

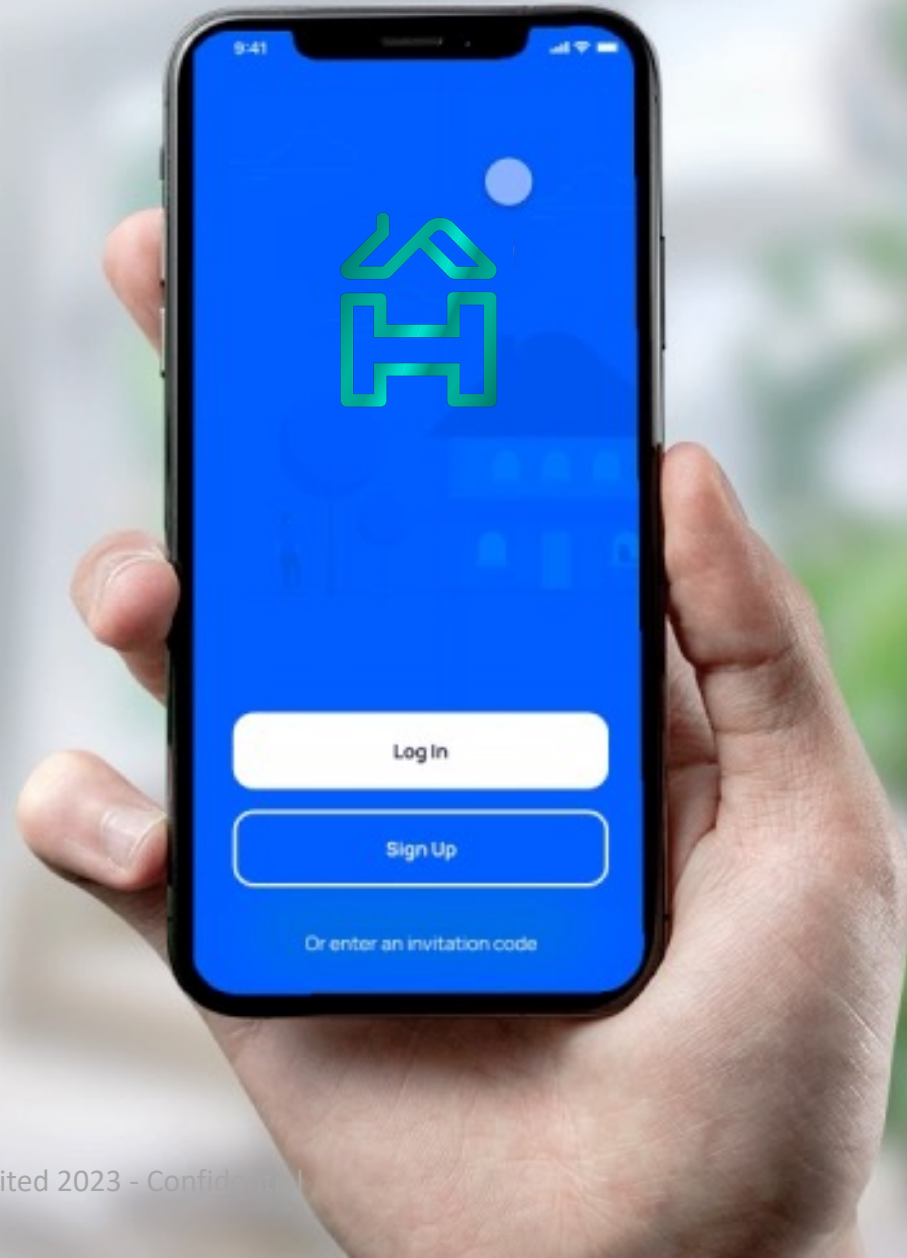


Heero
TECHNOLOGIES

making net zero happen

July 2023

Nicola Kennedy, CEO
nicola@heerotechnologies.com
07425 163810



Problem

Rising cost of energy

A cold European winter, strong demand from Asia, geopolitical tension in Russia and low storage capacity has diminished gas reserves and led to unprecedented oil and gas prices.

Fuel poverty

6.5m households in UK are in fuel poverty (NEA, 2022) from a multitude of drivers - end of Universal Credit uplift, price cap, inflation, cost of living and energy inefficient housing.

