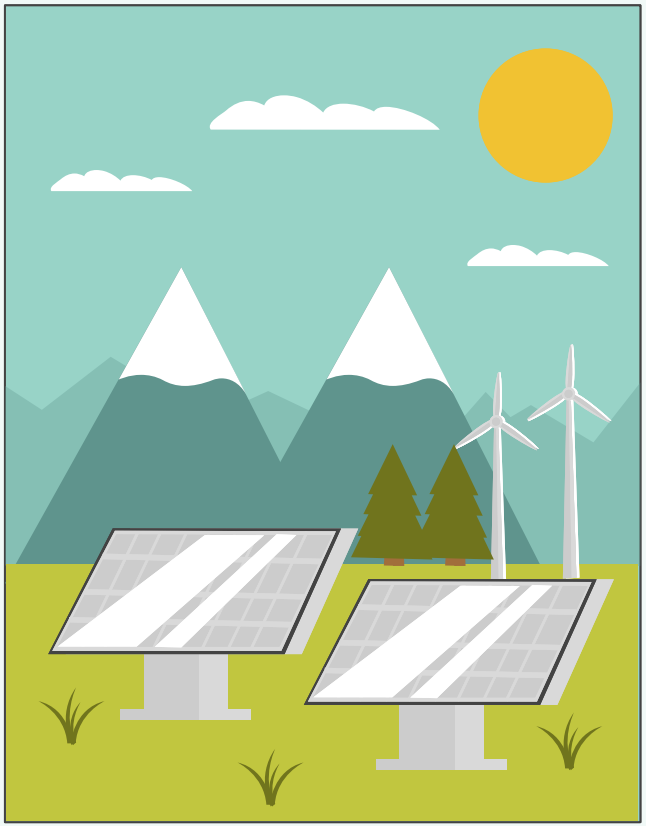
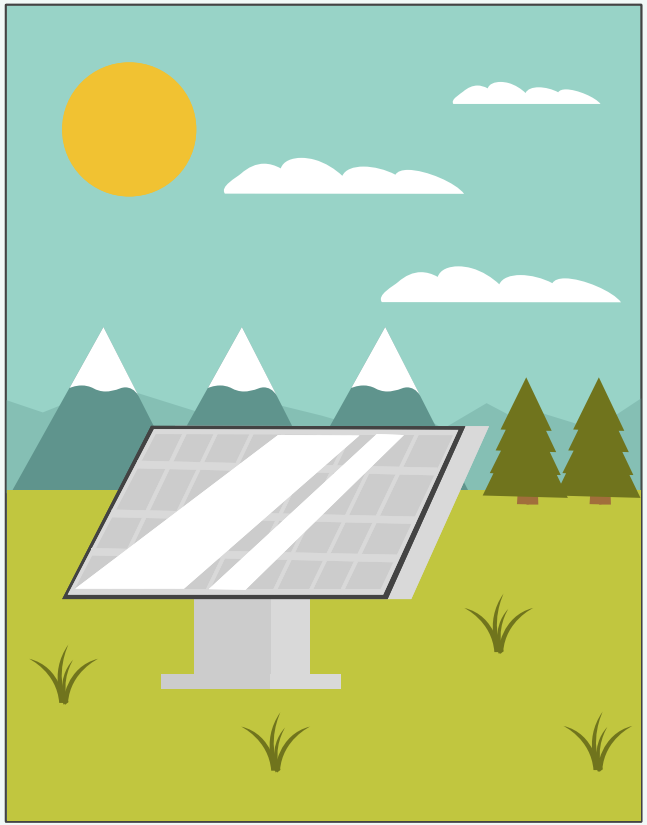
Business Model Development

