

Pitch Book

July 2023 – Prepared for **Solar Impulse**

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A **Carbon-Free** future with the power of Renewable Energy **Communities**.

✔ rising.eco enables electricity users to harness and trade solar power peer-to-peer.

✔ We develop hardware enabled software technology to create Renewable Energy Communities.

✔ Our customers save money while aiding the energy transition to self sufficient, zero-carbon electricity.

We believe in the Power of Communities.

The toughest problems require our **joint effort**. At rising.eco, we build technology for **Renewable Energy Communities** to overcome the challenges of zero-carbon power generation **together**.

The **more members** join our communities, the more we can contribute to better electricity prices while slowing down climate change.



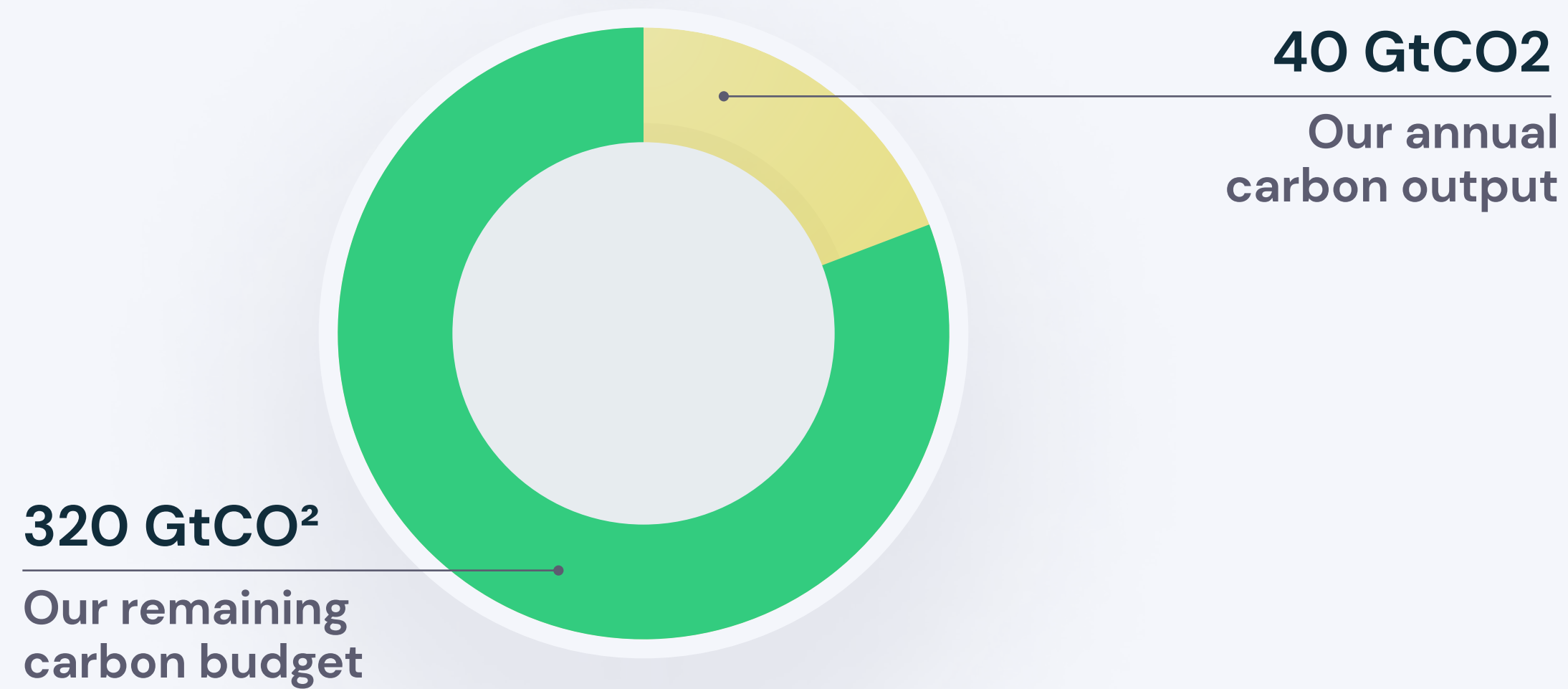
Table of contents

A	Pain	04.	G	Business Model	22.
B	Solution	06.	H	Go-To-Market	24.
C	Product	09.	I	Development Roadmap.....	26.
D	Why Now	13.	J	Team	27.
E	Market	15.	K	Financials	28.
F	Competition	19.			

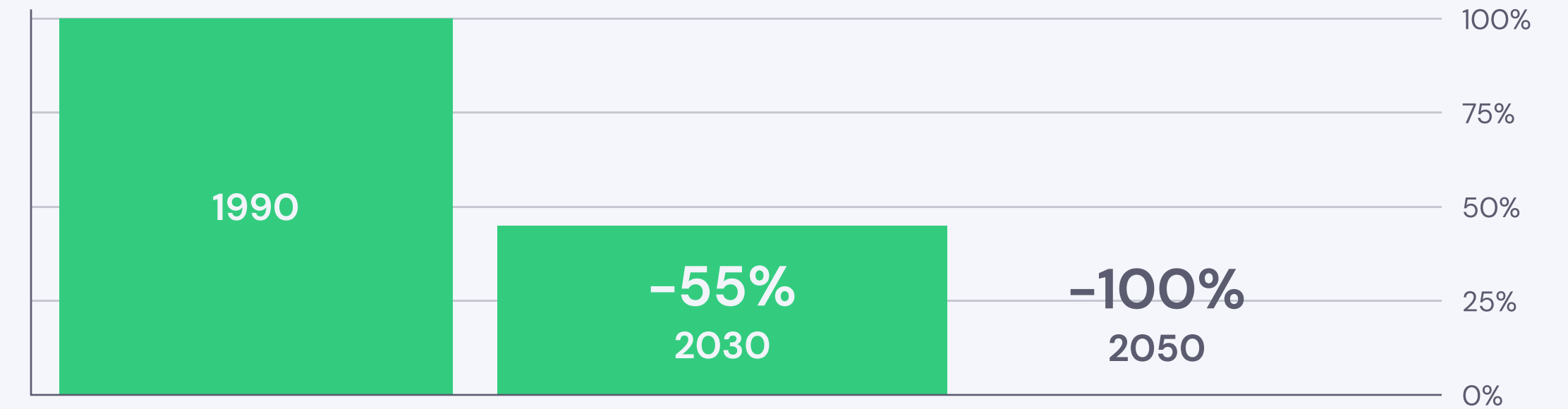
The challenge

Climate change is real, urgent action is needed..*

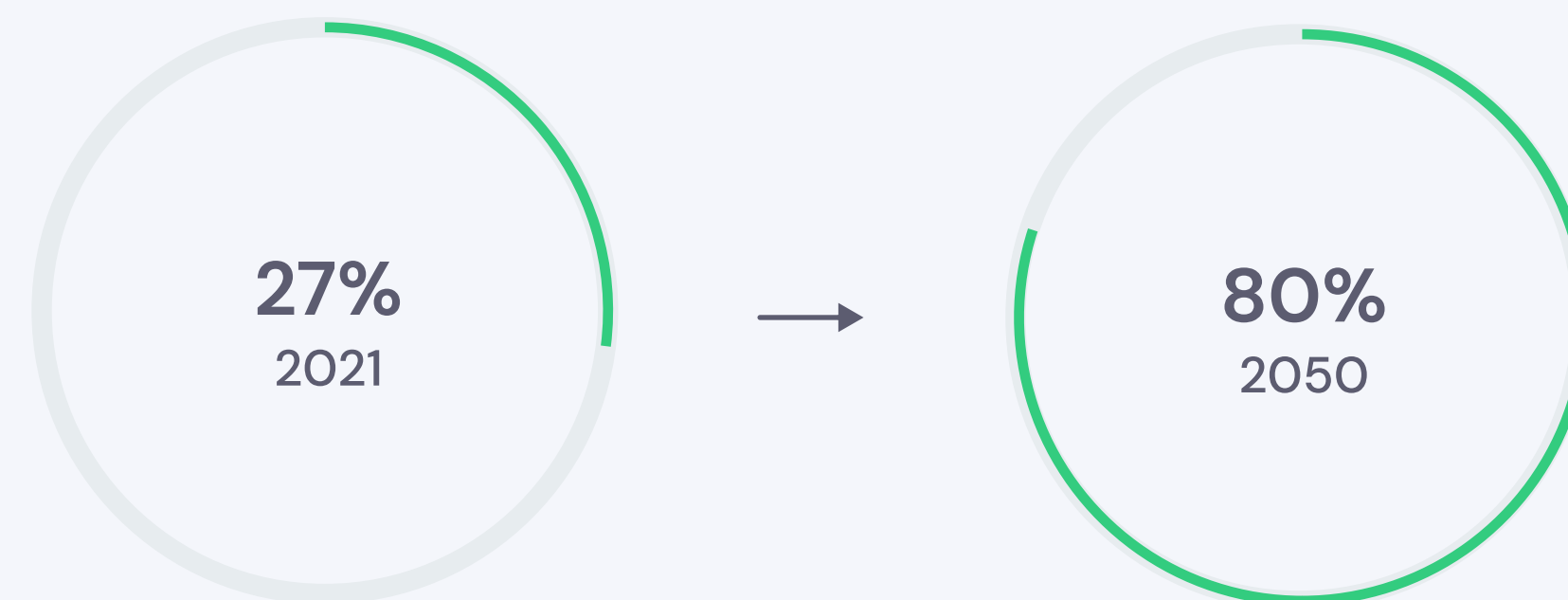
01 We have less than 7 years to keep temperature rise below 1.5 °C



- NASA: [Open link](#)
- National Geographic: [Open link](#)
- Nature: [Open link](#)



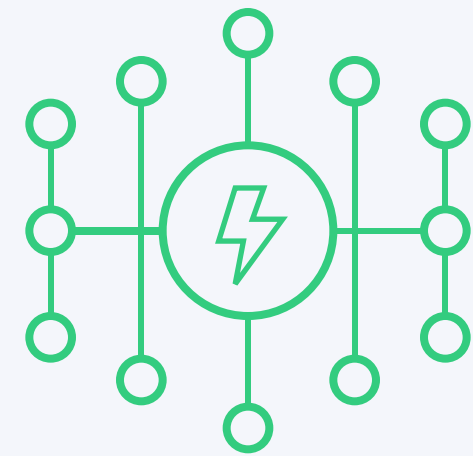
02 Pushing the EU to set an ambitious target towards zero emission...



