



# EcoGen Technologies

EcoGen Technologies is enabling the renewably powered shift, to clean energy, for anyone, anywhere.

**Problem:** The global energy crisis is a systemic failure rooted in a culmination of the failing electrical infrastructure that exists today, and the inability for energy demand to be met both by volume and by the green energy required. Our customers are seeking affordable, reliable, renewable energy solutions, and to achieve the Net Zero 2050 targets.

**Solution:** The EcoGen Pod is an entirely sustainably powered renewable energy generator that allows businesses, governments and NGO's to generate, harvest and supply their own energy. The Pod combines solar, battery and wind with the potential for other renewable integrations to be added and can be deployed across the globe.

**Business:** Purchase Power Agreements or leasing the EcoGen Pod to private, public and NGO's.

**Market:** Our validated customers are governmental organisations and NGO's of which we are close to signing letters of intent with. The sales channels we have used include our own internal network sources and accessing trade bodies/unions.


**Accomplishments:** - Achieved a Seed Round from 50 founding investors within 2 weeks


- The MVP of the "EcoGen Pod" has almost been completed
- Traction of meeting with governments


**Pitch deck:** [files.dealum.com/2022-11/r6dinxewgcmud...](https://files.dealum.com/2022-11/r6dinxewgcmud...)


## Team

 **Sophia Withers**  
Operations Manager  
**Experience:** - Previously FinTech Program Manager at Startupbootcamp  
- Ex KPMG and strategy consultant  
- Primary researcher of blockchain for social impact  
- MSc and BA graduate

 **Arul Sivanesan**  
Director - Sustainability  
**Experience:** - Technology Advisor for large scale projects in healthcare  
- Electrical engineering experience and sales  
- Anesthetist

 **James Missailidis**  
Director - Commercial  
**Experience:** - Technology Sales  
- Financial Consultant

 **John Domantay**  
Director - Finance and Inve..  
**Experience:** - Founder and Director, Alecto Finance  
- Over 20 years of experience in exiting and starting multiple finance and medtech businesses

 **Kajan Moorthy**  
Director - Digital  
**Experience:** - Senior Solutions Consultant  
- STEM mentor at the University of Melbourne

 **Johnny Domantay**  
Director - Warehouse & Log.  
**Experience:** - International warehousing, shipping and logistics controller  
- Managing Director of Streamlined Logistics

**Number of team members:** 12

**Number of employees:** 1

**Second point of contact:** John Domantay

**Their email:** john@ecogentech.io

**Their phone number:** +61403335347



## GREENBACKERS INVESTMENT SHOWCASE

Step: Live Deals

Tags: COP 27 Pitch

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Registered Dec, 2021

[ecogentech.io](https://ecogentech.io)

**Country:** Australia

[www.linkedin.com/company/ecogentech...](https://www.linkedin.com/company/ecogentech...)

Product-market fit

Software, Hardware

Cleantech, Data & Analytics

Hardware & Electronic Equipment

Battery storage, Smart grid

Solar energy

B2B, B2G

B2B2C

**Capital seeking (£):** 3,000,000 or more

**Funding stage:** Series A

**Already raised of current funding round (£):** 660,000

**Minimum ticket size (£):** 150,000

**Pre-money valuation (£):** 1,200,000

**Registered/incorporated:** Yes

**Company legal name:** EcoGen Technologies Pty Ltd

**Company registration number:** 82656121194

**EIS/SEIS approved:** Have not applied, but would like to

**What is your business model?:** Hybrid (SaaS & Hardware)

**Primary currency:** AUD

**Contact:** Sophia Withers, +447482086233, sophia@ecogentech.io

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## Solution

**What stage is your technology at?:** Technology demo available (e.g. lab prototype)

**Technology readiness level (TRL):** TRL 3 - Experimental proof of concept

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## Market

**Geographic markets:** All

**What steps have you taken to validate the market?:** - Governmental discussions with potential customers who wish to procure our services

- Engaged advisors specifically within the sustainability sector to understand the market need in developing countries
- Interviewed target customers

**Approximate market size, in millions (£):** 6,000,000

**How did you estimate the market size?:** - Our TAM, SAM, SOM analysis in the farming industry (those looking to converge to renewable energy) of Australia alone is an estimated SOM of \$430m which is based off 5% of the market.

- The business demand for renewables is greater than the total energy demand of the major G7 economies combined (RE100, 2022).