IEEE Hive @ TENCON 2024





01 Proposed Solution

Solar Leasing Service Provider

Proposed Solution

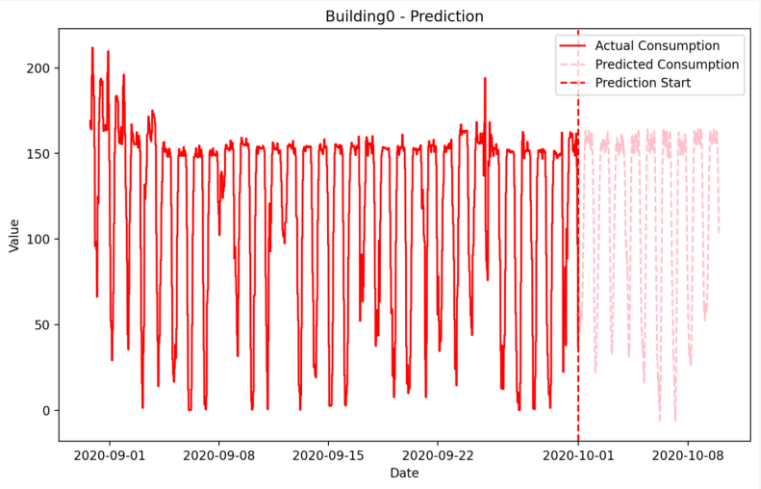
- Partnership with Homeowners:
  - Install our solar panels on residential rooftops at no cost to homeowners.
  - Generate renewable energy.
  - Retain ownership and handle all maintenance and operation of the solar panels.
- Site Assessment:
  - Evaluate each home to determine suitability for solar panel installation (Roof Orientation, Sunlight Exposure, Local Climate Conditions)
  - Ensure optimal energy production efficiency and effectiveness.
- Homeowner benefits through reduced electricity bills.
- Integrated solution with a user-friendly mobile app:
  - Machine learning capabilities to predict current month's energy production and usage.
  - Estimate upcoming bills in advance.

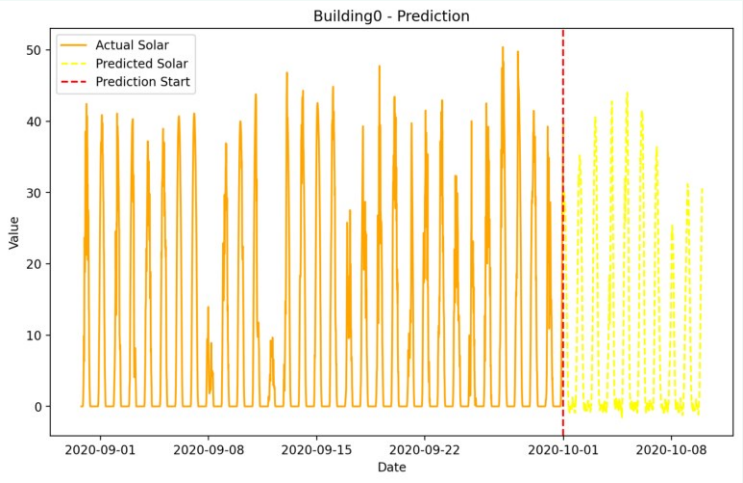
Profit Sharing Model

- Residents receive a credit equivalent to **10% of the solar energy** they generate.
- For example:
  - At the end of November 2024, solar panels generate **100 kWh**.
  - Homeowner receives a credit of **10 kWh** (10% of 100 kWh).
  - If the homeowner consumes 50 kWh during November, they are only billed for 40 kWh after applying the credit.
  - Cost Savings Calculation:
    - Tariff rate: $0.12 per kWh
    - Original bill: 50 kWh x $0.12 = **$6.00**
    - Adjusted bill: 40 kWh x $0.12 = **$4.80**
    - **Total Savings:** **-$1.20**

Advanced Tech with Machine Learning

- Real-time data on solar energy production in the current and past months.
- Our machine learning models predict the current month's energy production and usage.
    - Allow homeowners to estimate household electricity usage and solar energy production for the upcoming days.
    - Show projected monthly bill savings in advance.