03 ...and to profoundly raising the share of renewables within it's energy mix.

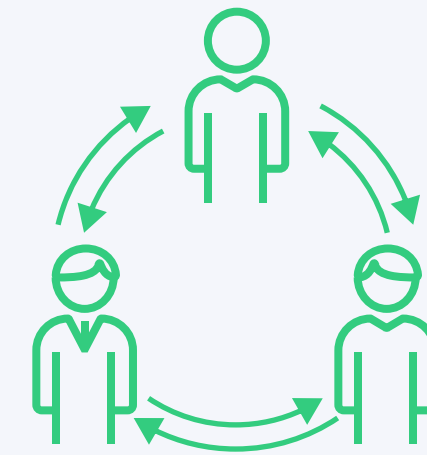
- Scientists warning: [Open link](#)
- Science Advances: [Open link](#)
- IPCC Report on Global Warning: [Open link](#)

...whilst **the grid is not made for renewables,**
causing numerous pains for stakeholders.



Grid & Utilities

- ⊗ Cannot handle fluctuating energy sources
- ⊗ Cannot route electricity intelligently
- ⊗ Cannot carry all financial burdens
- ⊗ Grid scale storage is costly



Consumers

- ⊗ Lack of options
- ⊗ Can't get affordable renewable energy
- ⊗ Fluctuating energy prices



Planet

- ⊗ Regulatory pressure growing as planet cannot further deplete

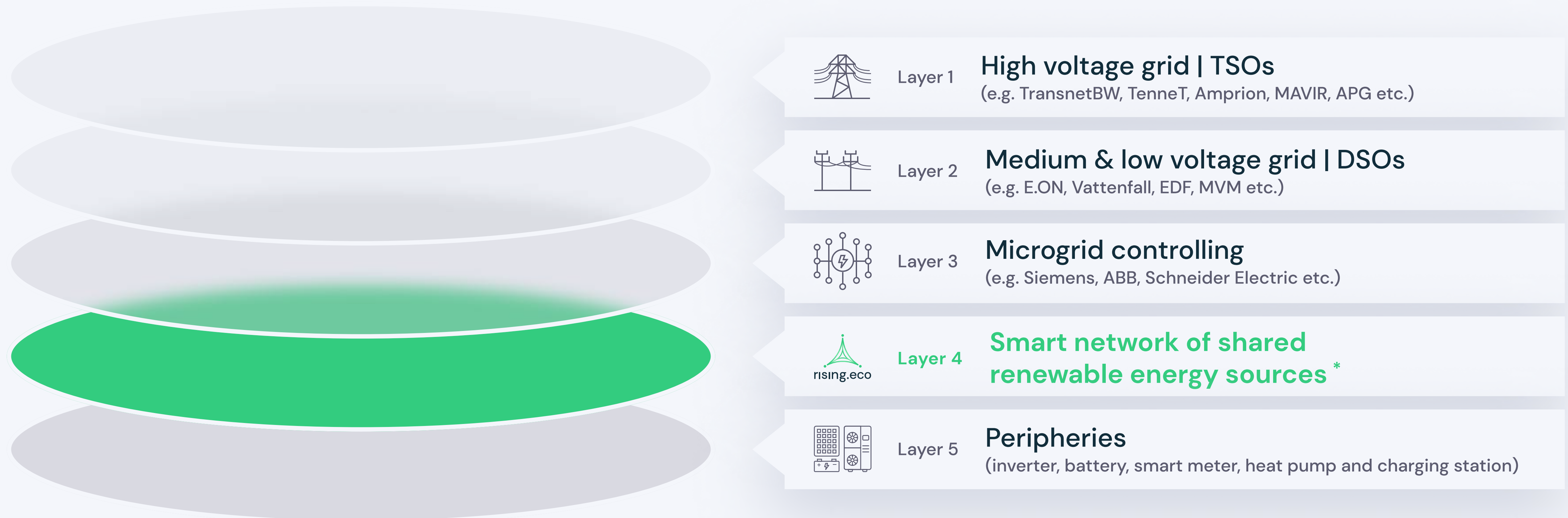
Renewable Energy Communities are the future of green electricity...
 ... rising.eco is providing the OS for it.



Traditional databases and data silos. Fragile, unsecure and expensive infrastructure.

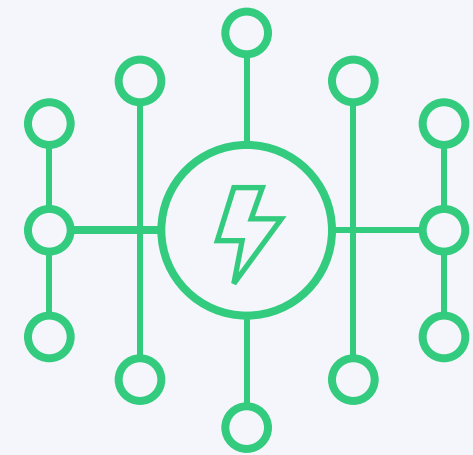
Decentralized, shared data, resilient, tamper-proof, peer-to-peer.

rising.eco makes all components work together between the grid and the periphery.



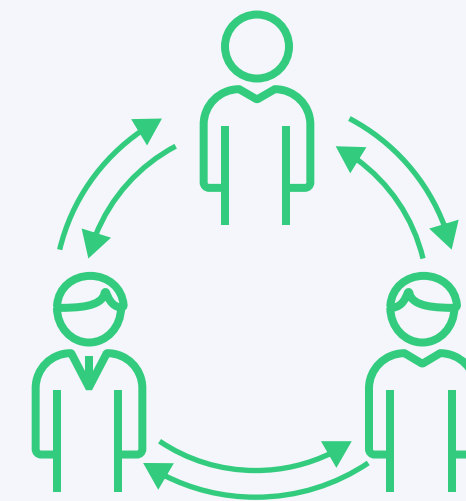
*Depending on the network topology and agreements we can help with automated demand response for TSOs/ DSOs.

rising.eco **benefits all players.**



Grid & Utilities

- ✔ Renewable energy stays on low voltage lines
- ✔ Higher grid resilience
- ✔ Zero upgrade cost



Consumers

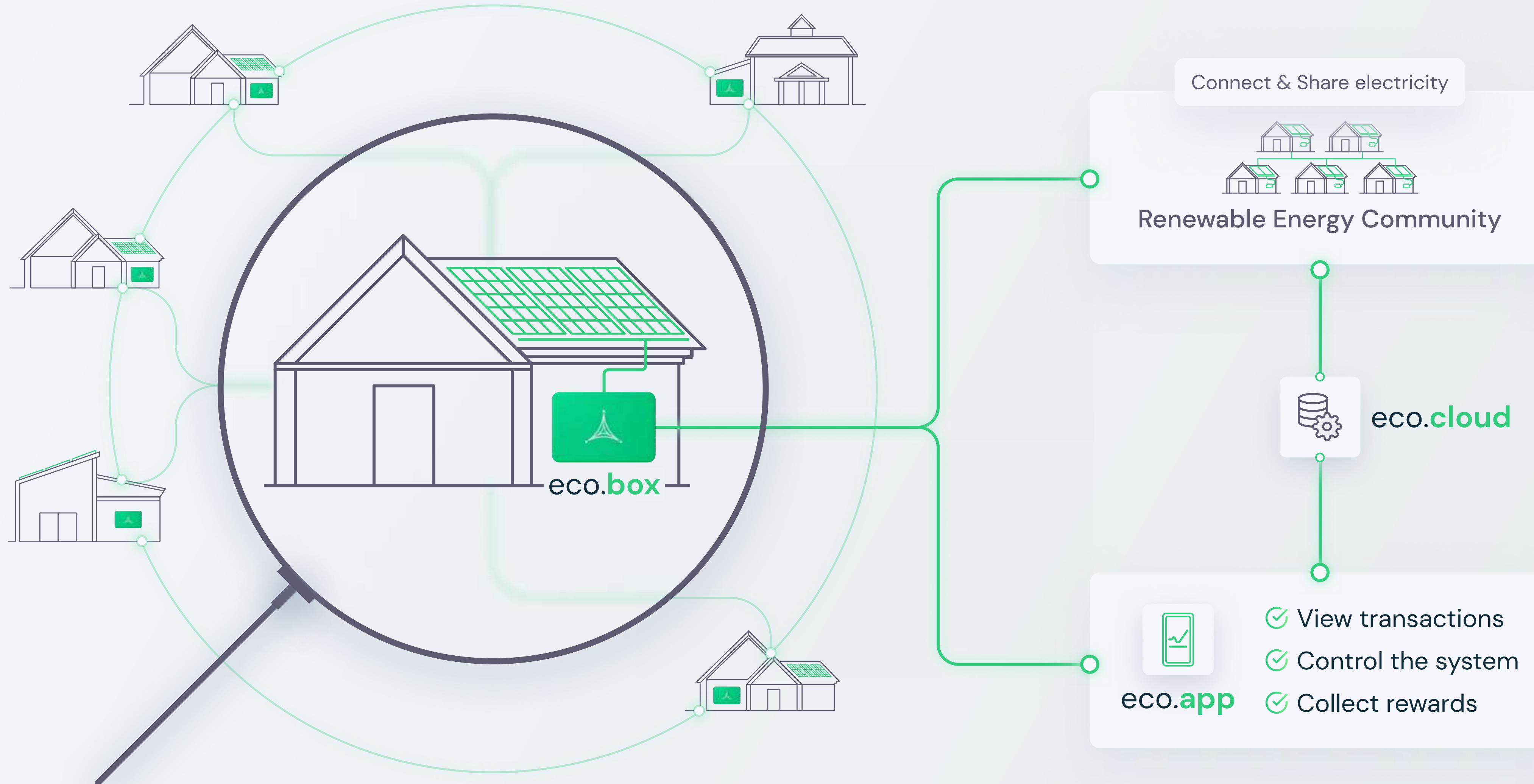
- Better energy price and ROI
- ✔ through efficient P2P marketplace
- ✔ Energy independence
- ✔ Property value increase