Net Zero

19m homes will require energy improvements before 2035 to ensure UK can meet 2050 net zero ambitions equating to £35-65bn investment

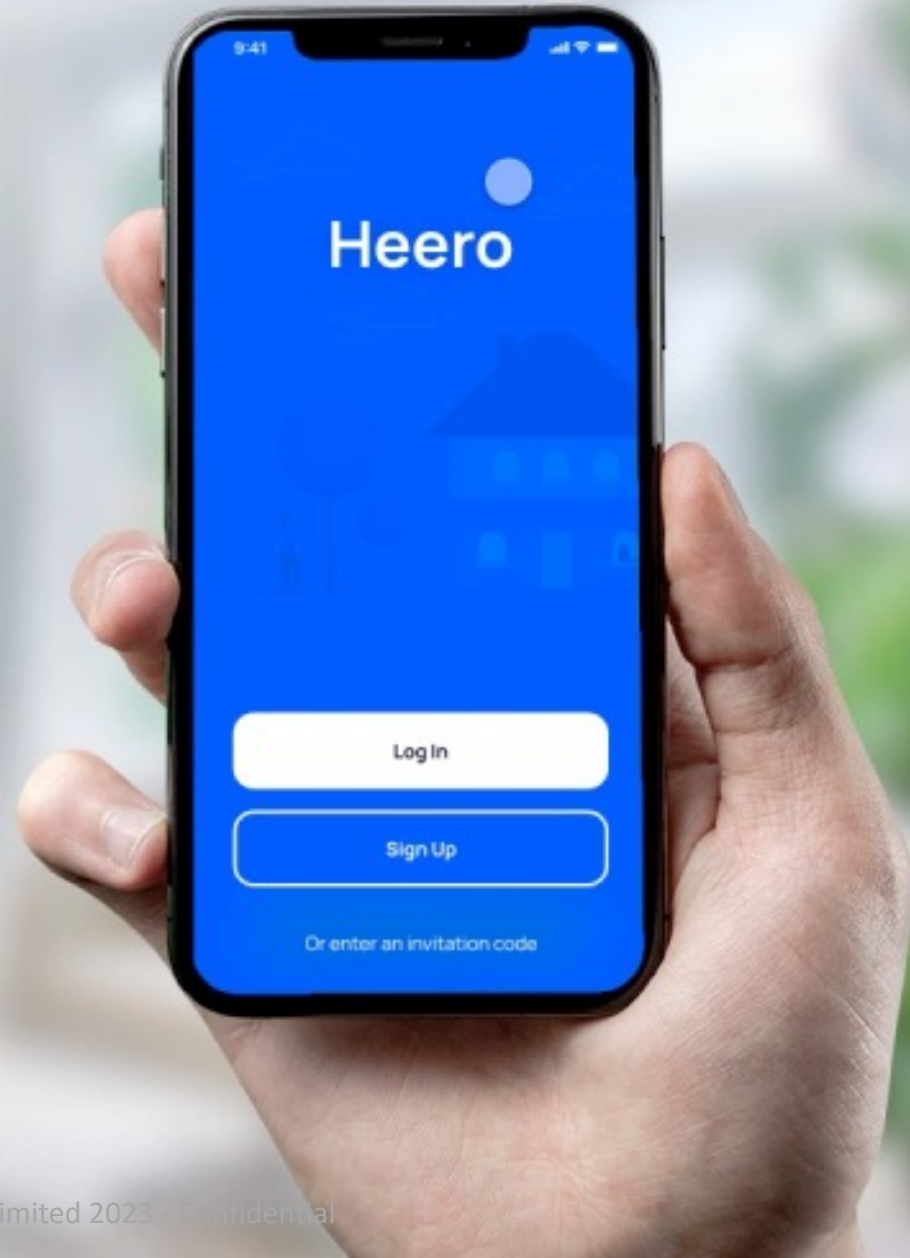
Complex customer journey

Navigating advice, funding, finance, installers, technologies, manufacturers is complex, disjointed and results in inaction.

Energy efficiency market is broken for all participants necessitating a system wide solution



App Demo



About Us

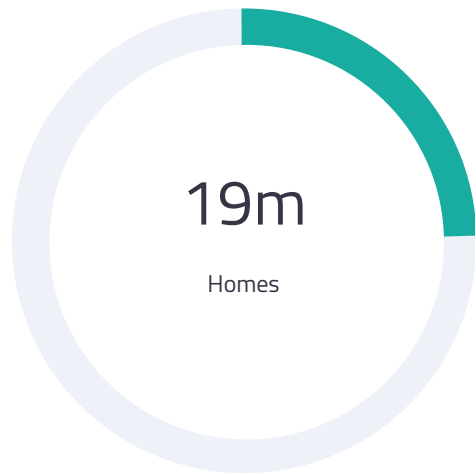
HEERO Technologies is a **B2B software company**, delivering agnostic, trusted, and bespoke property guidance that enables seamless end-to-end installation of energy efficiency and renewable technologies in privately owned properties.

History

HT was incubated and founded by IRT Surveys (IRT), a 20-year-old venture-funded global technology company that has pioneered the use of thermal imaging to understand and communicate building performance. Following extensive enquiries, IRT developed a prototype App and Web-based platform that utilises their proprietary DREam platform to advise customers of potential home energy improvements, personalised to their property in less than a minute.

