



Helping SMEs to access energy efficiency

Investment Opportunity



Market Context

Energy Prices Keep Rising

We have reached a tipping point...

ENVIRONMENTALLY

FINANCIALLY

EMOTIONALLY

2018
6p
per KWh

2022
26p
per KWh

2026
40p
per KWh



Market Failure

Problem

Energy efficiency can be costly and so complex that many businesses decide the potential outcomes are not worth the efforts.

But rising energy prices make it impossible to ignore and SMEs suffer the most as they don't have the resources to save energy effectively.



Smarter Energy System

We Enable SMEs to Act

SAVING ENERGY

Win

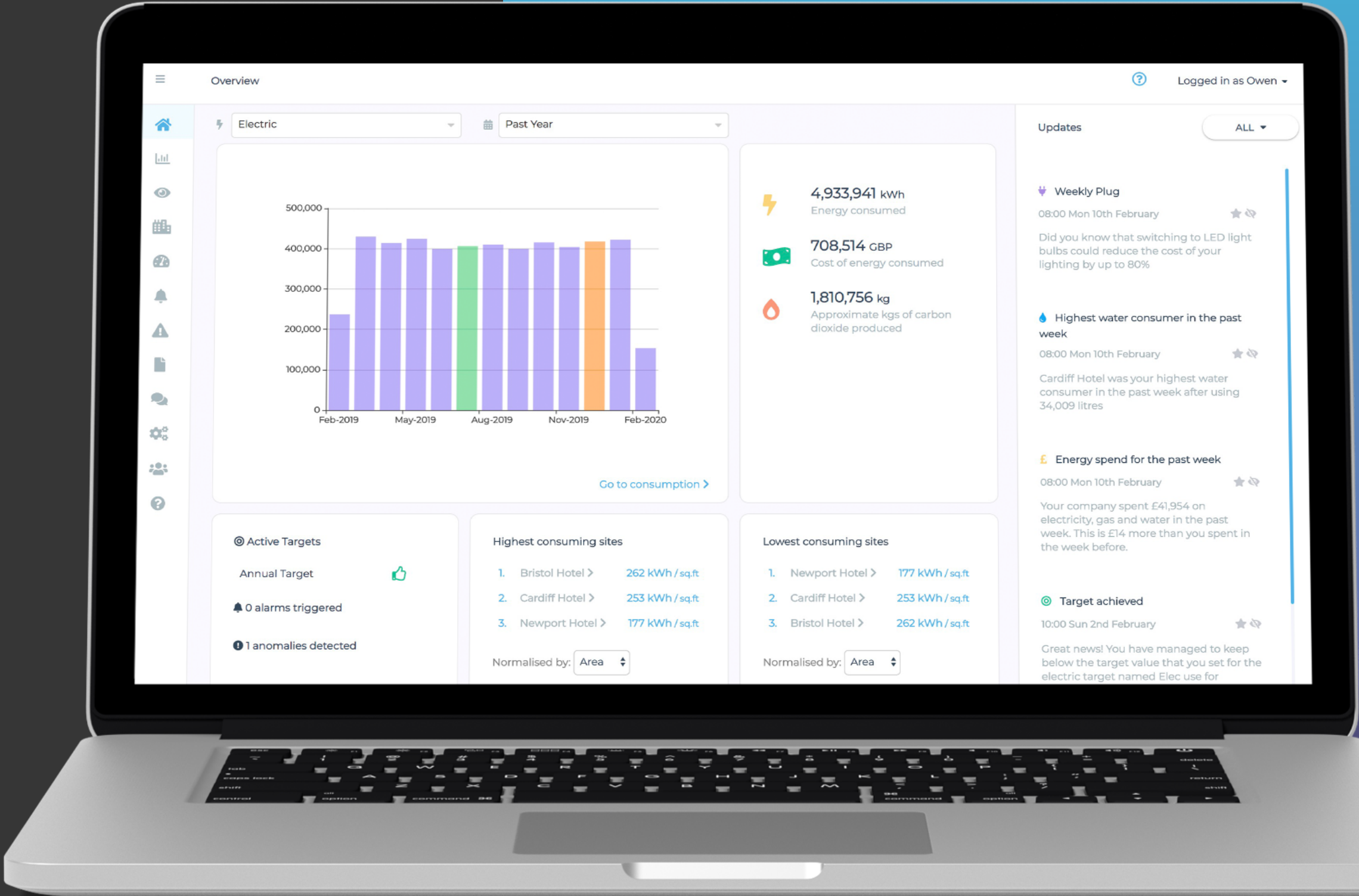
REDUCING COSTS

Win

DECREASING EMISSIONS

Win

Any realised energy-saving is pure PROFIT as it remains on the bottom line year-after-year.



