

<b>Company name</b>	MarkeDroid OÜ
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## TELL US ABOUT YOUR COMPANY AND YOUR BUSINESS MODEL

<b>Your "punch" line, in 140 characters</b>	The first European Plug & Play platform driven by energy spot prices for the production and storage of residential solar batteries
<b>Foundation Year</b>	2023
<b>Choose the cleantech segment that best reflects your core activities:</b>	Energy Efficiency
<b>Provide additional key words that describe the sub-segment / focus areas you operate in</b>	B2B/B2C: For PV/ battery installers, MarkeDroid offers a game-changing solution to boost sales. By integrating our platform, installers can enhance their customers' return on battery investment by over 50% compared to without EMS, making it easier to close new deals or upgrades. Our comprehensive and advanced system delivers superior performance and efficiency, ensuring customer satisfaction and loyalty.
<b>Tell us about the problem you are solving and why it is important:</b>	1.Residential Customer: Energy prices fluctuate and ROI decreases Solution: earn extra money by leveraging the spot price-driven smart energy production and storage management. Unlike traditional consumption-focused approaches

2. PV/Battery/ installers: Energy prices fluctuate and ROI decreases

Solution: Create own VPP POOL and have recurring revenue+upsell

3 Energy sellers: Prediction of energy need always off and I pay a penalty

Solution: access to our Virtual Power Plant (VPP) pool

**Describe your technology or solution in detail:**

Virtual Power Plant (VPP) network: By integrating multiple energy sources into one cohesive unit, we optimize the efficiency and performance of our customer's energy infrastructure.

Remote management of solar parks and batteries: With our seamless integration capabilities, our customer's solar parks and batteries are effortlessly monitored and price-driven automatically.

Advanced algorithms-driven optimization: Our models leverage advanced algorithms to optimize production, sales, purchases,

**Is your solution:**

Both

**What is innovative about your idea?**

Plug & Play solution, which can be installed by anyone and takes 1 minute and additional benefit after 24 hours.

Integrates and supports inverters from different manufacturers, making them smart for 2 times more affordable price

Platform for PV/Battery installers to help customer and earn recurring revenue

**Describe your business model**

B2B/B2C

Level 1: recommends us: co-marketing

2. Partner: Access to the platform: upsell info

3. Partner+: recurring revenue share

4. POOL: grid balancing interday etc.

Solar Battery subscription

Monthly/annual fee (currently 100% annual)

example 10 kWh = €12 or €120 annual

**Application areas**

Renewable energy PV/Battery EMS, VPP, Installers platform/monitoring

**Tell us about any intellectual property you have:**

MarkeDroid software

Device software

24h plan algorithms

Inverter integrations

VPP

etc

**ENVIRONMENTAL IMPACT**

**What environmental benefits can be achieved with your solution?**

we are committed to driving the renewable energy transition forward. Through its innovative platform and comprehensive product offerings, we enable homeowners, installers, and energy market participants to thrive in the evolving energy

landscape that helps contribute to a greener and more prosperous future

**How can/will your innovation support, directly or indirectly, the reduction of carbon emissions?**

We help increase the ROI of renewable energy solutions and their access to energy balancing

**Have you calculated the environmental impact, actual or potential, of your solution?**

Not yet

## MARKET, CUSTOMERS AND COMPETITORS

**What is your target market and how big of an opportunity is there?**

First, an increase in battery capacity allows for more energy storage  
Secondly, the level of spot price fluctuations in the market, often referred to as "spread," can also impact the choice of battery capacity.  
EU 2023 Y2Y +100%  
TAM 1B  
SOM 300M  
SAM 100M

**In which geographical markets would you be most interested, in the short term?**

Our growth focus is primarily determined by two conditions:  
1. Residential Spot Price Energy Contract Unlocked and Popular:  
We prioritize markets where residential spot price energy contracts are available and widely accepted by customers.  
2. Spot Price Fluctuations Spread:  
We also consider the spread of spot price fluctuations in the target markets. Markets with larger and more frequent price fluctuations provide greater opportunities for our business model. Regions such as SWE,DEN, NDL, BEL

**Describe your target customer**

B2B/B2C PV/Battery installers

1. Energy Independence: Solar battery customers value the ability to generate and store their own electricity, reducing their reliance on the traditional power grid  
2. Cost Savings: Solar batteries allow customers to store excess solar energy generated during the day  
3. Environmental Consciousness: Solar battery customers are often environmentally conscious and seek sustainable alternatives to traditional energy sources.

**How many customers or users do you currently have?**

9 Installers  
72 Solar batteries

**Who are your competitors?**

High-end battery Enphase/Sonnen, whose solutions are 2-3 times more expensive and have significantly lower battery capacity.  
Inverter Vendors:  
Their solutions are rather mediocre or they focus on hardware production. Our customers are switching from Solax to MarkeDroid

Installers+service:  
1 kOMM 5\* or Tibber, significantly accelerate our growth.  
They educate the market and force competitors to find similar solutions. As a result, customers turn to independent service providers because they don'

**What is your unique selling point?**

Save and earn money  
Plug & Play solution 1 minute installation and after 24h benefit  
Installers: recurring revenue and increase ROI

## TRACTION AND FINANCIALS

**How are you financing your activities?**

angel investments  
subscription fee and 100% have chosen the annual fee  
Startup discounts on services  
Winning SEB's growth program provided free office space for a year and an account for 3 years

**Provide your most recent turnover (in EUROS)**

15262

**Select the option that best describes your company's development stage**

Scaling and Growth

**What have you accomplished so far and what are your next steps?**

Validated business model with partners and end customers  
DONE  
To develop the company  
Platform for partners  
User friendly interface/app  
New markets

**How much funding have you raised so far? (in EUROS)**

30000

**Are you currently looking for funding?**

Pre-seed 600k open

**Please specify the amount and type of preferred actor (e.g. strategic, passive, industrial, private) and what you are planning to use this funding for**

Preferred Actor: We are looking for strategic investors who can bring not only financial resources but also industry expertise, networks, and a shared vision for the growth and success of our company. Strategic investors with a deep understanding of the renewable energy sector and a commitment to sustainable solutions would be ideal partners for us.  
1. Market Expansion:  
2. Research and Development  
3. Talent Acquisition and Training  
we will accelerate our market presence, invest in research

## TEAM

**Describe the founders and key team members. Cite background and competences.**

Co-Founder Toomas Kärner is an engineer and energy enthusiast who has built the solution based on personal challenges and has experienced everything firsthand. Co-Founder Toomas Teesaar is an Ironman, for whom difficulties are a challenge, and he doesn't give up until he achieves his goal. He has previously led teams and achieved impressive results.  
Growth Maris Heinaru: Making complex things simple and understandable to the customer is her motto. Design must be beautiful and well-thought-out.

**Why is your team the right team to bring this solution to the market?**

We strongly believe in the necessity of our service for society. Our team has deep expertise, experience, and a proven track record of working together effectively.

**What key additions to your team are needed in the short term?**

Partners success managers

## CONTACT DETAILS

**Contact Person 1**

Toomas Teesaar

**Title/Position - Contact person 1**

CEO/Co-Founder

**Gender - Contact person 1**

Male

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Comments/Notes

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## Entry Details


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## User Information

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