SMARTKLUB

Empowering Cities Together

Mission: **to disrupt the energy market by empowering communities to save money and carbon**

- Innovators in business models & community collaboration tools
- Pioneering new forms of community energy for social good



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Sustainability isn't just about the technology!

Billions spent on energy & associated technologies...

- Renewables
- Smart Tech.
- Energy storage
- Internet of Things
- Cloud services & data
- Electric vehicles



...but very little on **business models**

Business model = arrangements to: **create**, **deliver** and **capture value**

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Traditional models aren't working

Technology alone may not deliver enough value:

- First transaction < fixed costs
- Even PV & HPs # mass market
- Value opportunities are complex

Someone has to take a risk….

- ...the supplier
- ...the purchaser
- Or a bit of both?

Shared risk models can work:

- Vehicle higher purchase
- Home mortgages



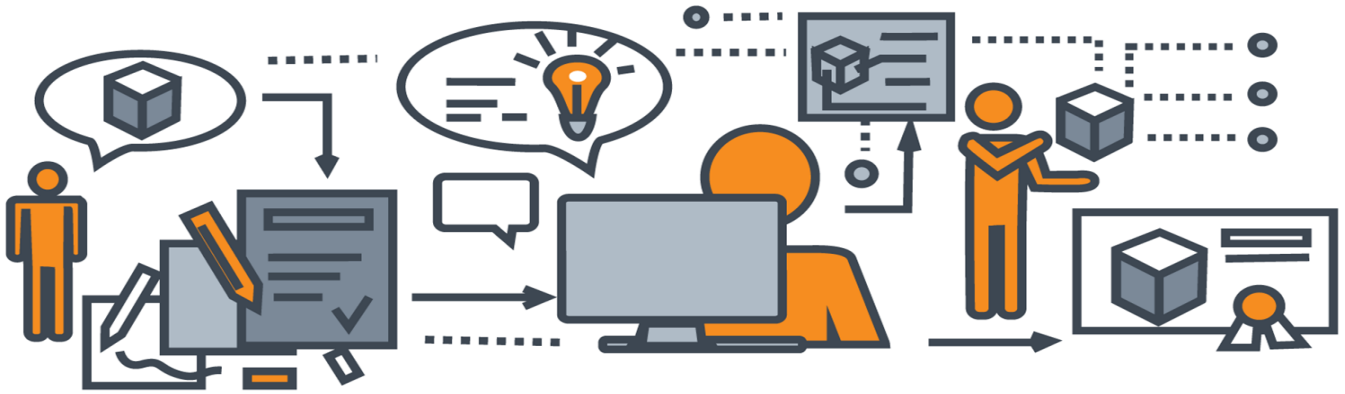
Image credit: British Gas Smart Meter programme

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New value from community focus?

A stable community offers opportunities:

- Interventions made easy and repeatable
- Group buying power
- Insights from rich data collection
- Specialist technology/service partners
- Multiple value layers
- Case for regulatory change
- Trust from shared rewards
- Repeatable and scalable community platforms

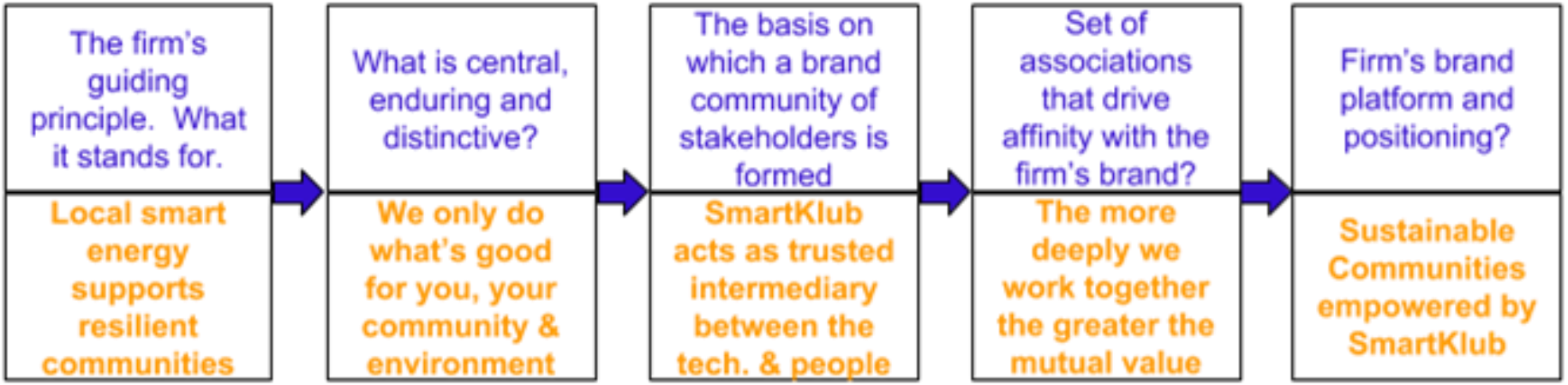


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Which requires a deep relationship

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SmartKlub supplies tools for large scale collective action

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SmartKlub's community offer #1: Easy ESCO

SCENe
Sustainable Community Energy Networks

We work with Innovate UK

Easy Community ESCO

Project Vision:

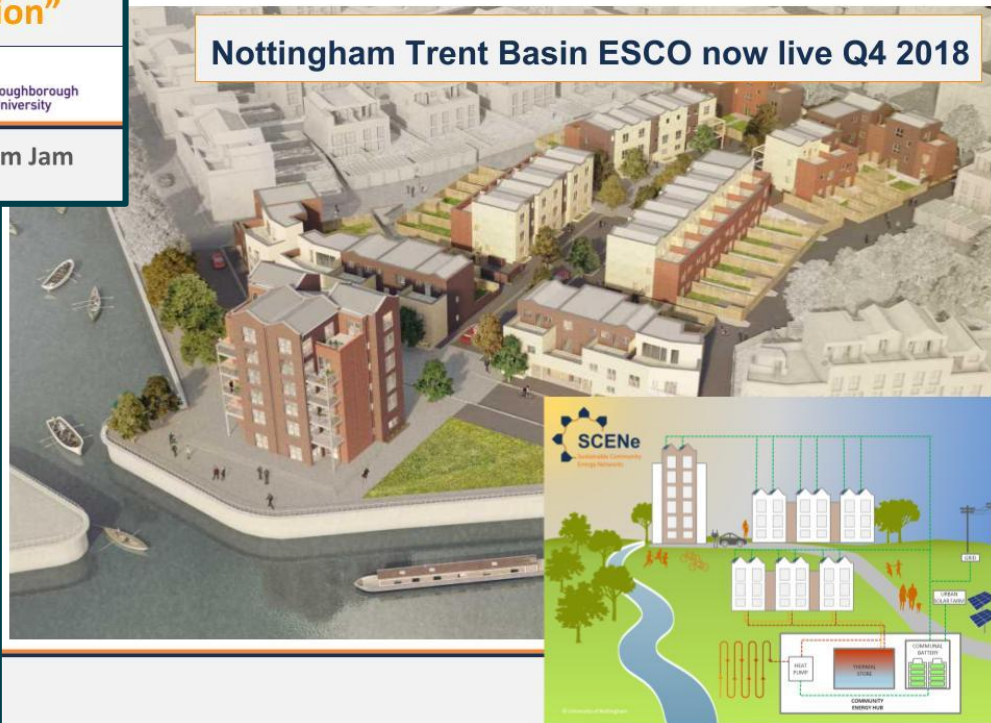
"To enable all future housing developments to embrace renewables to reduce energy costs & carbon without hassle for the homeowner or developer or housing association"

The University of Nottingham · ATKearney · SMARTKLUB · SOLAR READY · Loughborough University · blueprint · SIEMENS · Stickyworld · urbed · Slam Jam

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Community Service Platform:

- Onsite renewables & battery
- Site flexibility aggregated
- Bid into markets to earn & save
- SmartKlub recovers costs with profit from community surplus

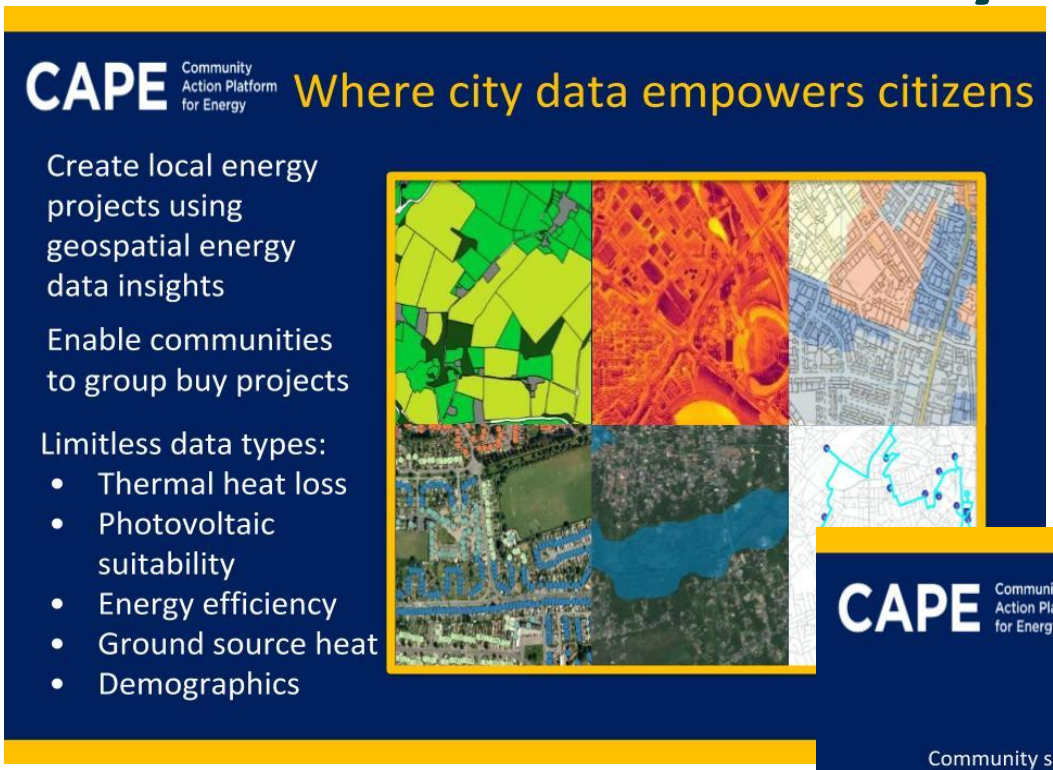


SmartKlub's USP:

- Community business model
- Algorithms for new value pools via Ofgem derogation
- Affordable customer service
- 5yr trial with UoN at Trent Basin

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SmartKlub's community offer #2: CAPE



Group Buying Platform:

- Data insights show right energy measures by home
- Allows group buying for local neighbourhoods
- Winning supplier pays SmartKlub a commission



SmartKlub's USP:

- IPR to turn satellite data into geospatial insights
- Broker bot capability to allow M2M automated supplier pricing

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Thank you for listening

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