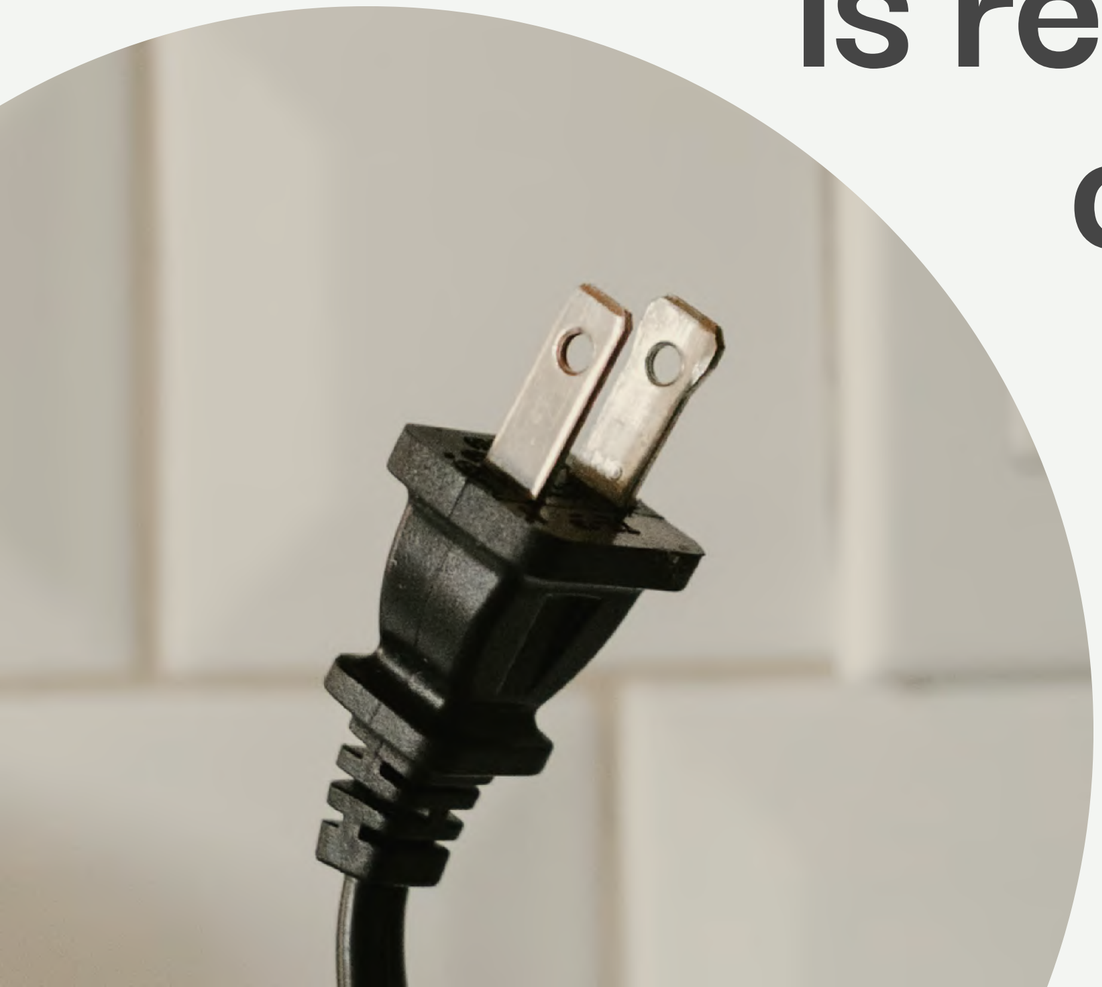
BRIGHTLY.AI

TUM.AI Makeathon 2022

Global CO2 emissions are on their highest level in history



Energy generation is responsible for 73% of global emissions

Prices for renewables have dropped by 60%

Lots of unused land with great potential

Brightly.ai utilizes existing satellite data...

...unleashes the full power of AI...