- "To avoid the worst impacts of climate change, emissions need to be reduced by almost half by 2030 and reach net-zero by 2050" (United Nations, 2022)

- "About \$5.9 trillion was spent on subsidizing the fossil fuel industry in 2020, including through explicit subsidies, tax breaks, and health and environmental damages that were not priced into the cost of fossil fuels. In comparison, about \$4 trillion a year needs to be invested in renewable energy until 2030 – including investments in technology and infrastructure – to allow us to reach net-zero emissions by 2050." (United Nations, 2022)

**What is the competitive advantage of your company?:** - exchange of energy between pods

- Intelligent switching design so that the pod can know which energy to source and distribute with weather
- can integrate multiple sources of renewable energy
- integration of historical and future-predicting weather forecasting

**Which companies do you consider to be your main competitors and why?:** REX Energy - provides a renewable energy generator, specifically designed for residential properties

Tokamak - energy generator, though specifically focused on generating fusion energy

National Grid - as we are competing to supply energy on a micro and small grid scale

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## Business Model

**What is your business model type?:** SaaS

**Can you list, in detail, your sales pipeline for the next six months?:** - Have x3 letters of intent signed by January 2023 with the Philippines, PNG and Sri Lankan government

- Trial the EcoGen Pod with the Australian government, to use at large infrastructure projects
  - Prospect and gather a waitlist of users (50)
  - Successfully partner with leading renewable energy companies in this space
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## Finance

**Monthly burn (£):** 5,100

**Months of runway:** 18

**Has the company received any funding or investments to date?:** Yes

**Type of funding and investments received:** Own Investments

**Raising capital:** Yes

**Capital seeking (£):** 3,000,000 or more

**Funding stage:** Series A

**Already raised of current funding round (£):** 660,000

**Minimum ticket size (£):** 150,000

**Do you have a lead investor?:** I'm looking for a lead investor

**Pre-money valuation (£):** 1,200,000

**How much are you planning to raise in the future? (£):** 3,000,000 - 9,000,000

## Strategy

**What milestones are you planning to reach with current funding round?:** Goal 1: Build the EcoGen Pod

Description: Using the funding obtained, we can then execute on the duplication of the EcoGen Pod to be commercialised

Timeline: March 2023

Goal 2: R&D

Description: Research into the smart hybrid energy management system and development of a smart microgrid system

Timeline: January 2023 + 3 years

Goal 3: Resourcing

Description: Recruit the talent required to develop such technology and expand the business.

Timeline: Immediately

**Sustainable Development Goals:** GOAL 1: No Poverty, GOAL 2: Zero Hunger

GOAL 4: Quality Education

GOAL 7: Affordable and Clean Energy

GOAL 9: Industry, Innovation and Infrastructure

GOAL 11: Sustainable Cities and Communities

GOAL 13: Climate Action

**Explain how your company is contributing to the goal 1 (No Poverty):** Lack of electricity means that people are faced with multidimensional poverty, meaning they cannot perform basic activities such as cooking, working and cleaning as they cannot safely and reliably access power. By working with governments, the EcoGen pod can be dispersed remotely and help communities access power, which bridges the poverty gap.

**Explain how your company is contributing to the goal 2 (Zero Hunger):** As aforementioned, through the access to electricity, people are more likely to be able to cook and utilise the power for consuming food. Other factors include, by accessing power, people can work and thus have the income to feed themselves and their families.

**Explain how your company is contributing to the goal 4 (Quality Education):** The EcoGen Pod can promote inclusive and equitable quality education by enriching the community with access to power, so that they have a higher chance of attending functioning schools and having the lighting required to study.

**Explain how your company is contributing to the goal 7 (Affordable and Clean Energy):** This is the SDG goal of where we make the most impact. The EcoGen pod lowers the barrier to accessing clean and reliable energy, by promoting businesses and communities alike to generate, harvest and supply their own energy.

We help governments, communities and businesses transition to renewable forms of energy which collectively helps the world achieve the Net Zero 2050 target.

**Explain how your company is contributing to the goal 9 (Industry, Innovation and Infrastructure):** The centralised grids are failing us and the energy infrastructure that exists in the world is uneven, unreliable and promotes inequality.

The EcoGen Pod helps every industry transition towards their sustainable goals and in turn, promotes innovation as we can partner with other enterprises in the sustainable energy ecosystem.

Governments alone cannot solve the infrastructure issue born by the grid and the future of energy is to be energy independent. The EcoGen Pod has the propensity to promote local economic utility.

**Explain how your company is contributing to the goal 11 (Sustainable Cities and Communities):** Through the power of microgrids and promoting access to clean energy, this assists with the infrastructure of the city or community in question.

**Explain how your company is contributing to the goal 13 (Climate Action):** Our ethos is built on improving the access to clean energy, for anyone, anywhere - not only to improve the lives and promote business efficiency but fundamentally to achieve the Net Zero 2050 target.

**What is your exit strategy?:** IPO/RPO

**What is your exit timeline? Explain.:** 5 years exit timeline (2027).

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