

# EXECUTIVE SUMMARY

## ECOsol

### Introduction

ECOsol, a cleantech company, aims to consolidate its innovative offerings in the Energy sector by combining its full range expertise in the areas of energy and carbon count. Utilizing the most advanced plant diagnostics and systems that design products that are targeted at solving energy-saving problems and reducing the carbon footprint. This results in cost savings of around 10-15 percentage of the total energy costs.

The company works in accordance with the energy protocol standards soon to be implemented. It keeps a regular check on the carbon emission and energy consumption of various industries. It is a business that starts with a little capital, hence is unaffected by recession. Finances would be gathered from venture capitalists and angel investors. The major targeted sector are the industrialists.

ECOsol's goal is to improve energy efficiency and productivity and fight climate change, in India and across the globe. Since every country is struggling with managing per capita carbon emission, the viability of ECOsol increases. We are inspired to make use of this business opportunity to create value for our stakeholders and the society.

We focus on innovation, creativity and value creation for our customer.

### PROPOSED PRODUCT/SERVICE (innovations):

We present a hardware and software solutions for real-time data collection of energy consumption and carbon emission of a firm. The motive behind starting the firm is the market gap, concern for environment, Technology and environmental are issues that are inseparable. The energy consumption in the country is increasing rapidly due to the increase in population and so are the environment-related issues. Today, there are few professionals and companies working in the area. However, if the government plays an active role and involves the public and private partners, the scenario can definitely be improved.

### MARKET OPPORTUNITY:

Rising energy costs and pressure from regulatory agencies, investors, customers, suppliers and people have ensured that Energy and Carbon productivity count is one of the biggest challenges facing corporation today. A lot of corporate organizations are hiring consultants to manage their Energy and carbon count. However, a conventional consulting approach which couples making reports with short on site visits is not the most efficient way for Energy and carbon count because:

1. The approach lacks periodicity. A onetime measurement is typically not good enough for a business, especially when it is aiming to become low carbon/carbon neutral. Clearly, ECOsol allows a feedback loop.
2. It does not engage employees to motivate and cut down Energy and Carbon count through their activities. Also ECOsol provides data points for employees and managers to support their decision making with precise numbers and facts.
3. One time solutions offered are very costly!
4. Energy consumption and Green house gas mitigation measures are best figured out by the ground level employee. e.g., a truck driver knows best which engine oil will give best mileage and lowest Green house gas emissions. He/she is the best person to figure out a local level solution.
5. ECOsol generated reports are consistent with formats typically used by auditors The key is then, to empower employee at the grass root to figure out Energy and carbon solutions and as managers, monitor it on a time to time basis. The product offers the flexibility to estimate the Energy and carbon count at any moment of time, allows simulation of various scenarios ("How is Energy and carbon count affected if I add one more Air Conditioner to my office", etc) and projection over a period of time given a rate of growth. In short it allows a company to realize impact of its business decision making on Energy and carbon count. It empowers the manager to evaluate the energy and carbon productivity in various scenarios at any time, and let him simulate effect of changes in his office environment (added/reduced employee(s), added/reduced equipments). In essence, it is a complete energy and carbon management solution.

Our flagship product, ECOsol ® - an integrated software and hardware SAS solution to measure, monitor, manage and monetize energy and carbon emissions of an organization/ individual is a customer friendly organization tool which delivers more value per rupee than existing market solutions.

## OPERATING PLAN/ TECHNICAL FEASIBILITY:

### Measure:

- Model organization boundaries
- Identify and define emission sources
- Create, manage and maintain emission inventory
- Web based inventory data entry or integration with enterprise system

### Manage:

- Customizable score cards/dash boards
- Automatic alerts based online setup
- Set up, manage and monitor tasks
- Customizable reports for emission intensities and KPIs

### Monitor:

- Generates reports for registries like carbon disclosure project, WWF, US EPA climate leaders, etc.
- Easy auditing and verification capability for emission factors

### Monetize:

- Purchase carbon offsets to meet industry standards for emission
- Integration with carbon exchanges to trade offsets generated by CDM carbon projects.

## COMPETITION IN THE MARKET:

ECOsol provides innovative and unconventional energy and carbon solutions. The company faces competition only from individual advisors and consultants, they offer costly one time solutions, hence a company like ECOsol that delivers regular checks and industry visits cuts above the rest.

## **FINANCIAL VIABILITY:**

ECOsol requires low initial start up cost. The initial set up cost is expected to be around 25 lakhs, including the software and diagnostic system costs. The product requires very low further investment, i.e. low maintenance cost and the expenditure on hiring is also very less. Finances are expected from venture capitalist and angel networks.

## **PROJECTIONS FOR THE NEXT THREE YEARS:**

The standards for calculating carbon count are rapidly evolving, which gives us an edge over the one time conventional consulting model. As soon as an energy/carbon accounting protocol is released/changed, we can create software updates which can be downloaded automatically over the web. The user need not conduct fresh consulting study/buy new software. At present, there is no integrated and holistic hardware cum computer application to estimate, simulate and project the energy and carbon count for a corporate body.