

# Intro: Assignment 4B Requirements: Pitching Investors and Closing Project

This presentation is made for the coursera course assignment purposes and presentation will also contain fictional – no real world information. Where possible e.g market share a realistic attempt will be made to make correct estimations.

The presentation will start on the next page. The requirements for the presentation are summarized on this page 1..j

1. Create a memorable “one-liner” - an opening vision/mission statement that catches the attention of your audience.
  2. Know your audience.
  3. Use between to 8-10 slides
- a. Cover slide, with logo and contact information
  - b. Opportunity
  - c. Management team
  - d. Product
  - e. Market size
  - f. Business model
  - g. Competition
  - h. Go-to-market strategy
  - i. Traction
  - j. How much money you’re raising and the “use of proceeds”

# Green Turnkey Energy Service(GTES)

**GO GREEN !**

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GTES consultants can provide clients with a (tailor based optimized) turnkey solution for renewable energy. The proposed solution will take the personal (financial) situation of the client into account.

GTES will make it easy and affordable to become green for every client. GTES will offload clients with all (paper) work related to realizing a green solution. GTES will handle all contacts with 3<sup>rd</sup> party contractors. GTES will also include optimal system management and maintenance of solutions.

GTES long term goals is to become an green energy provider in partnership with the client.

# Opportunity

- The majority of companies/homes do not make optimal use of renewable energy sources. Also clients are in general fully dependent from one energy grid provider
- It is hard to keep track of all new possible renewable technologies and opportunities and optimization e.g.
  - Solar, wind, home energy storage, biofuels
- Efficiency of renewable energy source changes over the years. Clients would benefit from a long term partnership that over the years can provide additional solutions or replace inefficient solutions.
- Most clients will refrain from going green because it requires an significant investment
- Providing a one stop turnkey service for clients to enable optimal use of renewable energies. This service also include optimal management and maintenance of solutions and if need an personal finance plan



# Management Team



- John Doe – CTO - Has a Stanford degree in Electronics. Has worked in the energy world for 20 years. Implemented several large scale solar/wind solutions projects for clients and worked with a lot of 3<sup>rd</sup> renewable energy partners Has also a lot of experience in other custom green solutions.



- James Doe – CFO - Has a Oxford Degree in finance. Has worked in the energy world for 15 years. James has been responsible financially responsible for several 40 million dollar contracts/projects



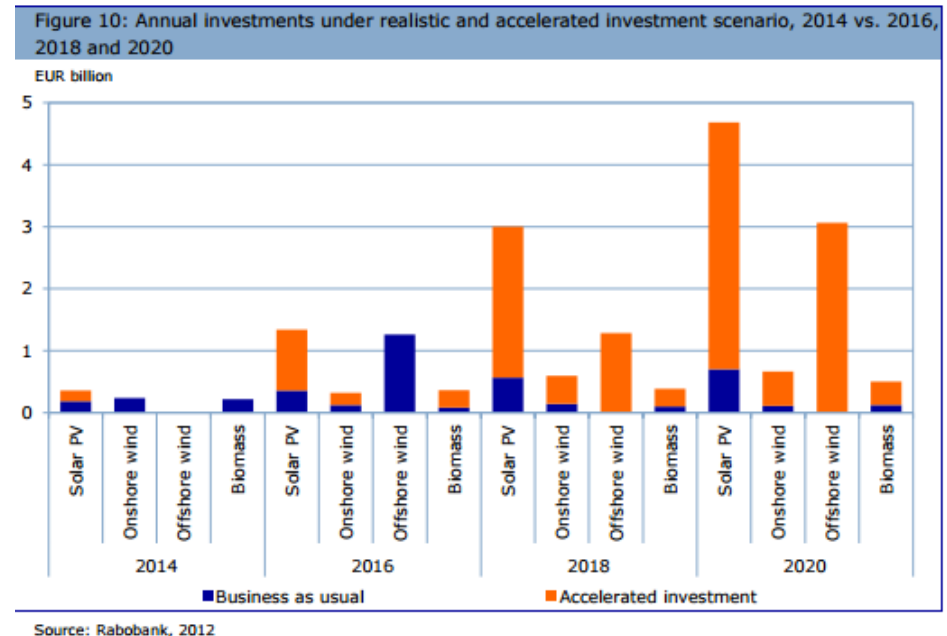
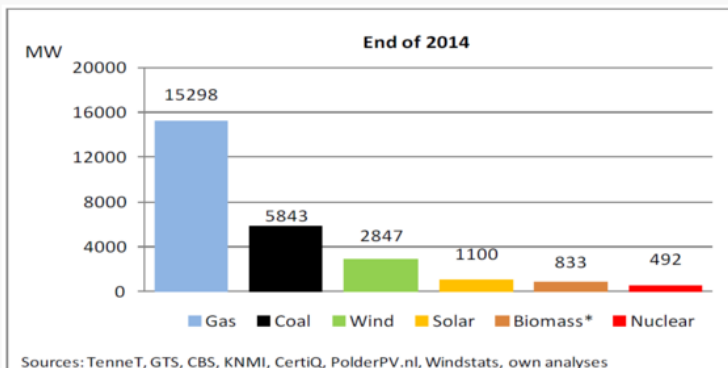
# Product

- For Home market several standard and optional products will be offered e.g
  - Optional: Finance plan
  - Standard: Solar + Home energy storage pack
- GTES consultants can provide clients with a (tailor based optimized) turnkey solution for the personal (financial) situation of the client



# Market Size - Netherlands - Estimations

- Source - <http://www.dekoepel.org/wp-content/uploads/2013/02/An-Outlook-for-Renewable-Energy-in-The-Netherlands.pdf>
- The dutch government requires in 2020 a 20% part of energy use must be renewable energy



# Competition

- There are several large Energy Grid providers in the Netherlands Liander, Essent, .... Most of them do not provide a turnkey one stop green solution but fragmented solutions for renewable energy sources
- Solar, wind solutions are often installed by 3<sup>rd</sup> parties. Solutions are often made part of the GRID which is not an optimal use of the energy for the client
- Financing solutions is often left up to the client



# Business Model

- A monthly fee for a fixed period will be charged by GTES to the client as soon as the solution is implemented
  - GTES will deal with the GRID provider. GTES will replace the role of the GRID provider.
  - The fee will take into account which investments were required for the client to go green.
  - Our consultants aim to get a competitive fee for the client and the goal is to lower the client's long term energy cost





# Go to Market Strategy

- Continue working and searching additional large corporate accounts for (tailor based optimized) turnkey solution. This is and will be the main revenue source for GTES
- Mid term GTES strategy move to the consumer market with a small product portfolio. The product portfolio has been tested with serveral clients and offers good price/value proposition.



# Traction

- Several big projects (tailor based optimized) turnkey solution have been implemented for several clients. The customers are currently being billed.
- Partnerships are formalized with Solar, Wind, GRID an Financing partners.
- 2 Energy consultants are hired
- Forecast pipeline of several big clients



# Required Funding for 2015

- A professional web customer portal need to be implemented which will also automate client billing, registration and communication – Estimated Cost 200.000
- Hiring 10 - Additional Energy Consultants - Estimated cost 400.000
- Hiring 4 Sales consultants - consumer products –Estimated cost 120.000
- Housing/Facilities – 100.000



# Questions

