DecarbX – The GenAI for Clean Energy Analysis and Research

**What problems does the product solve?**

* A tool that reduces the time to make informed investment decisions.
  + Rather than spending time and money pouring through dozens of reports, employing an army of analysts/researchers, or outsourcing to consultants this tool brings community-vetted, trusted sources to the top of the research stack to facilitate research and analysis to inform key decisions on bankable, clean energy technologies.
* Provides users a chatbot with which to interact to ask questions about clean energy techno-economics.
* In addition to techno-economics, it covers policy, regulatory, and financial topics.
* The GenAI is specially trained only on clean energy topics. The first will be hydrogen.
  + Others will be CCS, CCUS, bioenergy, nuclear energy, solar, wind, hydro and other “clean” energy technologies
* This would have the most current information up through today and draw on latest research as well as news events and other publicly available data.
* \*Would enable levelized cost analysis to quickly calculate project economics
* \* MVP functions are Q&A, summarizing reports and documents.
* \*\* Could integrate a financial tool to calculate key financial metrics of any project type given user input

**How is this different/better than existing solutions?**

* Nothing like this exists. Information as service exists from players like Platts, S&P, IHS, CERA, ARGUS, BNEF, WoodMackenzie, and various other consultants ,Course Hero, etc.
* ChatGPT can answer many questions on clean energy, but it is not considered trustworthy source.
* ChatGPT could go down this route, but the efforts would diverge from their core capabilities and would spend a significant amount of time and money to specialize in a market that is not their focus.
* ChatGPT is also 1.5 years behind with information.
* This tool will be vetted by industry experts through an iterative feedback loop and reward system, therefore making it a highly trustworthy, accurate source of techno-economic analysis and information.

**What is the addressable market size?**

* $70.5B in 2022 and grow to $147B by 2029
  + 1% of 2022 market share is $700MM

**Who are the customers?**

* Users are research analysts (research institutions or firms, consulting firms, investment firms, banks, etc.)
* Investment decision makers (P/E, VC, banks, private investors, energy producers and consumers, government bodies looking to provide funds to deploying additional renewables).
* Anyone who is just interested in learning more about cleantech to learn and get up to speed on the latest, best research.

# Business Plan

## Operations:

Year 1:

* Get MVP launched to web-based application
* Make beta version available to select number of researchers, analysts, decision makers in Mark’s contacts list. Keep open for a month for feedback.
* Fix errors and make enhancements based on user feedback.
* Create marketing site to drum up interest, make announcements, etc.
* Release production ready version and release publicly and start charging users
* Work on next set of features which is likely to just start expanding beyond hydrogen to other decarbonization technologies

Year 2:

* ZZZ

## Marketing:

Year1:

* Make public site to advertise and sign up Beta users.
  + Create a “waitlist” due to strong demand to encourage early signup
* ZZZ

Year 2:

## Financing:

Annual Costs:

Year 1:

* Development:
  + Infrastructure:
    - Front-end/UX: $200k
    - Back-end: $200k
    - Managed Services: $200k
    - GPU time: $200k
    - Cloud services: $200k
    - Other: $200k
* Marketing: $100k
* HR: $150k
* CTO: $200k
* CFO: $200k
* CEO: $300k

## Leadership and Organization Description:

## SWOT Analysis:

## Marketing Plan:

* Get beta version out to industry experts for ~3 months
  + National Labs
  + Universities
  + Select authors/experts
* Open to public and pitch as an **“expert-curated, domain specific GenAI with up-to-date knowledge that will accelerate learning and decision making”.**