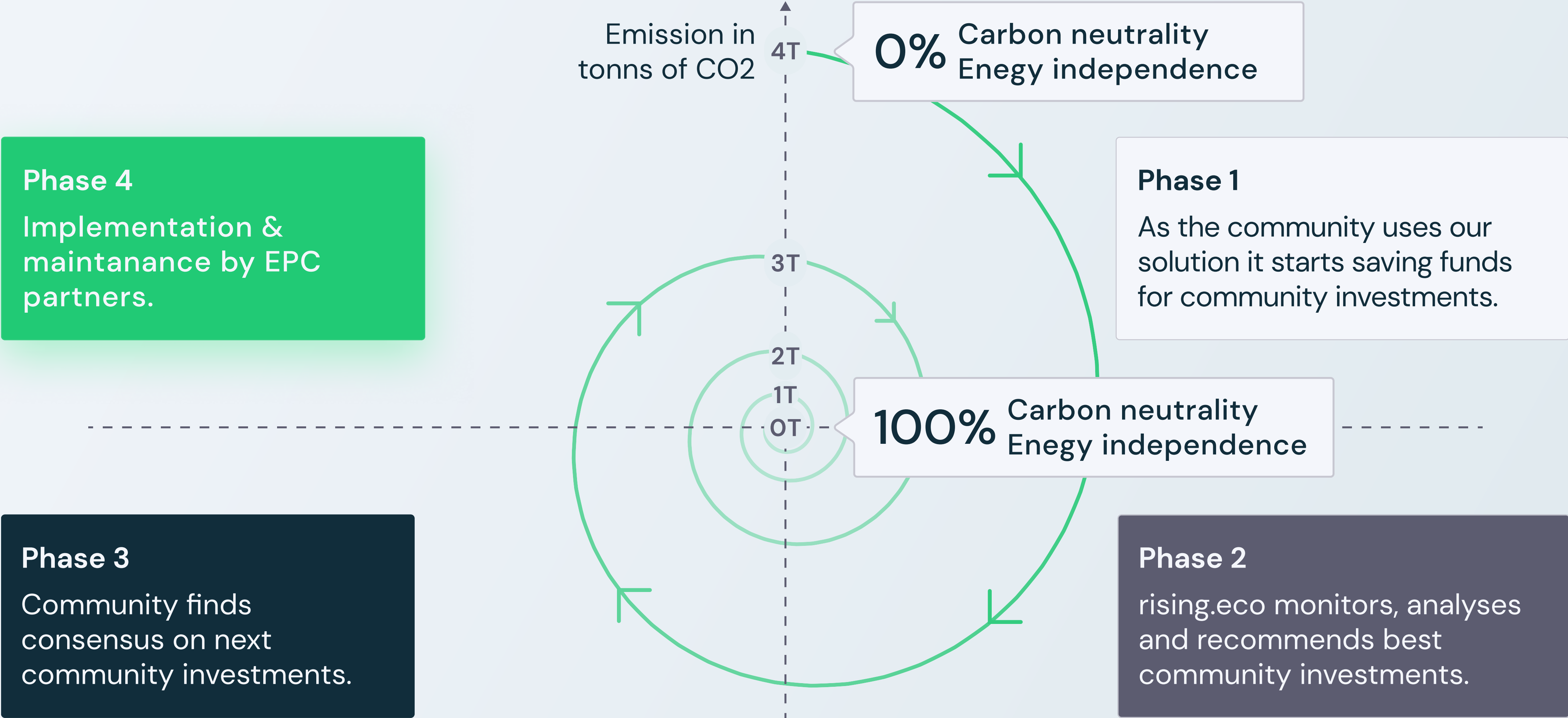
Planet

- ✔ Helps regulatory compliance
- ✔ Helps stopping depletion

All system components at a glance.



How our product moves communities towards our vision of 100% carbon neutrality and energy independence.



Software interfaces

A smart, scalable, intuitive software to bring efficiency gains to all members of the renewable energy community.