Smarter Energy System

Why SMEs?

SMEs haven't historically been able to afford energy efficiency and have lacked the skills or motivation to take it on.

UNTIL NOW

We show SMEs the savings that can be realised from energy efficiency and connect them to low-carbon products that best-fit their business.



Case Study

The Celtic Collection

The Celtic Collection is created from several small and large hotels, restaurants, health clubs and conference facilities situated across South Wales.

They struggled to effectively manage their energy use and costs across different types and sizes of businesses.

Surple's energy-insight tool was deployed across the collection and within Year 1 they had helped to generate annual savings in excess of **£75,000** through improved monitoring and simple behavioural changes.

Within Year 2, the Celtic Collection made further significant savings by adhering to our intelligent investment suggestions and installing timers and smart lighting solutions as well as recalibrating and re-investing in the BEMS.

In the Coldra Court Restaurant, savings were achieved of over **10x ROI** just through the identification of energy waste and a shift in kitchen staff behaviours. Resulting in savings that have since been reinvested in electric cooking appliances that will be cheaper and greener than the pre-existing gas appliances.

We typically expect to see between a 3-9x ROI from SME's, but in some circumstances we can see savings that exceed 20x return on investment, especially where our intelligent investment suggestions are delivered.

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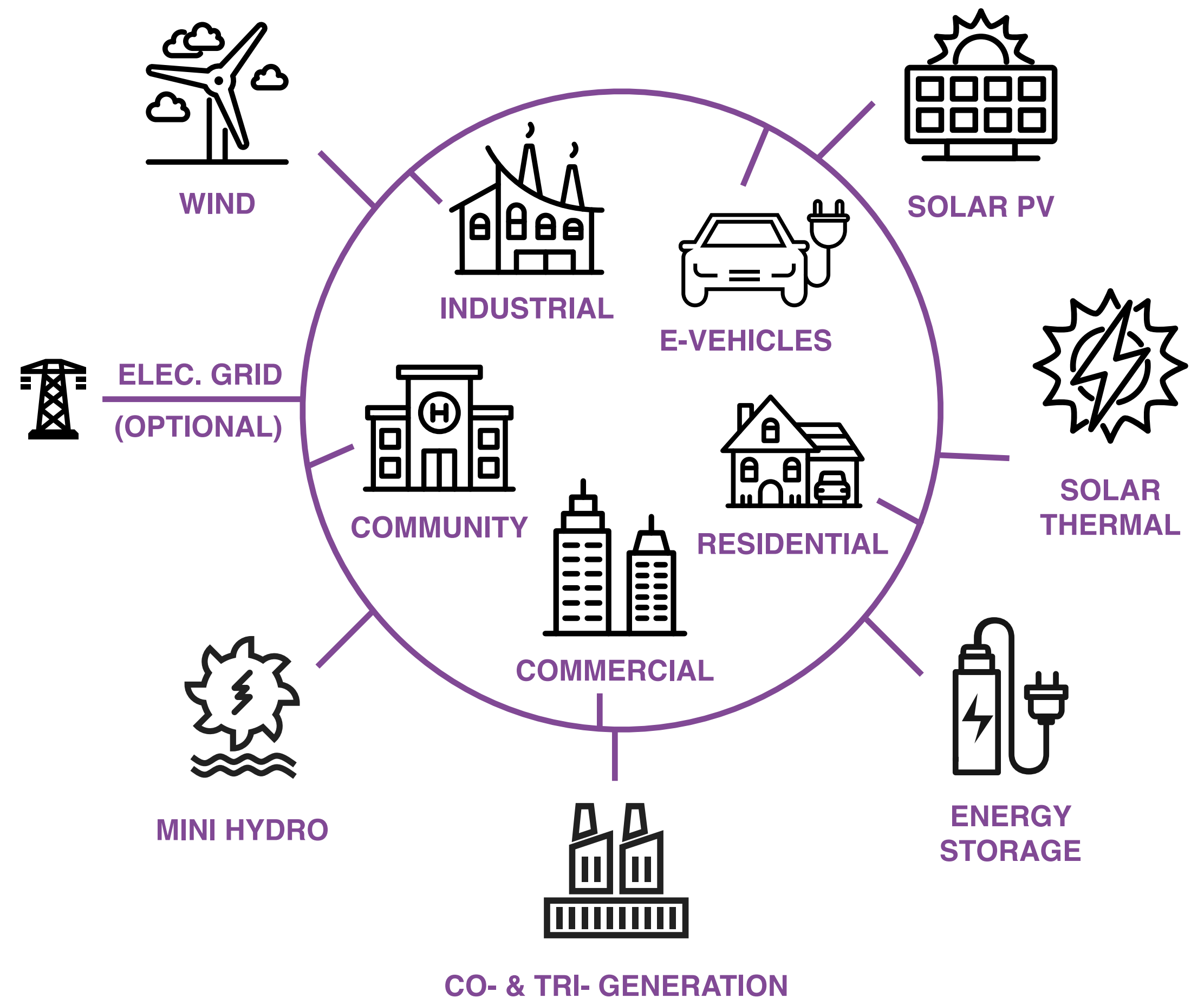
Our Vision