UK Market Size

19m homes will require energy efficiency improvements before 2035 to ensure the UK is on track to meet the CCC 2050 net zero ambition and an 80% reduction in greenhouse gas emissions by 2050.



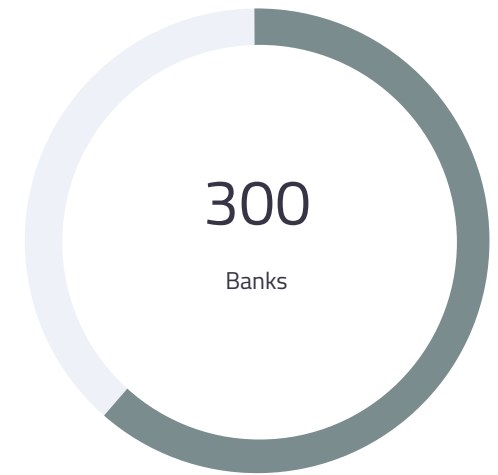
19m of 23.6m UK properties will require energy efficiency improvements before 2035



Average energy efficiency spend per property to increase to EPC Band C

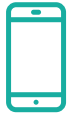


Investment required to reach Band C, increasing to £250bn by 2050 to reach net zero



300 banks in UK and 43 building societies, only 15 of which have launched green mortgages

Competitive Advantage



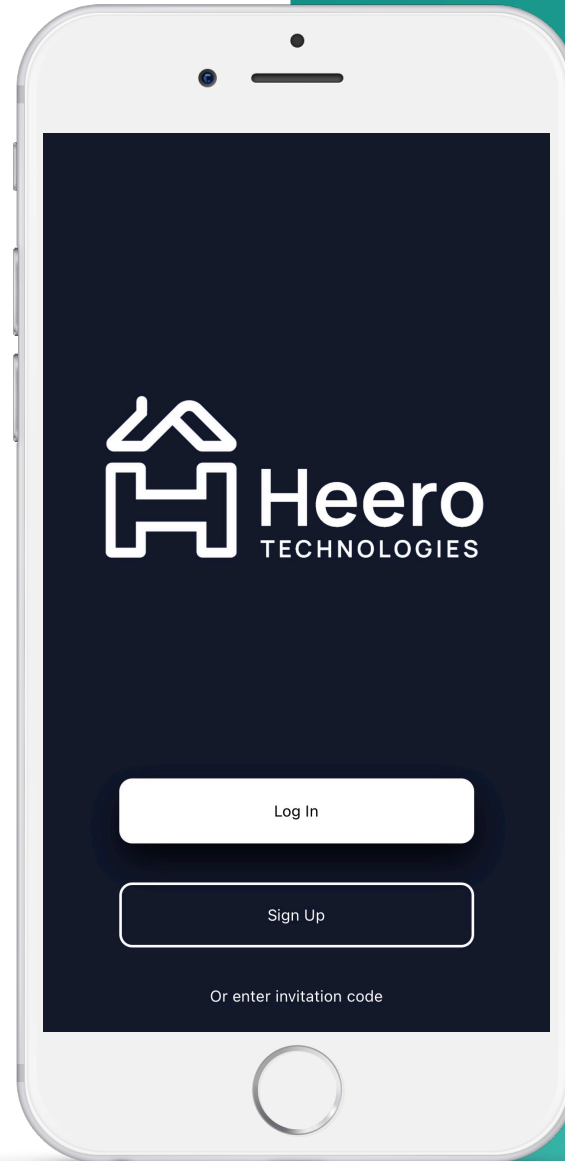
Web and App Platform

Dual solution allows multiple target customers segments to be served concurrently



Supply Chain

Entire customer journey in App, with unique VP for installers including comms, marketing, compliance and route to market



B2B Strategy



B2B brand enables partnerships across multiple industries

Proprietary Technology



Data, intelligence and algorithms to provide recommendations with 95% accuracy

Business Model

Customers



Installers

- Lead generation
- Inbuilt compliance service
- Customer comms – inbound and outbound
- Instant booking
- Surveys arranged if required
- Streamline operations
- Marketing tool
- Finance arranged for ATP customers



Corporate Customers

- Marketing tool to deploy capital
- Contributes to ESG targets
- Validation of carbon saved for ESG investment
- Improves their value proposition
- Increase uptake of green mortgages

Users



Householder

- 95% accurate recommendations
- Enquiry => installation in one place
- Access to grant funding, unsecured and secured finance
- Reduced energy bills and warmer home
- Free to use/no advertising/no hidden costs
- Access to qualified, vetted and reliable local installers

Revenue Model



Marketing Tool

Low entry cost allows multiple sectors to apply Heero for their own use case



Home Improvement

Lending for carbon reducing technologies supports ESG targets and offers new value propositions for FSPs



Lead Generation

Bespoke contract management, alongside changing funding landscape offer installers new opportunity to scale

£3/user pa

License fee charged for business customers to white-label app or website.

