

# Company Name: Solarus

*“Creating the bridge for a more renewable future”*

## **Description of the company activity:**

SOLARUS is the result of a multi-disciplinary approach, involving experts in the Renewable Energy, Management of Natural Resources, Big Data and Sustainable Development fields.

As a global vision, our company aims to support Spain’s energy transition, by connecting all the actors of the self-production and consumption Photovoltaic (PV) solar energy sector : The PV system Installers, PV energy consumers and sustainable companies aiming to get Green Labels such as LEED and support the low carbon economy.

Indeed, our team identified the following issue at the beginning of our ideation process: the self-consumption market is still at its early stages, and the previous renewable energy planning of Spain left people uncertain and distrustful towards the use of renewable energy. However, thanks to the new Spanish regulation a huge opportunity in self-consumption has been created, Solarus will be developed on this fundamental premise to help developing Spanish renewable transition. In addition, trend issues such as electrification, Smart Cities, prosumers and digitalization of the sector are tackled in this study and adopted by our business plan. Solarus aims to solve a wide range of problems currently existent within the emerging fields of renewable energy and sustainable development included in the global Sustainable Development Goals.

Energy consumption indicators continue to maintain an upward trend globally. Global warming and the depletion of fossil fuels have led advanced countries to develop renewable energy technologies. Solar power is the way forward for our environment, and in many cases, is financially beneficial for households and businesses. Our company strives towards a 100% renewable energy future by educating users about the environmental and financial benefits of solar power and facilitating the process of energy exchange through blockchain.

## **Company data**

Web: [www.Solarus.co.uk](http://www.Solarus.co.uk)

Email: [Solarus@Outlook.com](mailto:Solarus@Outlook.com)

Contact person: Manuela Thanos

Founding year: 2019

Sector: Renewable Energy/ Impact Investing

Number of employees: 6

## **Financial situation**

Received investments: € 1000

Searched capital: 10,000

## **The Team**

CEO: Jorge López Lanzuela

CTO: Alejandro Redondo Negrete

CCO: Daniel Quesada Dopazo

CMO: Ines Vicente Ferran

CFO: Manuela Thanos

COO: Dominic Johnson Kerr

## The Steps to achieve this:

To achieve that, we designed tools such as:

- The solar calculator
- The blockchain platform to exchange solar energy between prosumers and companies, in order to help the smart city of tomorrow.
- And by providing the necessary tools to help companies attain Green Labelling

## The Solar Calculator:

Our Solar Power Calculator assists people in making an informed decision about solar rooftop panels and batteries by providing them with a financial plan and connecting them with our trustworthy solar installers. We offer a holistic management of Solar energy production, our "smart package", that includes O&M, monitoring and the use of our blockchain system.

## The Business Model:

To develop SOLARUS idea, there were a lot of contingencies to consider, therefore, to create a clear idea about the project, we created a Canvas Business Model. This essentially allowed us to understand how we could create value for the company and how the company could potentially generate income.

This is shown below in 8 clear points.

- **Value proposition:** is what SOLARUS makes. It is not the idea of the product, it is what SOLARUS will change and how it will solve a problem or a necessity. The value proposition is all the benefits the company has.
- **Customer segment:** Is one of the most important parts of the canvas, it aims to target the costumers of SOLARUS (age, accommodation, income etc.). It is created by producing a hypothesis, through the use of interviews and thus identifying who Solarus clients are.
- **Channels:** To deliver SOLARUS service, a website has been created and continually developed to produce a one point stop to transition to renewable energy. This is one of the best methods of targeting and gaining potential clients.

## Investors

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FFF

Crowd

## Purpose of the investment

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Development: 50%

Marketing / Advertisement: 40%

Recruitment 10%

- **Customer relationships:** As you will read below, a marketing plan has been done to get customers.
- **Revenue streams:** once the value proposition was clear, our next step was to identify how to generate profit.
- **Resources:** Due to SOLARUS being primarily a digital company, our expenditure is minimized. This has allowed us to devote most of our financial income on both communication and development.
- **Key partners:** because SOLARUS is to put in contact installers and consumers, the main partners will be the installers. Additionally, in order to include Blockchain technology, some specialists in this area will be needed.
- **Key activities:** SOLARUS aims help in the transition to renewable energy, so the activities are to gather experts in the blockchain field which we have successfully done.

### **Financial Plan:**

Our Revenue Stream will be from Households, we aim to get a 5% commission per installation of solar panels, coupled with a 0.5% fee per energy transaction through our blockchain subscription fee which will generate 0-20€/year.

We will also obtain revenue through our Smart Package which will include O&M, monitoring of the Solar panel, ensuring that it's working effectively and use of our blockchain. We aim to charge 20€/month for homeowners to use this and 35€/Month for Company's.

We estimate that our fixed costs are focused on website maintenance, co-working space and the blockchain infrastructure maintenance which will cost us approximately 2000€/year. Additionally, we have variable costs through project design bureaucracy Expenses and other Salaries.

### **Our Process:**

In this report we will detail our business model, then guide the reader through our ideation process, starting with the market hypothesis being raised and validated, as well as the lessons learned in order to adapt our offer perfectly to our two main targets. Then we will describe the different actions included in our marketing strategy. Finally, our financial plan will be exposed.

Interviews and surveys were performed in order to better understand the situation of the solar PV market. This project is focused in the country of Spain and its solar PV self-consumption sector within the whole renewable energy sector. In order to identify market opportunities, we directed qualitative interviews both with PV installers and households living in Madrid. Conclusions were drawn from all factors that were studied and that are detailed in this report along with the actions taken accordingly in terms of business model idea and marketing strategies.

Blockchain was introduced in the project due to many of the conclusions drawn through the research process and represents the core idea of this project's business plan. We facilitate the process of energy exchange from prosumers to companies willing to use renewable energy and cannot produce it by themselves, but still want to support the low carbon economy, through digitalization. According to the new law, the conventional payback for the excess of energy is being perceived through a discount on the consumer energy bill, thus limited. With our blockchain system, the potential earnings are unlimited. This ground-breaking technology will allow us to attract both target clients while offering them great benefits in terms of promoting a free PV solar market backed with a reliable and provenly good performing tool. Factors such as traceability, monitoring, performance optimisation of solar energy exchanges are discussed in this report.

In the financial section, our funding options will be exposed. The evolution of both our income and expenses will be detailed as well as our fixed and variable costs. In order to do this, an economic model has been built considering the evolution of the number of prospects and the related scalability of our costs. Said model will allow us to predict the evolution of our revenues and thus, the viability of our business model.

To put it in a nutshell, the Solarus project aims to target the three biggest trends identified on the market: green, social, and innovative through technology. Additionally, Observing the current Energy Sector in its entirety, there is a clear and rapid transition to a more renewable Energy, focused future. Due to this essential transition, and new governmental policy changes, our project has become more imperative. For the success of the idea, the situation surrounding it has been studied in order to develop an effective strategy.