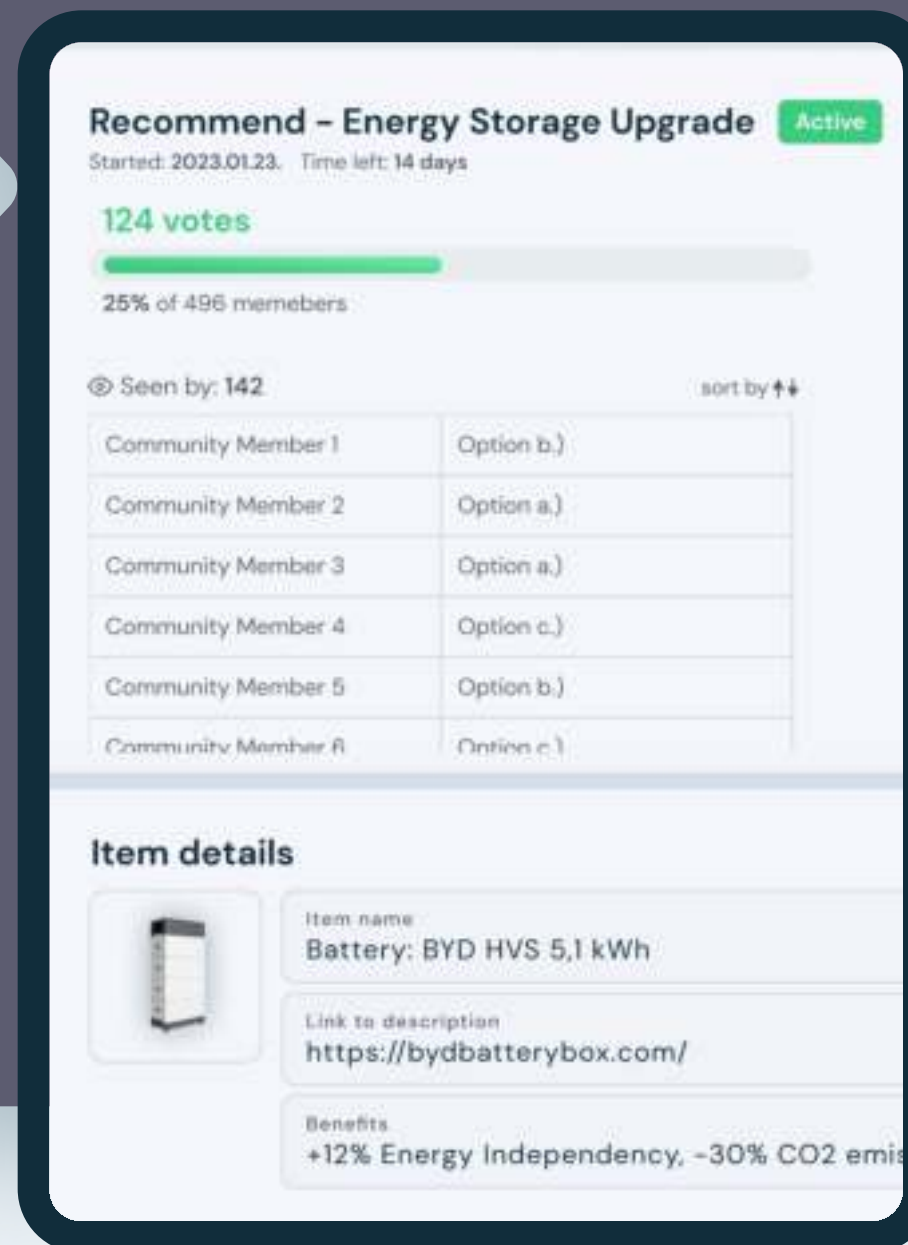
Phase 1

- ✓ Energy produced, consumed, shared
- ✓ Savings made
- ✓ Rewards collected



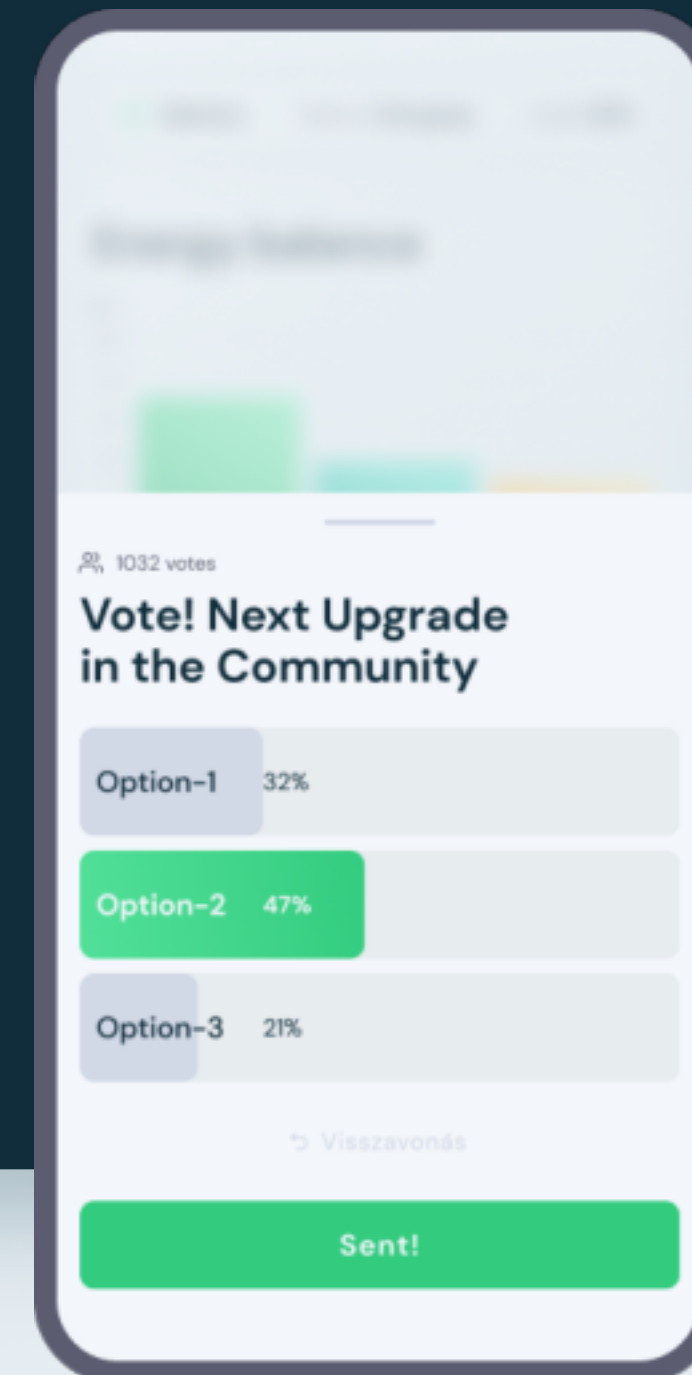
Phase 2

- ✓ Control and monitor
- ✓ Efficiency analyse
- ✓ Investment recommendations



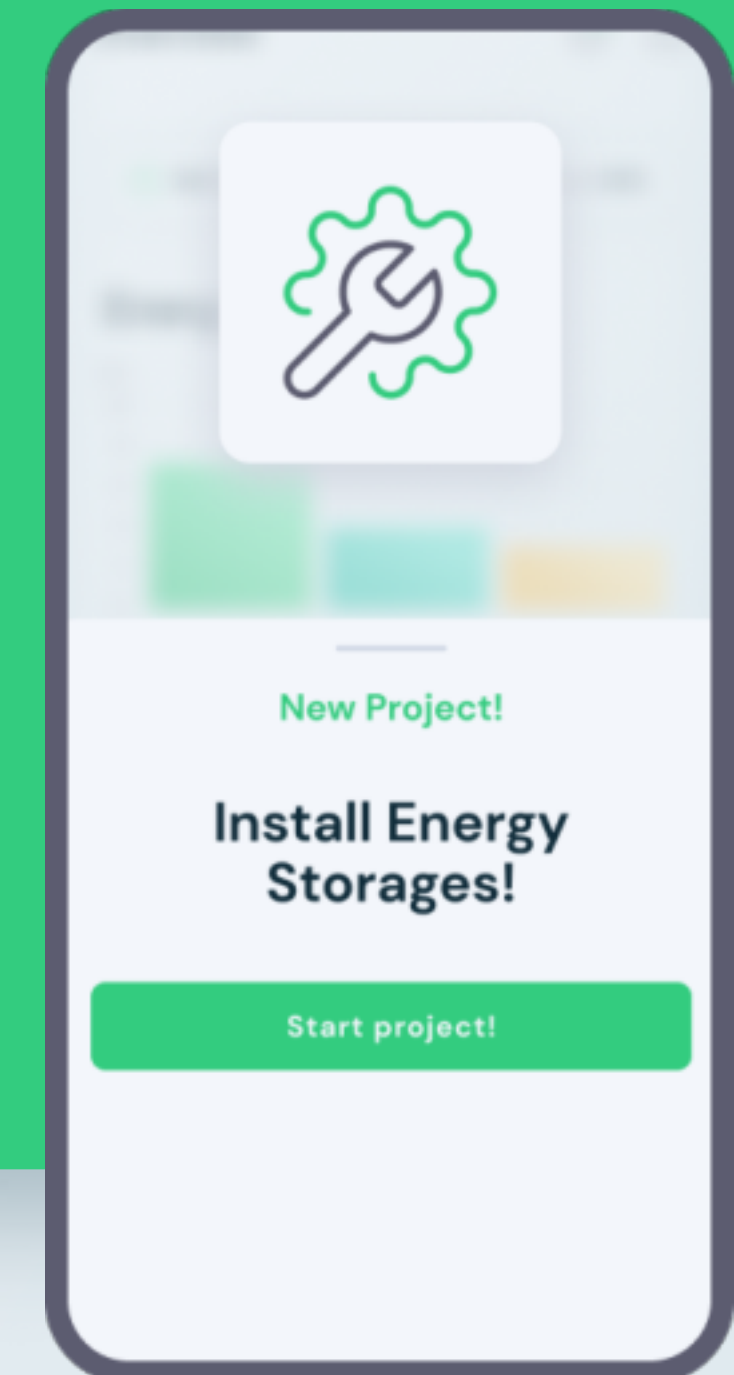
Phase 3

- ✓ Board proposals
- ✓ Town hall gatherings
- ✓ Member votings



Phase 4

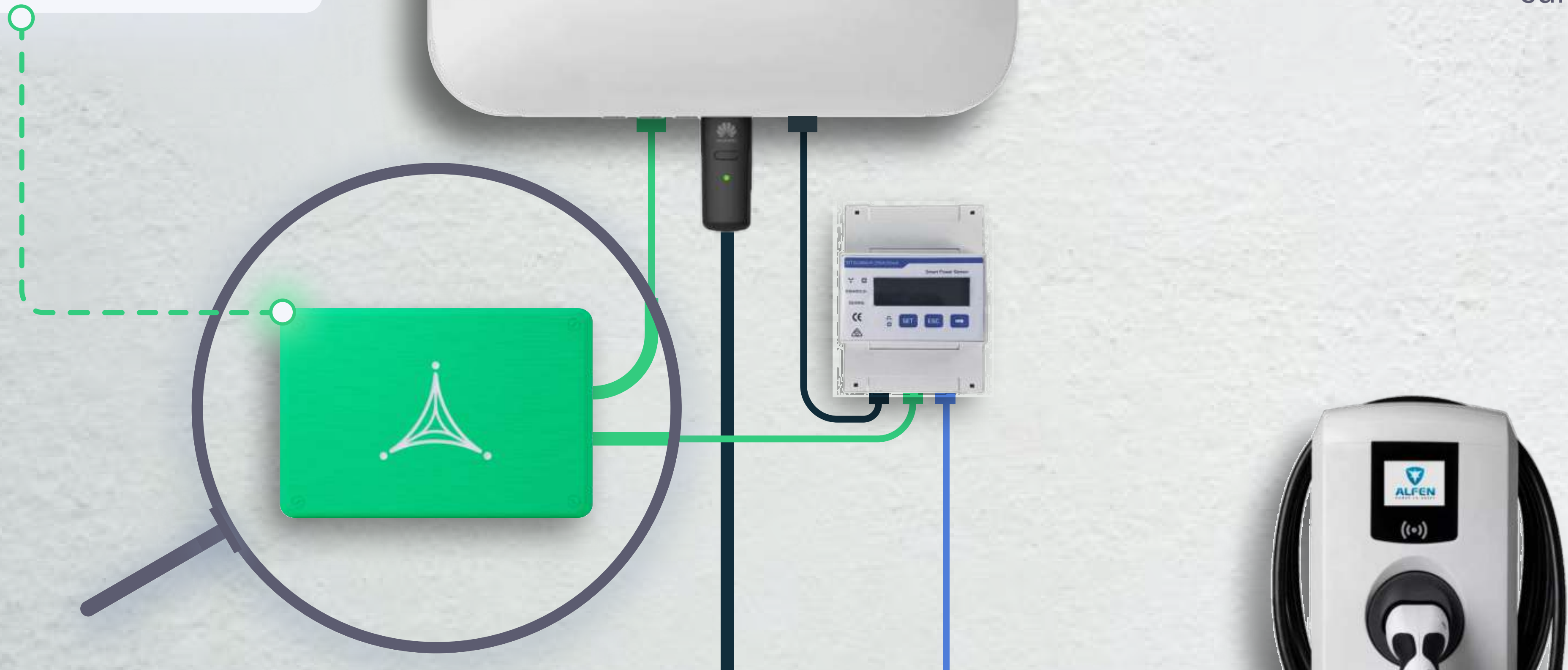
- ✓ Work assignments
- ✓ Project details
- ✓ Direct client comm.



Robust hardware underpinning the software.

The eco.box is a gateway that 1) **collects data** from the periphery devices and 2) enables the software to **intelligently optimize power distribution and storage** to help maximize self-sufficiency.

- ✔ Connects members to the community.
- ✔ Works with all conventional inverters and smart meters.
- ✔ Built for durability and easy access.



Why now...

The evolution of renewable energy production and storage technologies have reached a tipping point and are ready to impact our daily lives.

The world is ready to break with old principles and structures – People wish to act. Civic movements serve as proof.

By unleashing the power of collaborative electricity production, storage and distribution we are setting off a break with the traditional electricity business and thereby enable a direct matching of real-time supply and demand within our communities.

Why is now the right time?

01

High Public Pressure

Climate change has become a hype topic and is expected to further gain in momentum.