To create a simple surplus of renewable energy in every building and accelerate the transition to a customer-centric energy system where people are at the heart of it.

We do this by:

- Enabling better behaviours through smarter consumption
- Creating access to energy efficiency services/products
- Assessing feasibility of Solar, Battery and EV (holistically)

THE CUSTOMER-CENTRIC ENERGY SYSTEM



Smarter Energy System

Surple's Energy Efficiency Stack

Measurement	Using smart meter data to track and forecast energy consumption
Prevention	Tools and training within the app to improve the skills/knowledge gap
Analytics	Automatic detection and notification of energy waste
Diagnostics	A tailored energy efficiency solutions roadmap for every business
Investments	Access to a marketplace of energy efficiency solutions



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Simplifying the SME's Energy Experience

TYPICALLY 3-9x ROI

1. CHECK

Turning the hours typically needed for energy management into seconds for busy business owners and operators

2. DETECT

Automatic detection of energy waste that can be flagged to building-users, identifying energy-saving opportunities to act on

3. IMPROVE

Helping SMEs to access energy efficiency through an offsetting marketplace and a Recommendation Engine for low-carbon products

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Go-to-Market

Our white-labeled software solution allows utilities, banks and membership bodies to provide a scalable “energy efficiency as a service” tool to their SME customers.

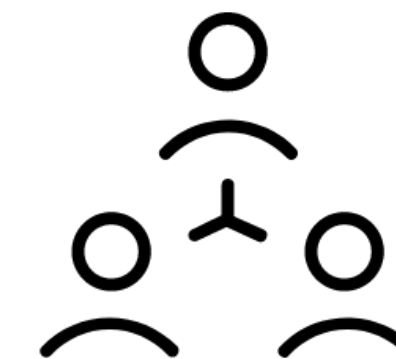
- **Banks** want to deploy green finance into the SME space.
- **Utilities** want to improve customer lifetime-value of SMEs.
- **Membership Bodies** want to support their member organisations on route to their Net Zero Carbon targets.



