PROSUME

You will all be our customers!

PROSUME empowers prosumers making Energy a Common Good

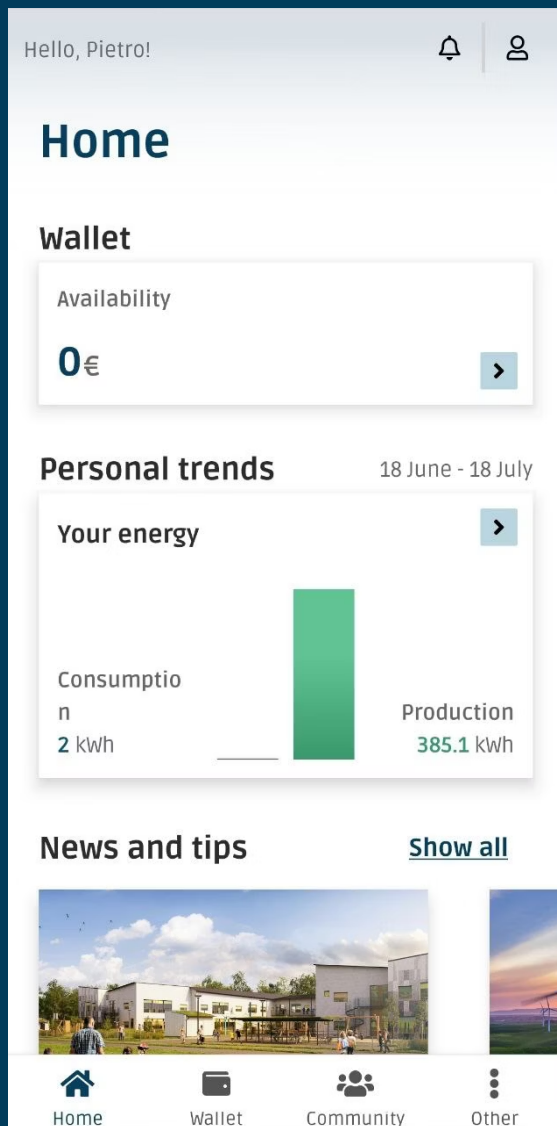If I ask my customers what they wanted, they would've said a faster horse - Henry Ford

Energy is not a cost
It is a real Value

- Market becomes + and + complex and confusing
- What to do if you want to use only renewables
- Having PV and e-Vehicle but not in a Community
- You can't easily take advantage of it or…
- You can't install PV on your rooftop
- You can't easily take part to big Power Plants
- You could easily take advantage of digitized assets

PAINTING:
"The arrival of the electric bill."
Oil on canvas.

Your energy, your wallet, one APP

One application that serves as an interface to your identity, payment system, and energy services

Why now?

- Digital Identity tools are becoming widespread
- Privacy is important & required by law (GDPR, eIDAS)
- Many Energy Providers need one interface to customers
- Customers can easily take advantage of digital money
- Tokenization enables transfer and exchange of assets
- Renewable Energy is easily available, cheaper, cleaner than fossil fuels

Digital Identity & Payment Wallet all in one

What Differentiates PROSUME

- Integrates strong Cryptography (ZKP, MPC, ABC)
- Interoperable with any type of Blockchain
- Integrates Digital Identity and Money transfer
- Aggregates more Energy Services and Offerings in one APP
- Multipurpose and Modular

Prosumers

- Consumers and Producers

- People willing to contribute to sustainability maximizing renewables

- Citizens participating to Energy Communities & Fractional Ownership

- People driving electric cars or simply willing to use credits efficiently

- Everyone in the near future taking advantage of digital money transfers

Business Model

Pricing

- Standard SaaS subscription and transaction fees

- 240€ yearly subscription fee for Energy Providers, 20€ for customers

- It substitutes the cost of billing

>20M prosumers active in Europe

>240M households can be energy +

>4M EVs are on the road

€20B

Total Addressable Market (TAM)

€2B

Serviceable Addressable Market (SAM)