02

Improving Unit Economics

Solar power and battery technology outcompete their mine and burn based counterparts and will further gain in efficiency. *

03

Clear EU Regulation

The EU directive has come into effect, allowing the sharing of electricity in all European markets.**

04

Future Proof Investment

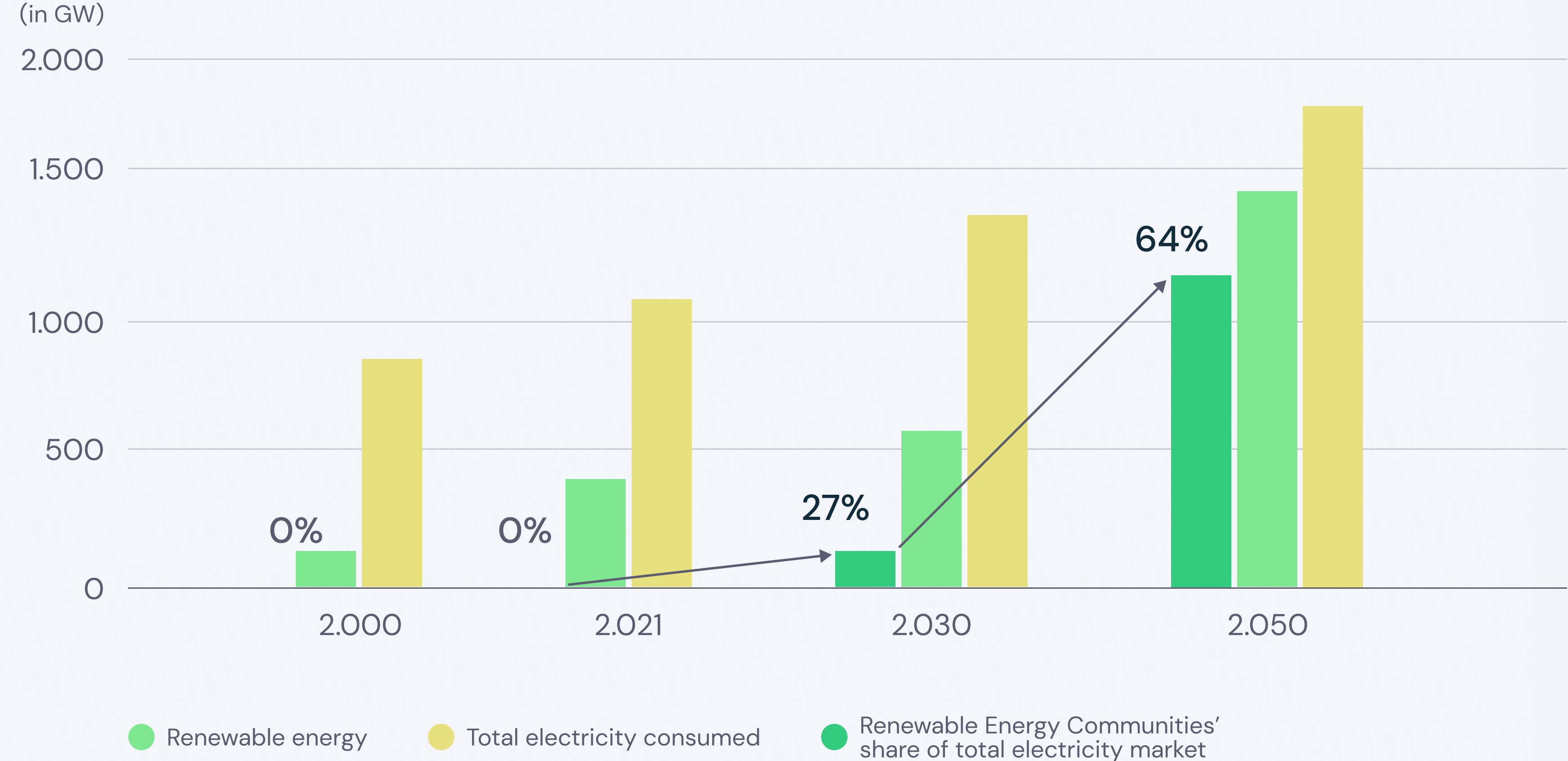
Banks are accustomed to financing renewable energy projects and recognize them as low risk investments. ***

* BP, Statistical Review of World Energy

** PSD II, Clean Energy Package (Directive), Crowdfunding Regulation, Green Deal

*** Trucost: [Open link](#)

Rapidly growing share of distributed renewable power generation.

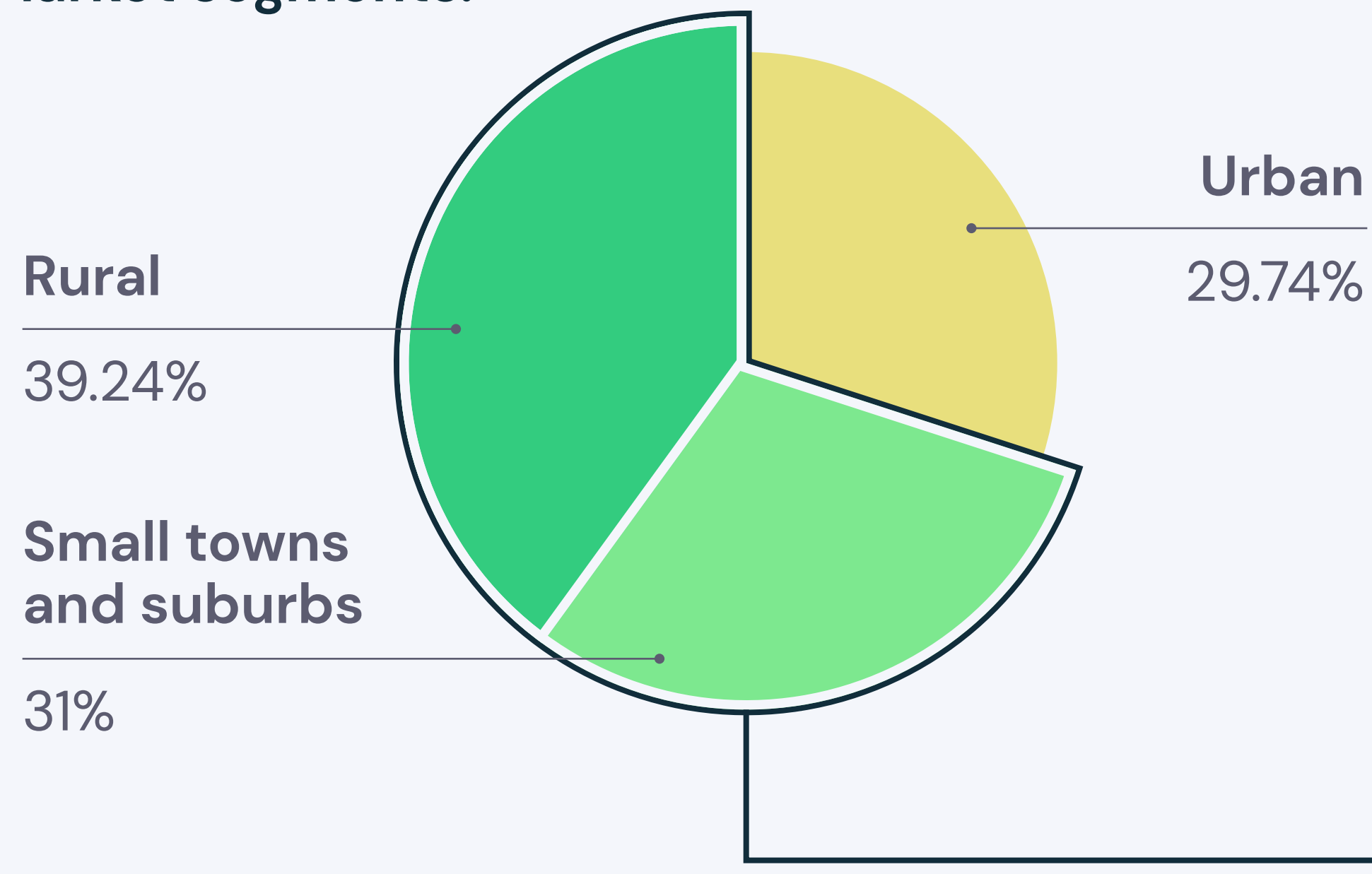


Renewable Energy Communities are about to capture **64%** of the total European electricity market **by 2050.**

*CE Delft, The Potential of Energy Citizens in the EU, Sept. 2016, <https://cedelft.eu/publications/the-potential-of-energy-citizens-in-the-european-union/>

Single family homes first, multi family homes next...