Customer Value

Cost Saving

Residents benefit from a reduction in their electricity bills by receiving a credit equivalent to 10% of the solar energy they generate.

Sustainability

Help residents lower their carbon footprint and contribute to a greener environment.

Transparency

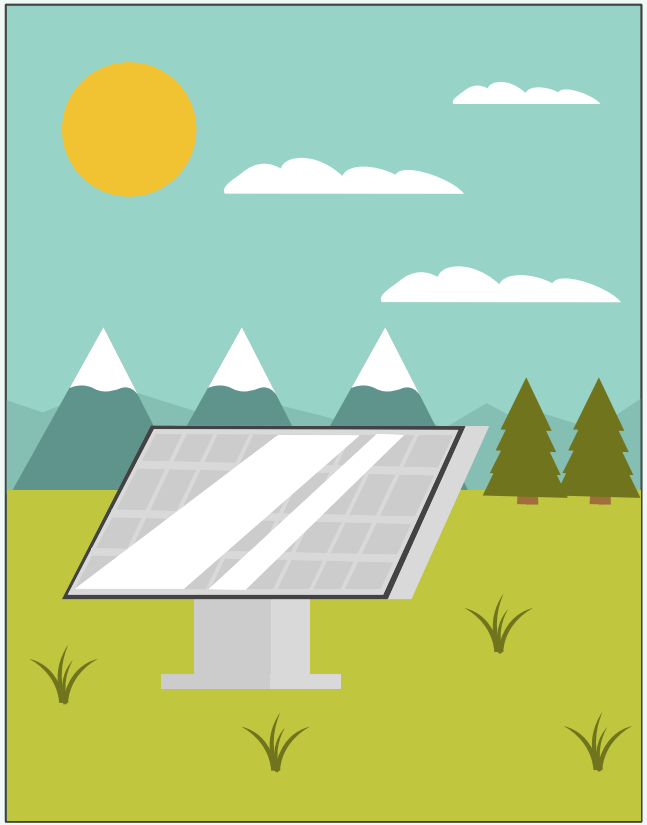
A mobile app offers real-time tracking of energy production, estimated electricity usage reduction and detailed savings metrics.

Target Market

- Residential Homeowners:
  - Homeowners with accessible rooftops for solar installations.
  - Focusing on suburban and urban areas.
- Small commercial businesses aiming to reduce electricity costs.

Revenue Streams

- Selling Energy Back to the Grid:
  - A significant portion of the solar energy generated is sold back to the grid.
  - Achieved by integrating the generated solar energy into existing power infrastructure.
- Subscription Model:
  - Residents may pay a monthly subscription fee for access to our user-friendly mobile app.
  - App Features Include:
    - Real-time tracking
    - Electricity usage estimates
    - Energy production estimates
    - Detailed savings metrics
    - Other upcoming predictive analytics



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Market Positioning

What makes us unique?

- Collaborative Approach:
  - We cover the upfront installation costs.
  - Makes solar energy accessible to residents without financial barriers.
- Savings-Driven Incentive:
  - Directly link residents' electricity savings to the energy produced.
- Tech-Enabled Engagement:
  - Our app shows real-time solar energy generated.
  - Provides actionable insights into energy usage and savings.