...to achieve our ambitious mission

Introducing Brightly.ai

Customer enters location

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Assessing possible locations for renewables using satelite imaging

Recommending renewables type based on historical sunlight and wind

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Customer enters location

Assessing possible locations for renewables using satelite imaging

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Installment of renewables system via partner network

100% sustainable energy supply for the community

Impact

We reduce emissions, contributing to social good

1 hectar of solar panels is able to **save 2.500 tons of CO2** per year

Assuming an average of 1kg of CO2 per kWh for coal based electricity and 5.000 300 watt solar panels per hectar with an average of 5 hours direct sun per day.

Customer Segments

We address 2 different customer segments to create maximum social and environmental impact

Governments

Farmers

Customer Segments

Governments own lots of unused land and need brightly.ai to find suitable locations for large-scale renewables sites

Governments

- Implementation of effective environmental policies
- Reduce GHG emissions from electricity
- Achieve climate targets
- Provide public with affordable and green electricity

Customer Segments

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Governments

SaaS Model

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Customer Segments

Farmers analyze their land to find ideal spots for renewables placement, saving money and improving sustainability

Dynamic photovoltaic panels to generate renewable energy

Increase crop yield by protecting plants from frost, hail and sun

Reduce water usage by up to 30%

Earn an extra income

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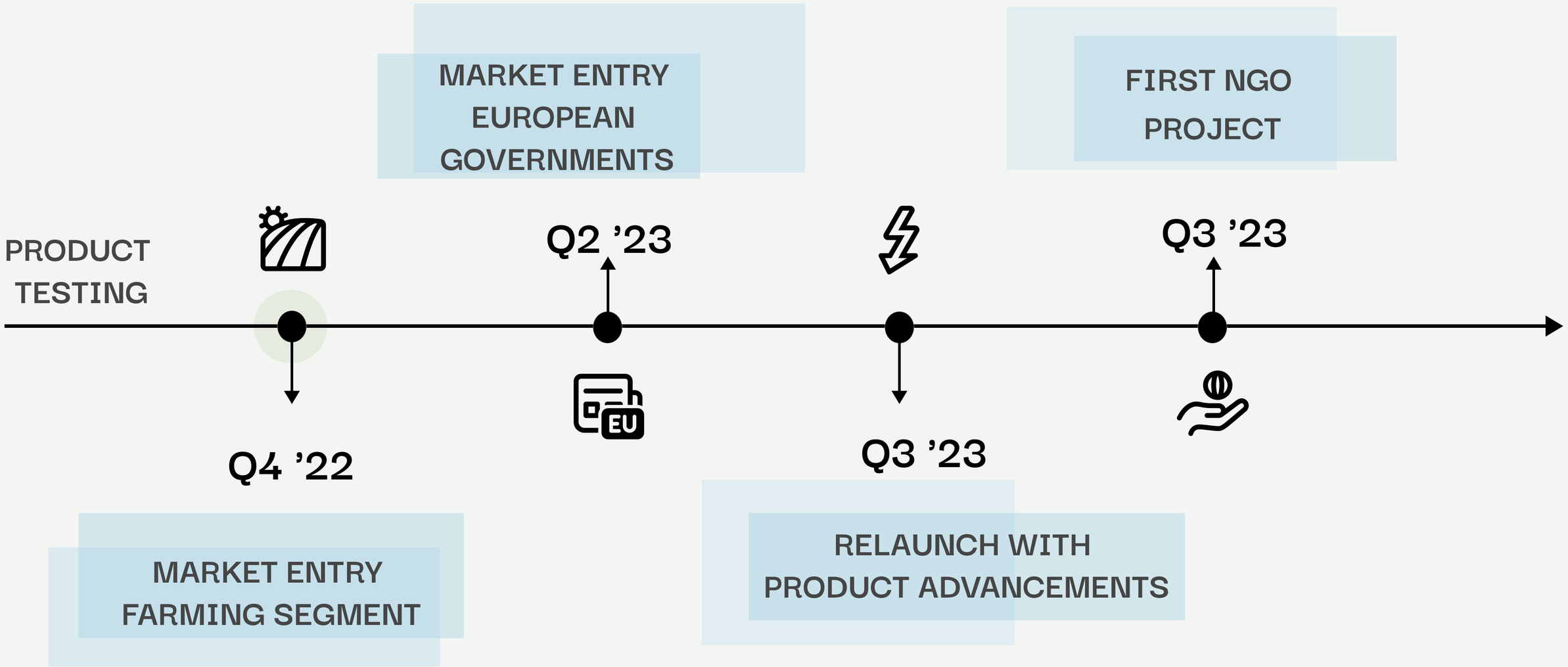
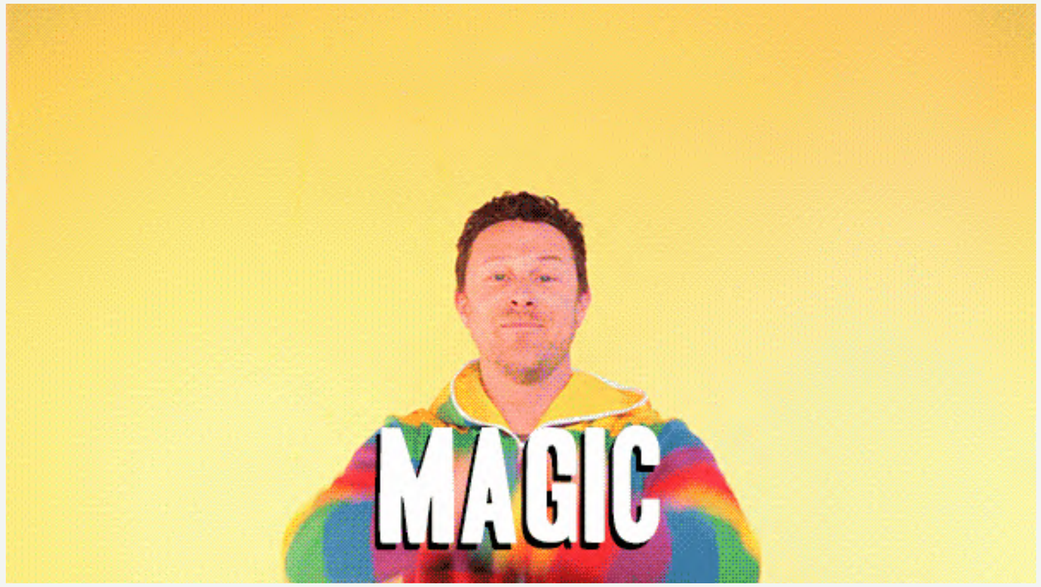
Roadmap