Market segments:



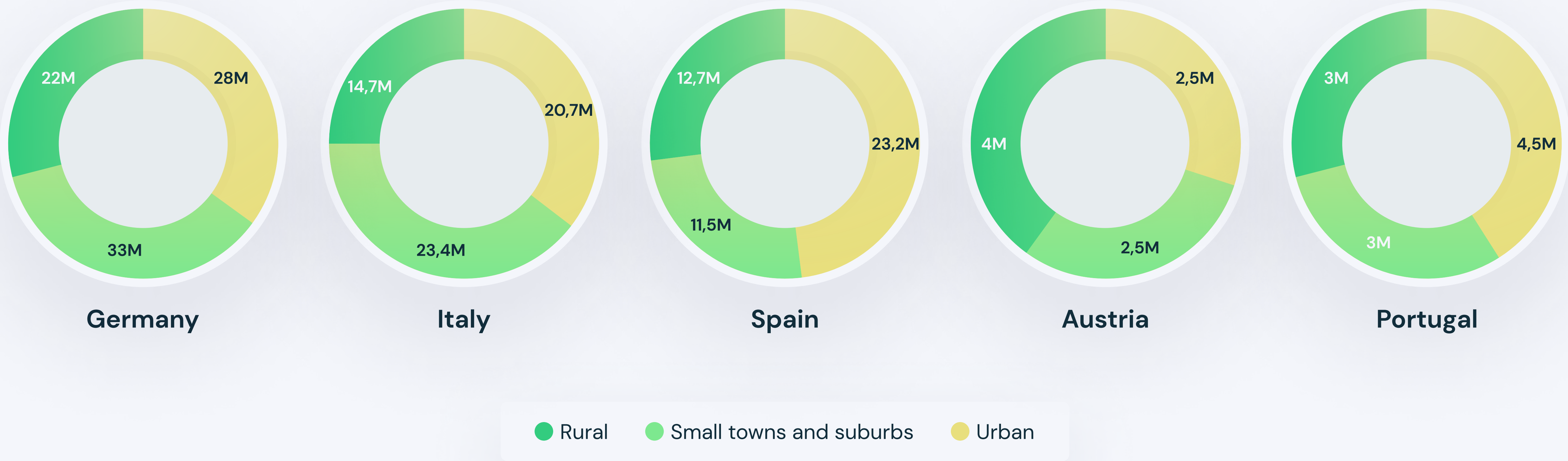
Single family homes: **3.47 Mio.** households
 Multi family homes: **1.12 Mio.** households

Customer growth:

	2023	2024	2025	2026	2027
cum. CLTV	€0,06 M	€0,67 M	€4,98 M	€19,7 M	€49,7M
avg. CLTV*	€1,2 K	€1,3 K	€1,4 K	€1,5K	€1,7K
Total nr. of Members <small>(In rising eco networks)</small>	240	1.941	10.564	35.829	89.171
rising.ECO's share of market	0,0%	0,03%	0,16%	0,54%	1,38%
rising.ECO's total turnover <small>(in Tsd. €)</small>	33	351	1.555	3.566	6.545













* avg. contract period = 10 years

...with a lot more room to grow in other European markets.*

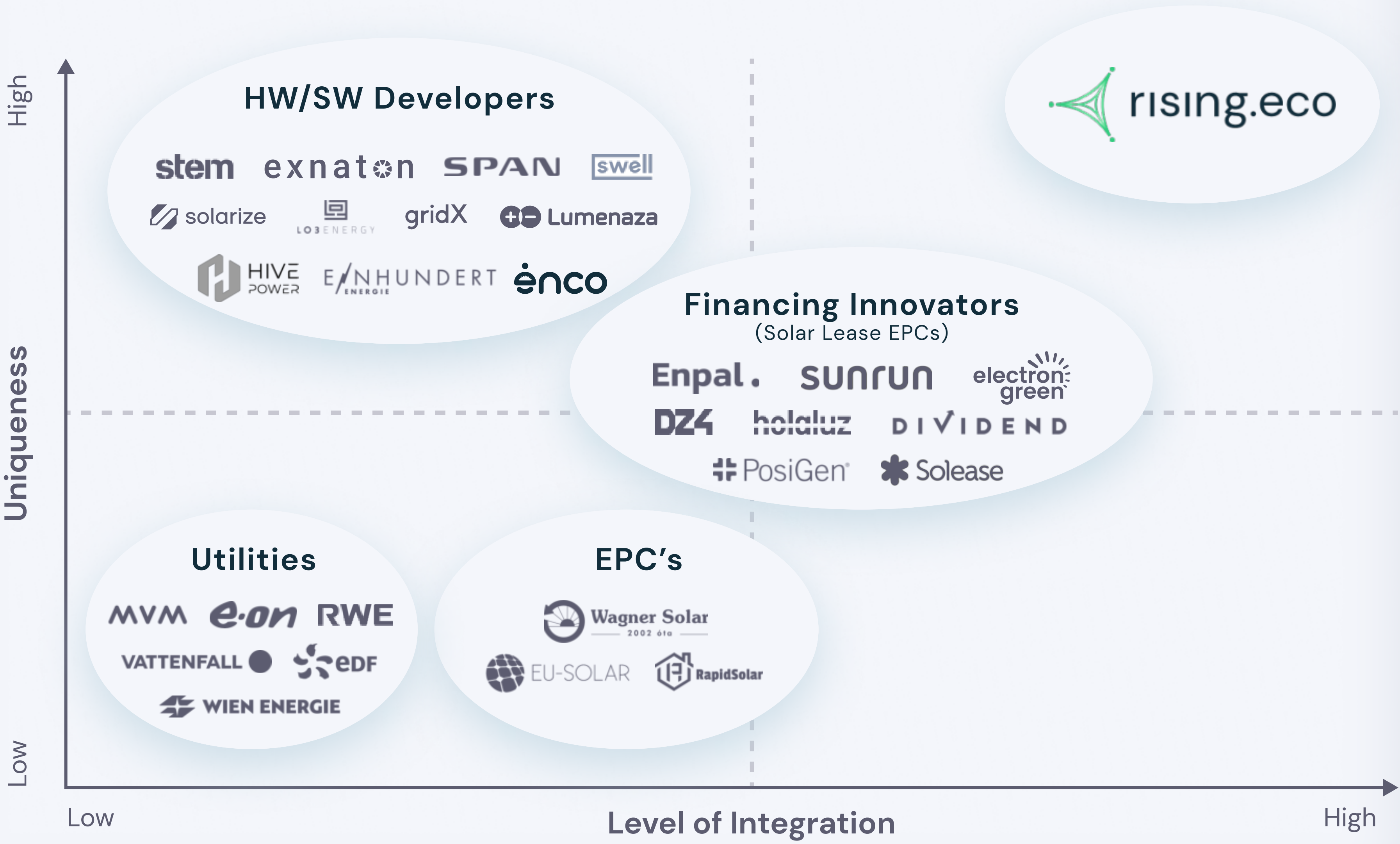


*European Commission, Cities in Europe, 2016: [Open link](#)

rising.eco caters to **three distinctive customer segments** with complementary consumption patterns for **best network effectivity**.

Customer segments	 Residential Prosumers	 Business / SME Prosumers	 Municipalities
Customer types	 Passive Consumption only  Active Consumption + production  Active Pro Active + Storage	  	  
Expected customer ratio	85%	14%	1%
Consumption behavior	Morning and evening consumption.	Daytime consumption.	Daytime consumption.
Primary role	Primarily supplier of electricity to businesses and municipality.	Primarily consumer of electricity from residential prosumer.	Primarily consumer of electricity from residential prosumer.
Primary objective	Consume self generated electricity as much as possible.	Consume community generated electricity as much as possible.	Consume community generated electricity as much as possible.
Marketing	Content, Performance, Influencer Affiliate and Event marketing	Content, Performance and Event marketing, Direct sales	Content marketing, Direct sales

Clustering the diverse competition in the green electricity market.



Own HW

- Allows a very deep integration of the SW.

Own SW

- Allows quick and flexible adaptation to specific market needs.

High level of integration

- Value added services and innovative business model.

Utilities and Solar Lease EPCs impose the biggest risk to rising.eco but have less benefits.

	€/kWh	Grid Resilience	Time to zero-carbon	Essence of business model
Utilities (universal service providers)				Reliable but without proof of origin energy-as-a-service. With pricing in kWh.
Centralized renewable energy providers				Sustainable with proof of origin energy-as-a-service. With pricing in kWh.
Solar Lease EPCs (with solar lease offer)				Own energy or subscription based energy-as-a-service.
				rising.eco has industry beating advantages: See details next slide.

rising.eco has industry beating advantages.

Better ROI on rooftop solar investments. **1**

Electricity stays within the community, benefiting the local economy while relieving the grid. **2**

Tapping into the **data economy**. **3**



Electricity industry

4 Electricity with a **story & emotional bonding**.

5 Helping communities towards **energy independence**.

6 Provides **higher grid resilience**.

rising.eco's revenue model(s).

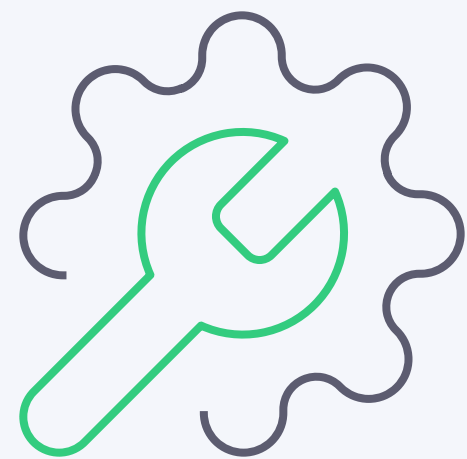
Renewable Energy Communities



We take a 10% brokerage fee on kWh traded on each transaction.

- We make money when our customers save.
- ~1.500 kWh of traded electricity/member/year.
- Cross-community trading possibilities below substations, between the transformers.

EPCs



We take a 5% commission on each successfully executed project.

- Marketing leads to solar EPC partners.
- Regional partnerships.