1%

Commission on capital deployed for services enabled through Heero platform

7.5%

Commission on installed leads generated through Heero platform

Competition

	Technology	Advice	Financing/ Grants	Installers	Project Management	Installation	License Fee	Finance Commission	Installer Commission
Heero Technologies	✓	✓	✓ Q2	✓ Q1	✓ Q2	✓ Q1	✓	✓ Q2	✓ Q1
Energy Saving Trust	Web	✓							
Snugg	2023	2023	2023					✓	
Agility Eco		✓	Grants	✓		✓			✓
Arktek			✓			✓			✓
Pacifica			✓			✓			✓

Value Proposition

Value Pools



Financial Services Providers

Integrated technology
for green mortgages
and unsecured lending



Installers

Customer engagement
and marketing tool



Large Employers

Corporate CSR/ESG
targets - reduce
employee cost of living,
salary sacrifice



National and Local Government

Customer engagement
for net zero/energy
efficiency targets

Go-To-Market Plan

B2B 'push-through' campaign that
focuses on PR, social media and
content marketing to raise brand
awareness and solution across both
horizontal and vertical market sectors.

Acquisition channels to include trade
media, strategic advertising, social
media and website/blog

Financials

Heero Technologies will generate revenue within it's first quarter of operation and turn a profit from year 2.

Year 1 Revenue

£300k

£45k revenue at contracting stage with 3 further contracts currently under negotiation

Year 2 Profit

£250k

With £950k investment, Heero Technologies will be profit making in 2024

Exit Valuation

£18m

Valuation assumes no additional revenue streams monetized and no further markets entered*

Revenue

	2023	2024	2025	2026	2027
Turnover	£k	£k	£k	£k	£k
Sales	126	1,805	3,930	12,520	20,540
Grants	187	250	62	0	0
Investment	450	500	0	0	0

EBITDA

	2022	2023	2024	2025	2026
	£k	£k	£k	£k	£k
Profit Before Interest & Tax	-108	803	1,020	8,680	12,640
Cashflow	260	900	1,250	6,550	9,920

Route to Exit

Heero Technologies has the potential to generate income from multiple additional value streams, increasing its strategic and financial value, revenue, profit and potential for industry disruption, making it a highly attractive acquisition for a multitude of companies across energy, finance and consumer services.

KPIs

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of customers	3	5	5	10	10
Number of licences	100,000	500,000	1,000,000	2,000,000	5,000,000
New revenue Streams	1	2	3	4	5
Number of FSPs	5	15	25	40	60
Capital Deployed	£ 100k	£500k	£ 1.5	£5m	£20m
Number of Installers	15	25	40	60	100
Commission on install	5%	6%	7%	8%	10%
Conversion to install	10%	15%	20%	25%	30%

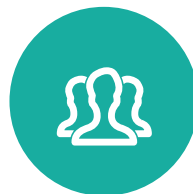
Metrics

Financial



- Burn Rate
- Cash Runway
- Revenue Growth Rate
- Gross Profit Margin
- Average Revenue Per Account
- Average Revenue Per User

Sales and Marketing



- Sales Cycle Length
- Customer Acquisition Cost
- Customer Lifetime Value

Operational Performance



- Active Users
- App Session Length
- User Retention Rate
- Lead Velocity Rate
- Expansion MRR Rate

Meet Our Team



Nicola Kennedy, CEO

- Commercial Director at Centrica Innovations incubating future energy businesses, products, and services
- 8 years delivering energy advice and domestic retrofit programmes in London and Cornwall
- Raised £50m investment/funding
- MSt Entrepreneurship (Cambridge), MSc Sustainable Development (Exeter) and BEng (Hons) Mechanical Engineering (Manchester).



Karla Adams, Business Development Director

- Previously MD at Engineered Insulated Products, specialising in the design and delivery of custom-made insulation systems
- 10 years senior business development experience within the energy efficiency, renewables and retrofit markets
- Led teams in the design, development and end-to end management of bespoke energy efficiency schemes
- (BA) Hons International Business (Newcastle)



Deborah Hudson, Director

- Served on the boards of over 20 growth tech businesses.
- As principal investor in HT, Deborah was pivotal in the decision to spin-out HT from IRT.



Stewart Little, Director

- Experienced entrepreneur who founded IRT Surveys in January 2002.



Sir Philip Sellwood, Director

- Chief Executive of Energy Saving Trust for 16 years

Skills Gaps: Tech/Product Development and Financial Services Experience



Get in touch

info@heerotechnologies.com
+44 (0)333 0903050

Heerotechnologies.com

Unit C, Prospect Business Centre,
Dundee Technology Park, Dundee,
Scotland, DD2 1TY