The time to act is now: We have exciting months ahead



Product Demo



Team

Who’s behind the movement

Lilly Kämmerling

Operations

Leonard Wolters

Strategy

Leopold Wieser

AI

Clarissa Anjani

Frontend

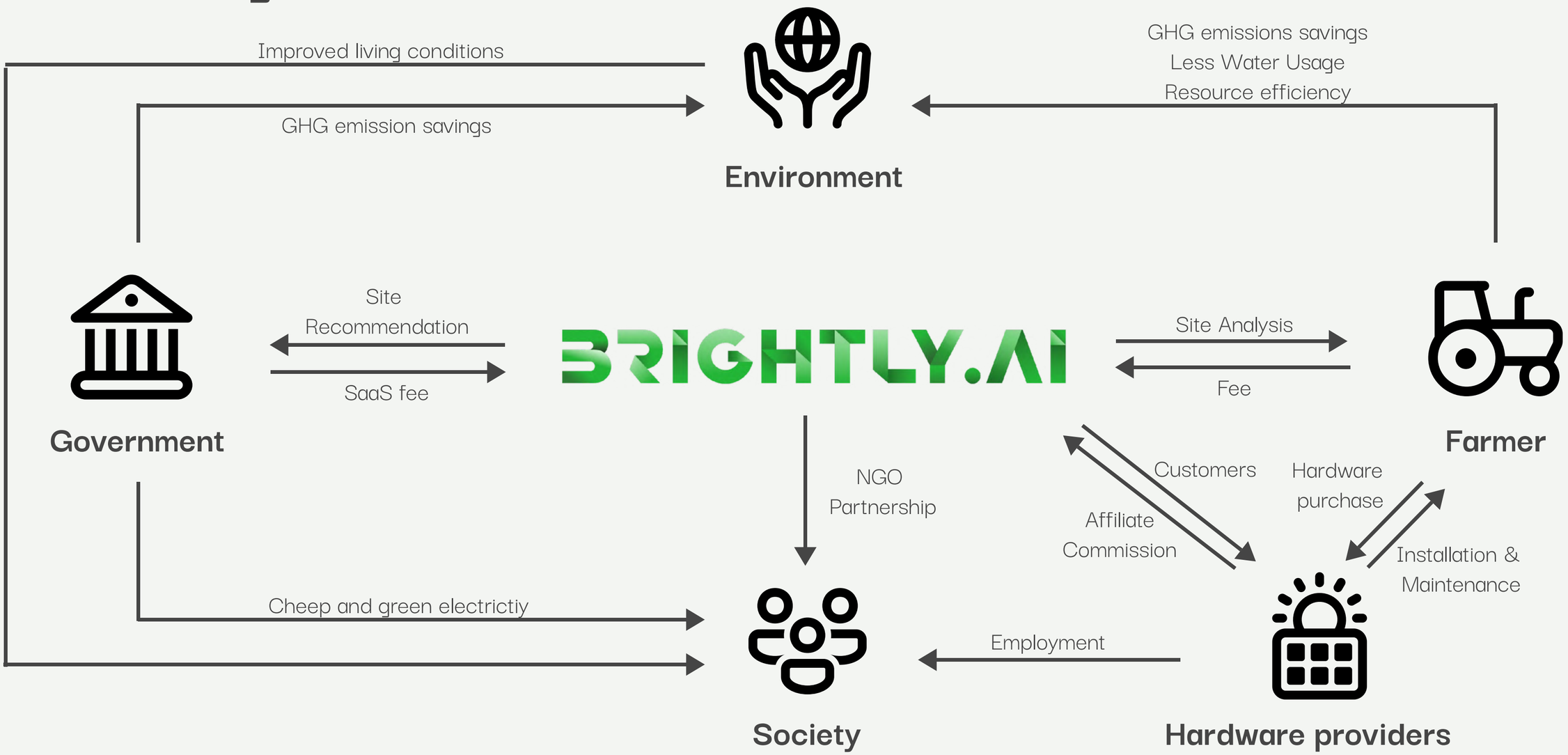
Juan Carlos Climent

Backend

Thank you!

Backup

Value Diagram



Backup

Business Model Canvas

Key Partners

- Renewable providers
- Grid infrastructure providers
- Satellite providers
- Cloud hosting service
- Data providers

Key Activities

- Suggest optimal position for renewables
- Show impact of renewable installation
- Assign partners to install renewables

Key Resources

- Satellite images
- Funding
- Electricity data
- Weather data
- Current electricity cost
- Software engineers

Value Propositions

- Accelerate distribution of renewables through faster site detection and optimal assessment
- Enable affordable, green electricity
- Reduce energy related GHG emissions
- Helping to achieve climate targets

Customer Relationships

- Automated services for land assessment
- Long-term relationship for maintenance via partners
- Personal assistance for governments

Channels

- Landing page with easy-to-use assessment tool
- Promotion via partner network
- Direct advertisement to target customers

Customer Segments

- Farmers
  - Have unused and agricultural land, want to earn money and reduce emissions
- Governments
  - Need site assessment tool for planning large renewables projects
  - Need to build renewable systems to achieve climate targets

Cost Structure

Variable:

- Computation and Hosting
- Salaries

Fix:

