	-	Different geographical focus, longer-term PPAs.	Different G2M approach with focus on building a utility from the start.	Focus only on energy management at the moment.	No capability to individualize energy strategies per SME customer.
<i>Funding up to date</i>	500k € Angel Round	7.3M € Pre-Seed & Seed	2.4M € Pre-Seed	2.6M € Seed	N/A
<i>vPPAs signed with SMEs &amp; IPPs</i>	✓	✗	?	✗	✗

We grow faster.

Direct purchase of energy from IPPs and focus on virtual PPAs

- Significant reduction of collaterals at IPPs
- Full customer control, paving the way to a holistic utility

We operate leaner.

Execution mindset: Initial focus on POC and first revenue, then scaling with round.

- Generated 600K € net revenue within first year
- Focus on traction and operational excellence

# A DRIVEN TEAM AT THE HELM, GUIDED BY A CONSTELLATION OF INDUSTRY SAGES.

*Our team, a fusion of passion and expertise, is geared to usher in an SME energy revolution.*



**Paul Appel**

CEO, Sales, Finance  
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4 years B2B sales experience

LinkedIn



LinkedIn



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**Lara Schrömges**

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13 years B2B sales experience

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# ARCHITECTS OF CHANGE: OUR INVESTORS & ADVISORS.



**Stefan Müller**

COO & Co-Founder Enerparc

**Business Angel / Advisor**



**Dr. Tobias Lechtenfeld**

Managing Director 1.5° Ventures

**Business Angel / Advisor**



**Axel Thiemann**

CEO Sonnedix

**Business Angel / Advisor**



**Felix Krause**

Managing Partner Vireo Ventures

**Investor**



**Thomas Labryga**

Partner Vireo Ventures

**Investor**



**Dr. Martin Schilling**

Managing Director Techstars Berlin

**Investor**



**Dr. Michael Redanz**

form. CEO at EWE Trading & MVV Trading

**Advisor**



**Gerrit McGowan**

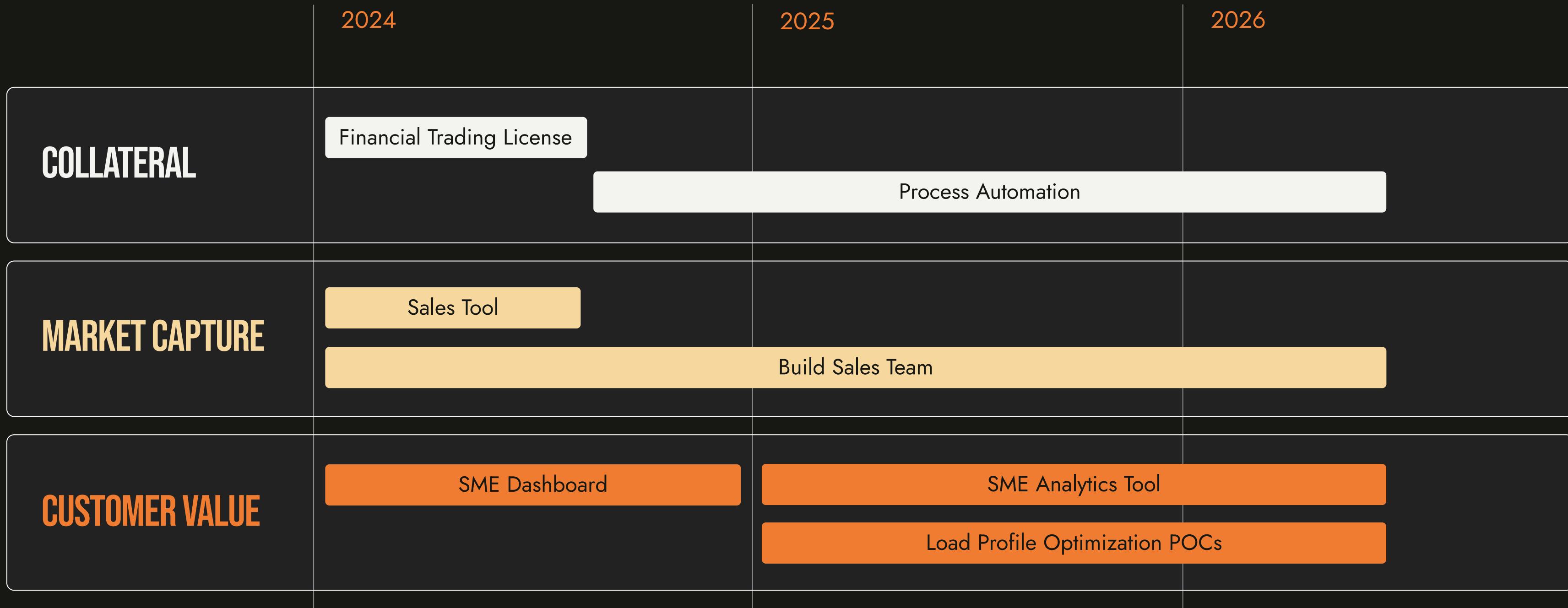
5x Founder, Techstars All-Star & Startup-Expert