Competitors

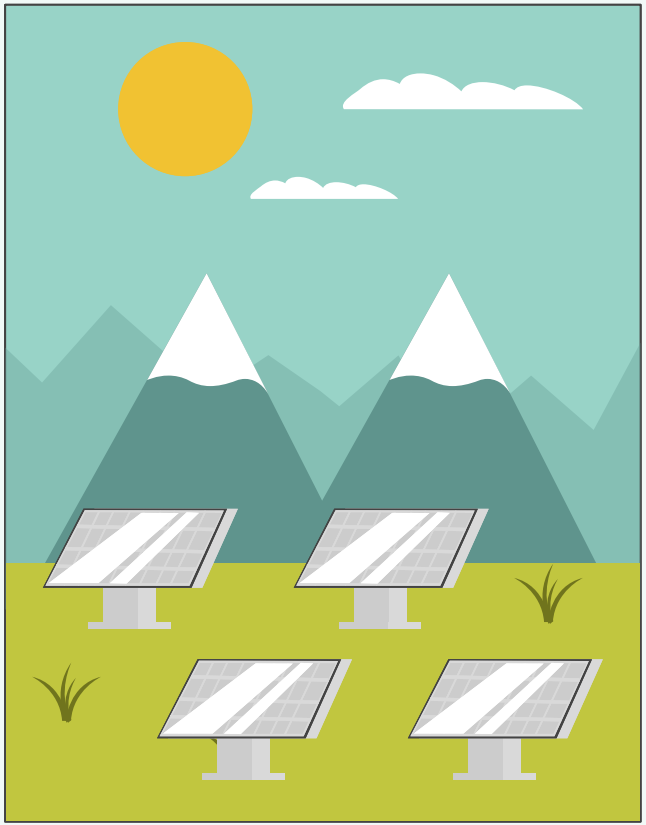
- Solar leasing companies and power purchase agreement providers.
  - Swell Energy: https://swellenergy.com/
  - Sunrun: https://www.sunrun.com/
- Traditional Utility Companies:
  - Supply grid electricity generated from non-renewable sources such as coal, natural gas, and nuclear energy.
  - Renewable energy solutions present a significant disruption.

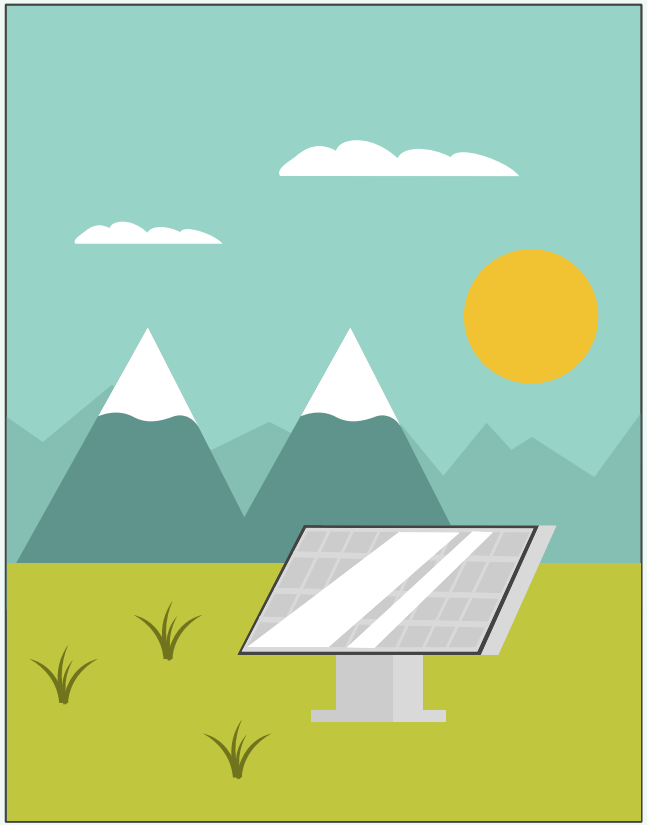
Attracting Customers

- Sustainable energy solutions.
- Cost Savings:
    - Reduce electricity bills through energy credits.
- No upfront costs for rooftop solar installations, accessible to a broader audience.
- Advanced Technology:
    - Machine learning and a user-friendly app enhance customer engagement.
    - Provide predictive analytics for energy usage and savings.
- Customer Support:
    - Proactive Performance Monitoring and Maintenance
    - 24/7 App-Based Troubleshooting Support

Conclusion

- Our innovative business model offers mutual benefits to homeowners and our company.
- By providing cost-effective, sustainable energy solutions with advanced technology and excellent customer support, we aim to lead the transition towards renewable energy.





Thanks!

Any questions?

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