- R&D
- Administration

Revenue Streams

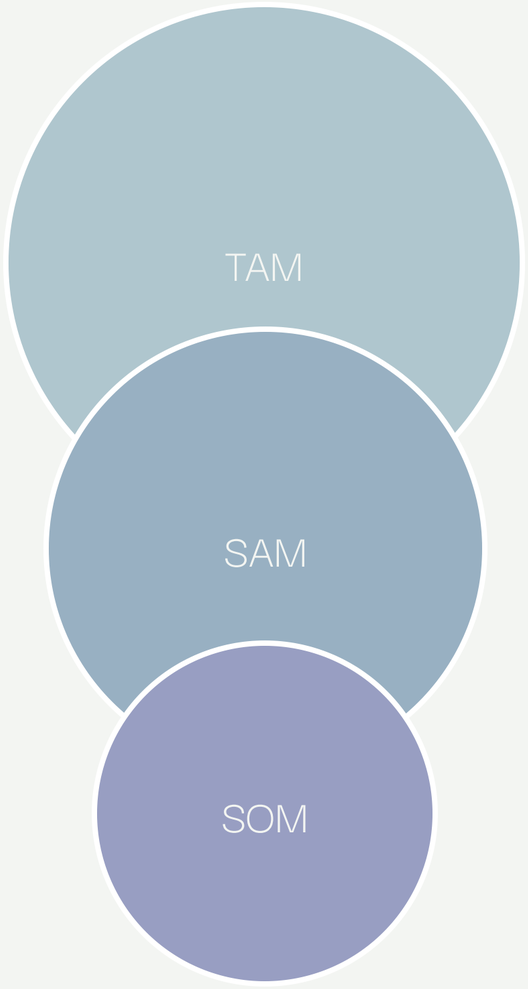
- SaaS subscription fee for government usage
- Affiliate system for infrastructure companies for farmer segment

Backup

Players in the renewable ecosystem are our potential partners as they are currently mostly focused on rooftop solar

Backup

We operate in a growing global market - Germany alone represents multi billion dollar business potential



$382bn
German energy market in 2020

$153bn
German renewables market in 2020

$1.5bn
Revenue potential at 1% market share

Backup

Agrivoltaic systems optimize the land's potential without damaging ecosystems

Dynamic photovoltaic panels to generate renewable energy

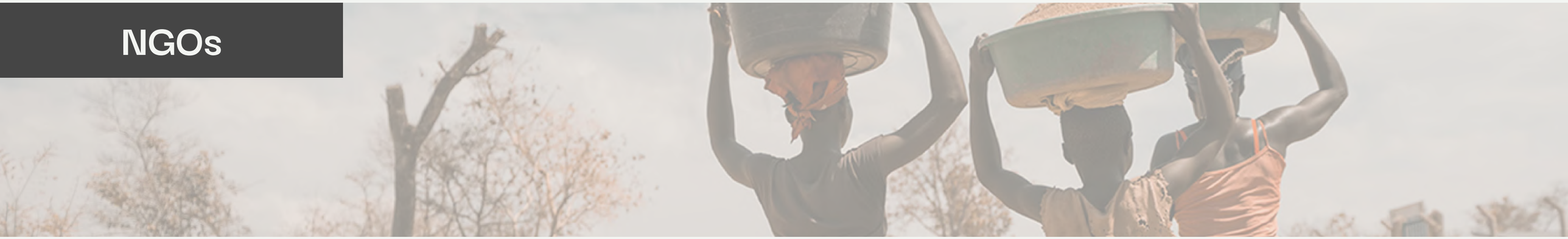
Increase crop yield by protecting plants from frost, hail and sun

Reduce water usage by up to 30%

Backup

In the future, brightly.ai will become a great partner for NGOs bringing electricity to rural areas

NGOs



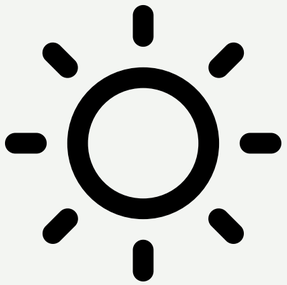
- Bringing electricity to rural areas
- Empower developing countries
- Limiting GHG emissions

768 million people worldwide without access to electricity

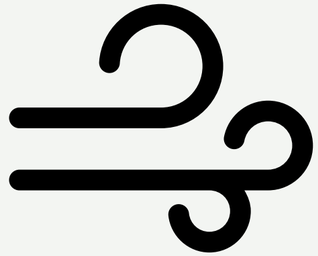
Backup

Technical Details: Datasets

Rain Data by City



World Cities Ranked by Annual Sunshine Hours



Wind Data by City

GLOBAL WIND ATLAS