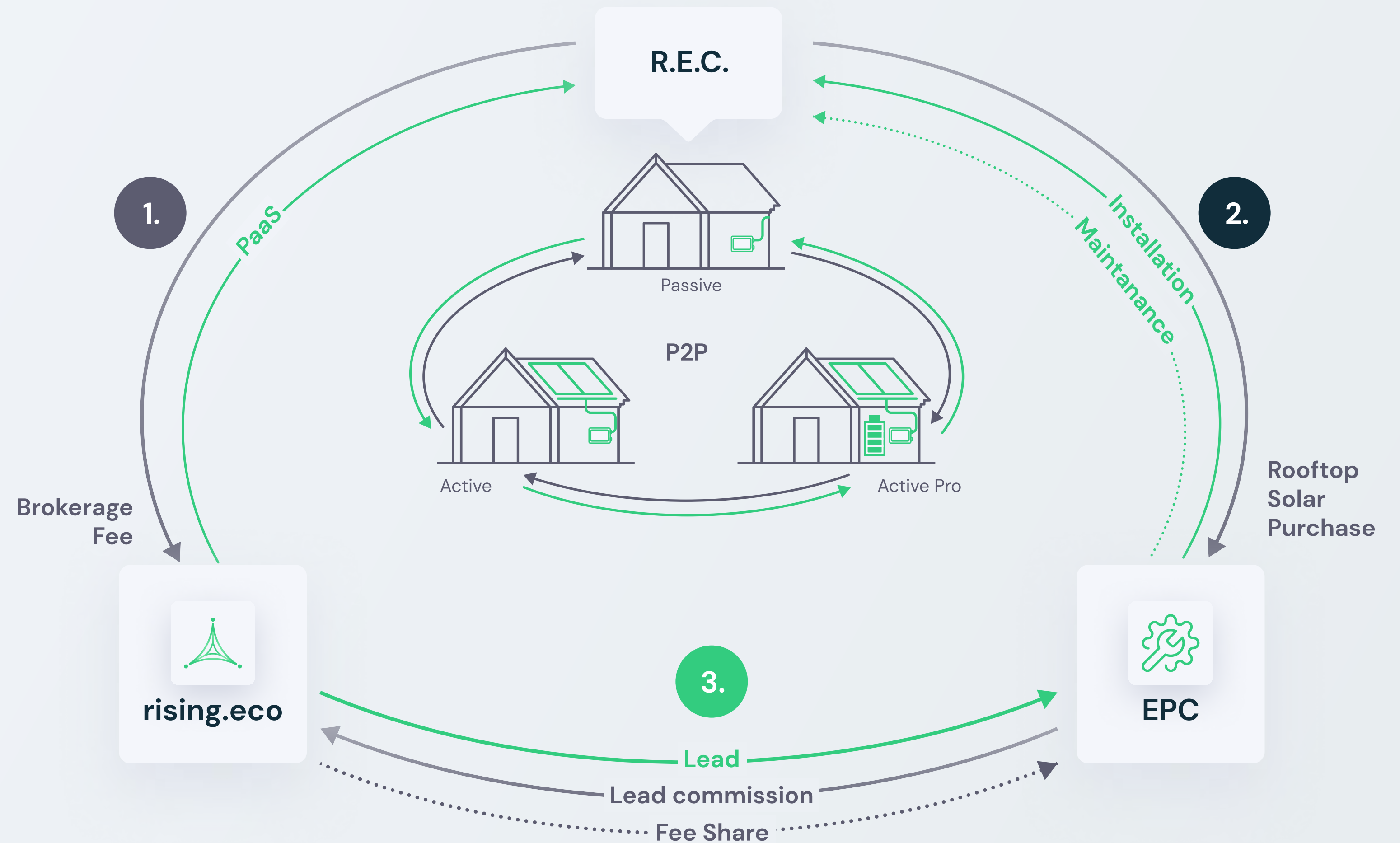
Outlook

Additional future revenue streams.

- Monthly subscription fee for optimization of energy distribution.
- Monthly subscription fee to provide platform to renewable energy community developers.
- Selling consumption data to OEMs.
- Flexibility services to the grid.

How it works.

- 1. rising.eco provides a complete **Platform as a Service (PaaS)** to its members in return for a 10% **Brokerage Fee** on a kWh basis.
- 2. Trusted solar **EPC partners install and maintain** rooftop solar systems for rising.eco's members if requested. For this they pay a **Lead Commission** of 5-10%.
- 3. **Solar EPC's receive a Fee Share** from rising.eco for their own leads, if the leads opt to join one of rising.eco's energy communities.



— Transactional revenue Recurring revenue — Transactional service Recurring service

We engage sustainability conscious residential consumers and turn them into multipliers within their communities.

Step 1

Broad marketing towards sustainability conscious consumer groups.



A combination of hub, hero and hygiene content forms the basis of our digital presence.

The content fuels our social media and influencer activities.

Generated traffic is channeled through automated customer journeys that educate prospects.



3-4 months

Step 2

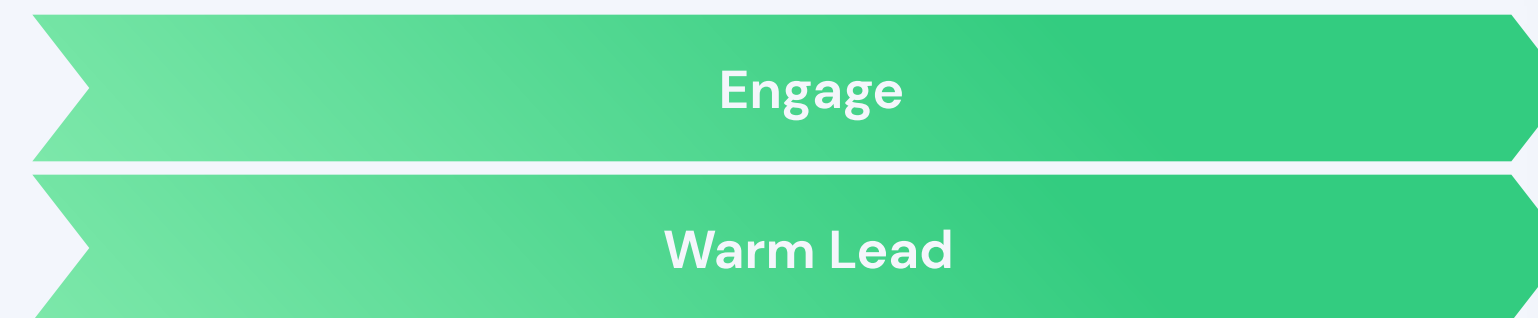
Hyper-local marketing to a broad group of residential consumers within communities.



We inform the community about our local campaign.

Collaboration with municipality helps generate a higher acceptance rate within the community.

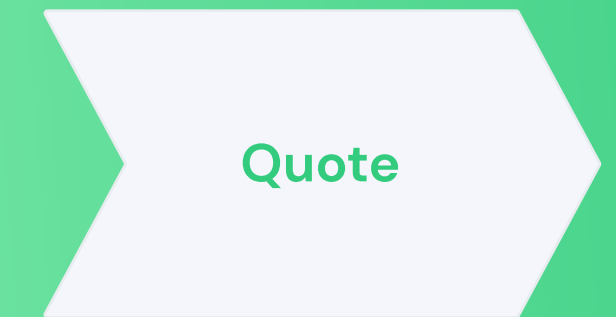
To obtain a high percentage of roofs.



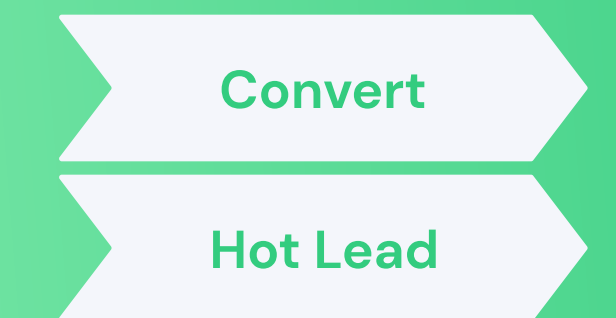
3-6 months

Step 3

Close sales



We make an attractive offer taking the additional upside of the community network into account.



1-2 months

Our sales progress: We have multiple projects in different development stages.

Projects	Initial Project Scope	Stage
<p>DÉLÉP Industry Park</p> 	<p>Rollout and maintenance of submeter, monitoring and settlement system</p>	
<p>Göllner Mária Waldorf School</p> 	<p>Connect 80 kWp production capacity with passive consumers.</p>	
<p>Municipality of Szentantalfa</p> 	<p>6 connected roofs with 30 kWp production and 60 kWh storage capacity.</p>	
<p>Municipality of Pesthidegkút</p> 	<p>Build substation level Renewable Energy Community.</p>	
<p>Housing association projects</p> 	<p>Build test grid in one condominium and then replicate.</p>	
<p>KESZ non-profit</p> 	<p>Monitor test energy community. 200 kWp production.</p>	
<p>And many more...</p> 		

Overview

How we are building system functionalities and service offering to meet market demand.

	2021	2022	2023	2024	
Stage	Build PoC Self funded		Build MVP Incubation, funded		Go-to-market Pre-seed, raising soon
System reach	-	Garage	Single family home grid with two inverter manufacturers.	Single & multi family home grid with multiple inverter manufacturers.	
Infrastructure & eco.box	PoC	Monitoring	Control	Trade	
Web & Mobile clients	PoC	Interfaces	Customer Servicing	Social Layer	
Business	Team & CustDev	Appear Publicly	Pilot Projects	Build for Scalability	

Decades of complementary experience in building companies – Fully committed to the EU’s climate pledge.



Tamás Locher
Founder, CEO

Background

12 years of experience with scaling technology companies.

Areas of responsibility

Operations, finance, investor relations, sales, marketing strategy & performance marketing.



László Tar
Founder, CTO

Background

Experienced technology entrepreneur covering the Internet, mobile, and IoT industries.

Areas of responsibility

Software & hardware technology.



György Folk
Founder, Communications

Background

Over a decade of experience with environmental politics journalism and civil societies.