€80M

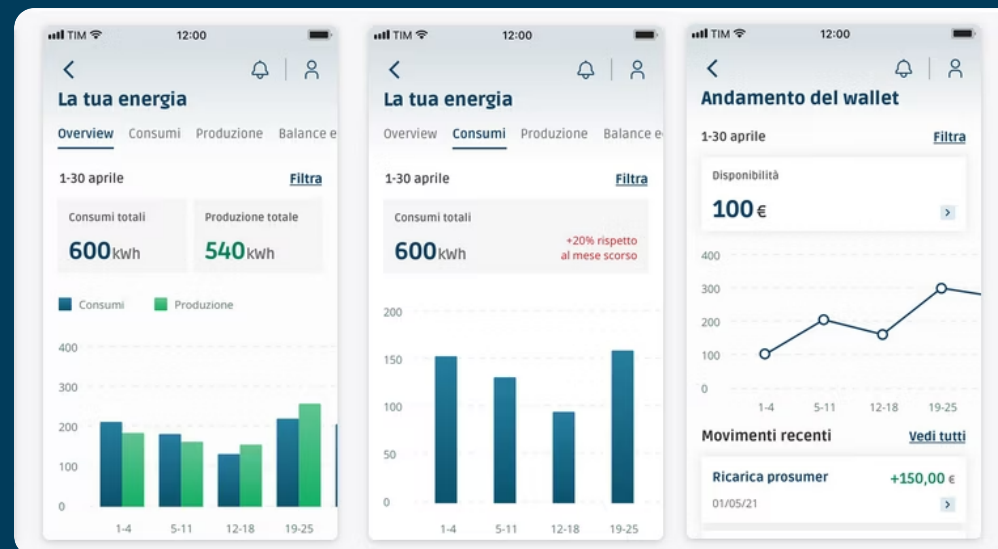Early Target Market of prosumers spread in Local Energy Communities

4% / €10M

Potential Market Share in 7 years as a share of the envisioned 250M **SOM**

USP

- We Aggregate more services in one
- We Integrate Digital Identity (EuDI)
- We simplify Access to Energy Market
- A scalable and replicable Business Model based on Transaction Fees

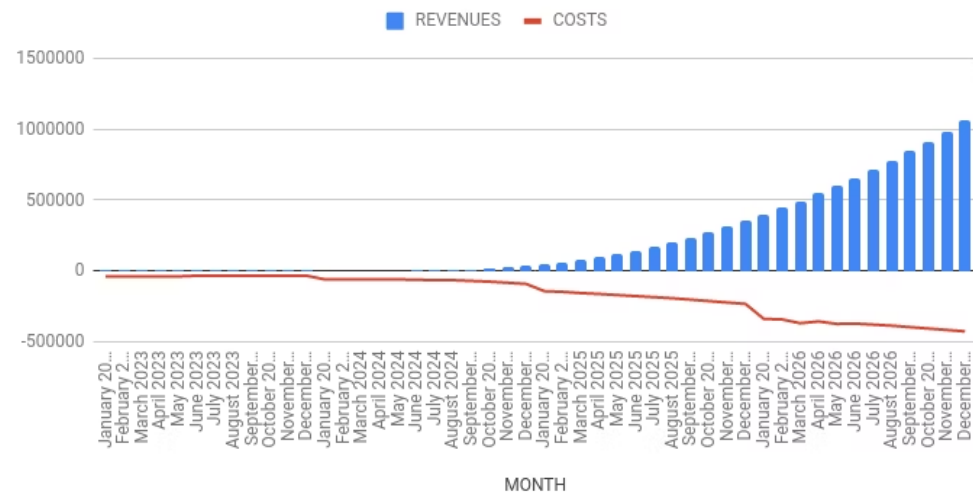| PROSUME	Automated Transaction Fees
HexErgy	% Fee on Capacity Installed
CleanWatts	Subscription Fee VPP Platform
Energy Web Foundation	Transaction Fee on use of Platform

Grow Fast the userbase with easy UX

- Engagement of prosumers via Energy Communities

- Integration of 3rd party Services via APIs

- Positioning across Europe through specific partnerships

- Online Advertising + Targeted Marketing

REVENUES and COSTS

■ REVENUES ━ COSTS

In 3 years time we will grow our userbase and reach >1M in profits

Our customers will have spared time and money

- 10K - 800K Customers

- 2K Communities

- 5 EU Countries

- 5 Different Services

- 60h saved screen time

- 50% saved energy costs

Thank you

Alex D'Elia

acme@prosume.io

software by
dyne.org