**Advisor**

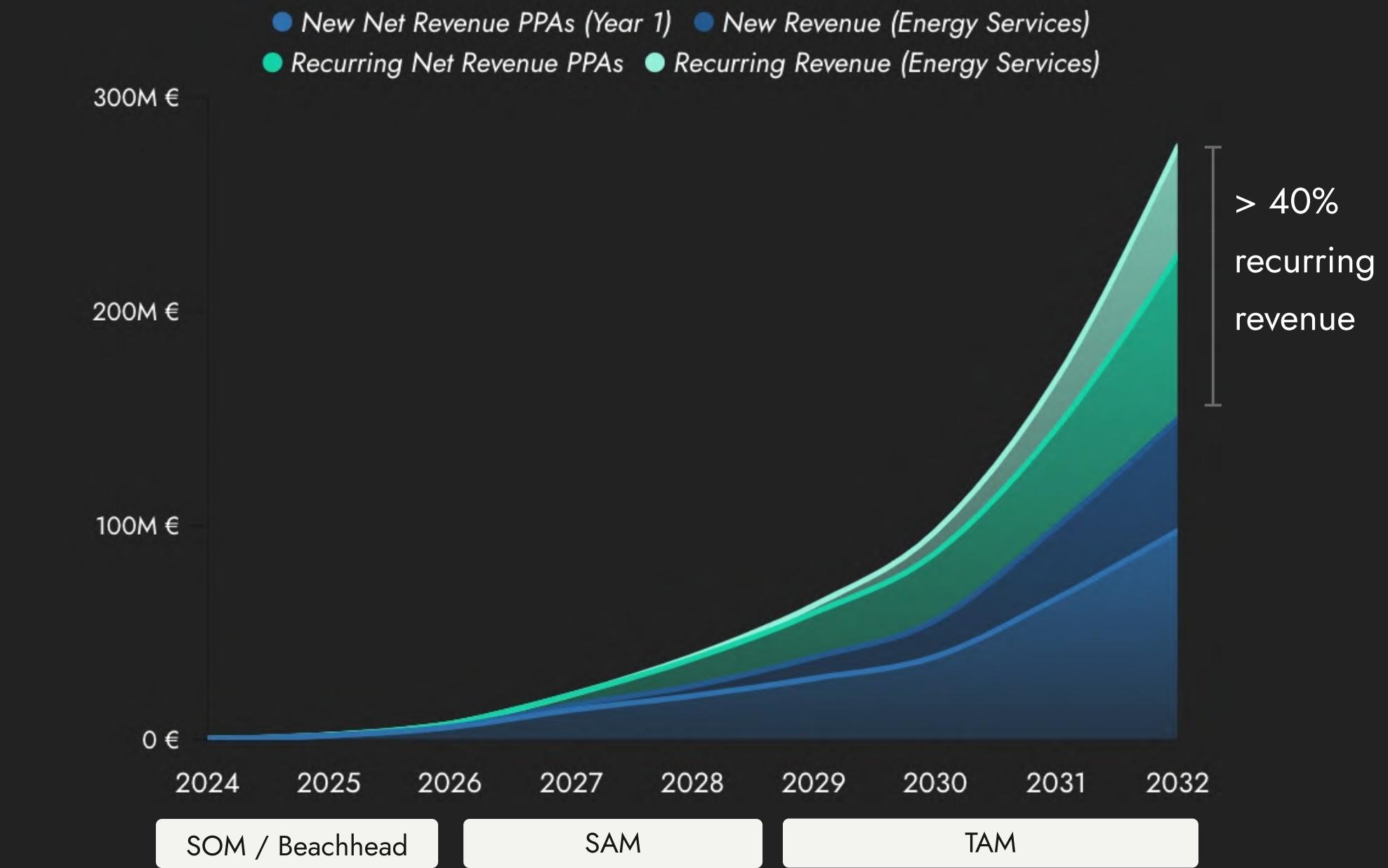
# WITH OUR 4M € FINANCING ROUND WE TACKLE OUR THREE MAIN CHALLENGES AND LAY THE GROUNDWORK FOR STAGE 2 WITHIN 24 MONTHS.

	<i>Challenge</i>	<i>Solution</i>	<i>Benefit in Numbers</i>
<b>COLLATERAL</b>	Energy producers offered us 166 GWh of additional energy (increasing contracted revenue by 13M €), but our ability to capitalize was constrained by collateral limitations.	Acquire a financial trading license to reduce collateral requirements by 90%, unlocking significant market opportunities and defensibility.	<b>&gt; 10M € reduced collateral</b>
<b>MARKET CAPTURE</b>	21% of the companies we reached out to set up an initial meeting with us, showing that our revenue growth was bottlenecked by our sales team's capacity rather than lack of demand.	Expand our sales force and build sales infrastructure to fully leverage the demonstrated market interest.	<b>&gt; 20M € contracted revenue</b>
<b>CUSTOMER VALUE</b>	Our customers are already reaching out to us with the need to improve their energy procurement even further, yet we are constrained by internal resources.	Expand our platform features and execute initial POCs for load profile optimization, aligning with customer needs.	<b>&gt; 14% reduction of grid fees for customers</b>

**WE ALREADY STARTED WORKING ON ALL THREE CHALLENGES: FIRST SALES HIRE, KICK-OFF FINANCIAL TRADING LICENSE, GROUNDWORK FOR DASHBOARD & TOOL.**



WE ACHIEVE 100M € ARR  
WITH A MARKET SHARE OF < 1%  
AND A TOTAL OF 2.200 CUSTOMERS.





We believe in a future where sustainability is not an option, but the norm.

**OUR MISSION:  
POWER EVERY SME  
IN EUROPE WITH 100%  
GREEN ENERGY 24/7.**

JOIN US!



**PAUL APPEL**

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**BECOME PART OF OUR MISSION:**



Contact Details

**MEETING**

Book a Meeting with Paul



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