Areas of responsibility

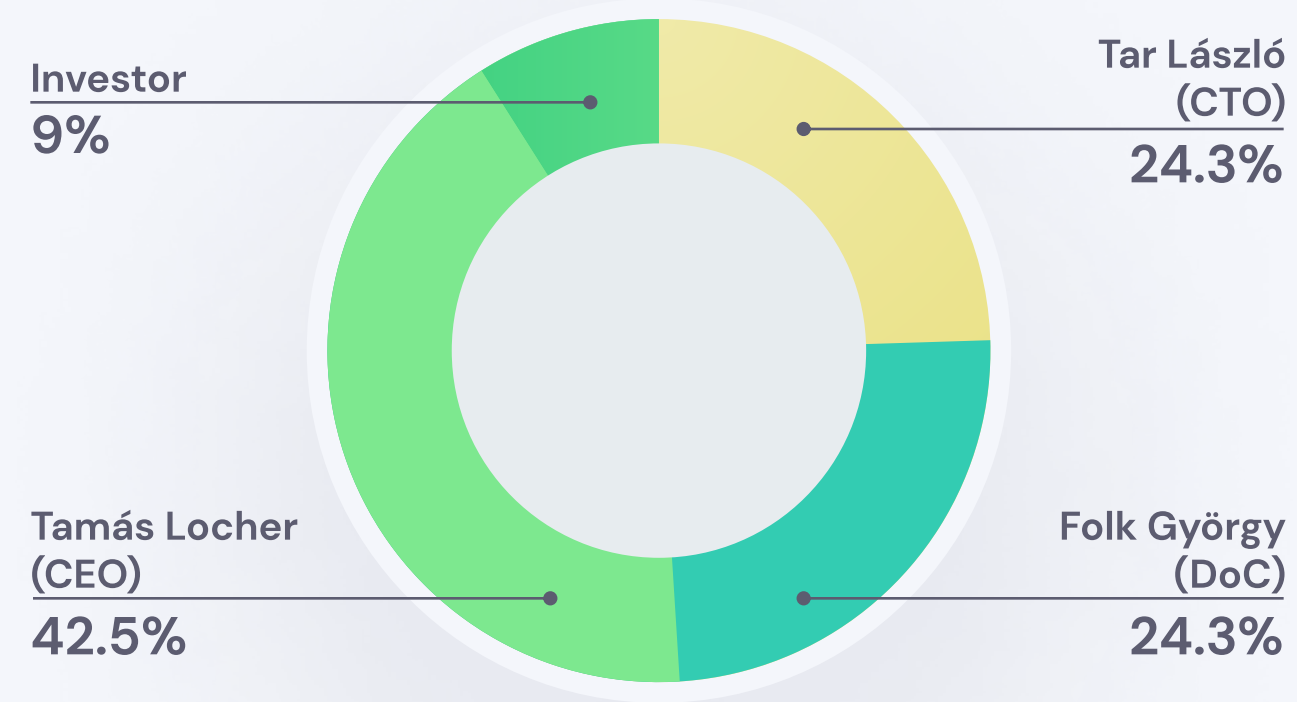
Content marketing, PR, Social media marketing.

We expect to break-even by the end of the 3rd operational year with 60.000 kWp, 9.000 members and 45 renewable energy communities within our networks.

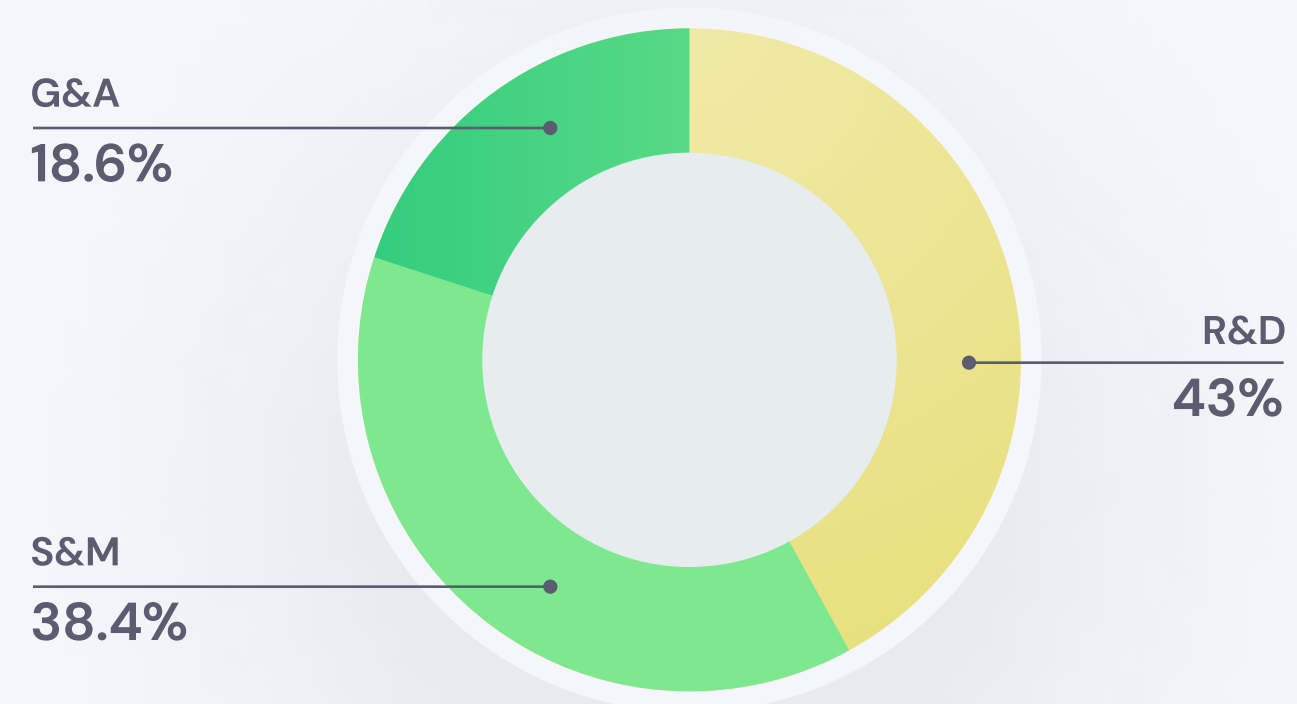
(in € tsd.)	2023	2024	2025	2026	2027
Total revenue	46	423	1.999	4.942	8.416
COGS	15	95	447	1.234	2.495
Gross Profit	31	328	1.552	3.708	5.921
R&D	144	330	665	990	1.124
S&M	128	574	1.180	1.564	1.709
G&A	62	142	385	758	1.264
Operating Cost	334	1.046	2.230	3.312	4.097
Operating Cash Flow	-303	-719	-678	385	1.823

We seek to raise €500.000 to Go-to-Market.

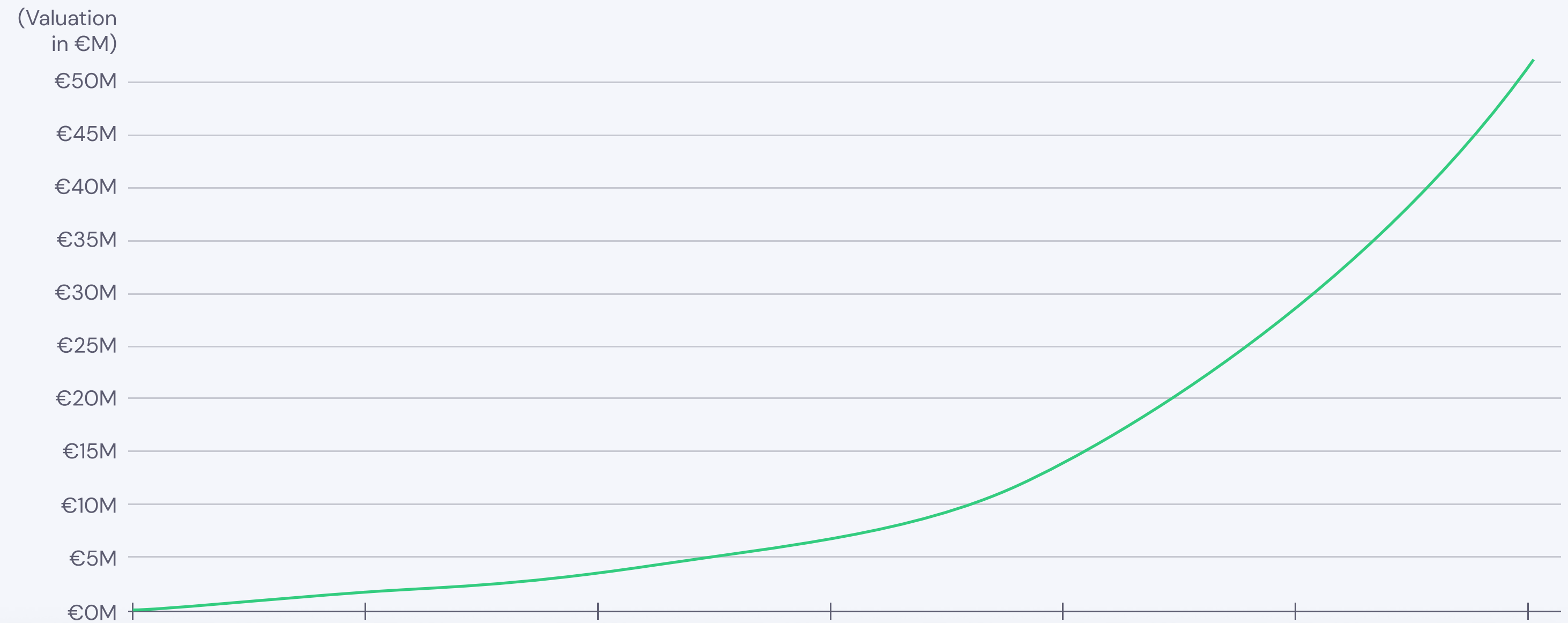
Current captable



Use of proceeds



Fundraising and valuation roadmap



	2021	2022	2023	2024	2025	2026+
Phase	PoC/Prototype	Build MVP	Go-to-Market	Product-Market Fit	Scaling	
Founding	Self founded	Incubation, closed	Pre-seed, raising soon	Seed, not raising yet	Series A	
Amount	-	€150K		€0.5M	€1.5M	€5M
Pre-money	-	-		€3M	€9M	€30M
Closing	-	Q4 2021		Q2 2023	Q3 2024	Q2 2026

**Let's Build Renewable Energy
Communities Together!**

Questions? **Let's get in touch!**



Tamas Locher
CEO / Co-founder

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