Banks



Utilities



Membership
Bodies

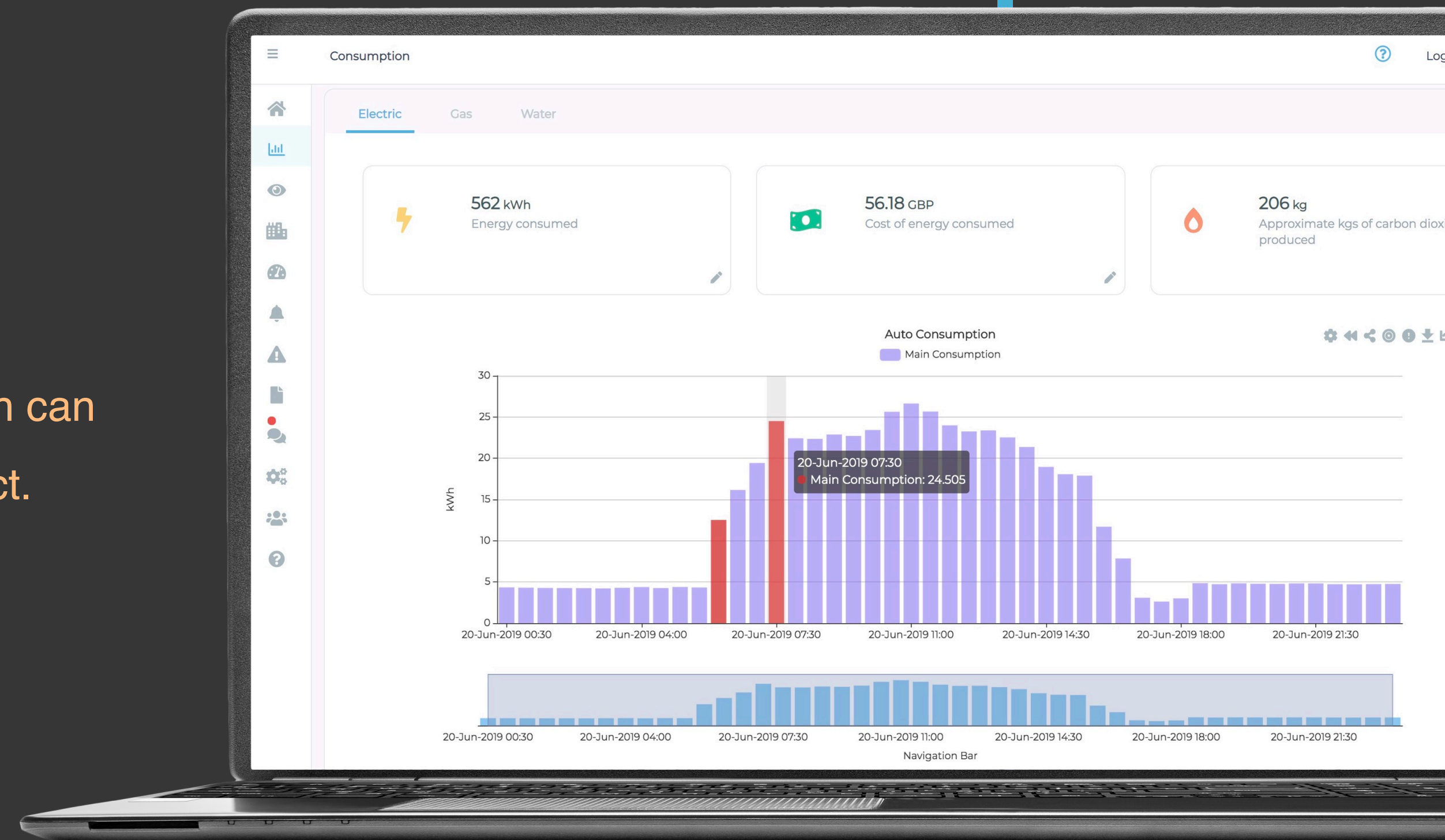
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Monetisation

We licence our app to energy suppliers, banks and membership organisations.

Each SME is charged a low fixed monthly fee (~£10), which can be charged to the customer or built into supply/loan contract.

We will start to see revenue through in-app upsells of low-carbon products in Q3 2023.



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Current Business

£5,200 MRR



Utility Partner

25,000 SME Customers

The City of Summerside Electric logo features the name 'Summerside' in a cursive font with 'City of' above it and 'Electric' below. The Banc logo features a red bird icon above the word 'Banc' in a bold, blue, sans-serif font.

New Pilots
Welsh Investment Bank
Canadian Utility

The Celtic Collection logo features a black dragon icon above the text 'THE CELTIC COLLECTION'. The Newport City Council logo features a green and yellow dragon icon above the text 'NEWPORT CITY COUNCIL' and 'CYNGOR DINAS CASNEWYDD'.

Direct Business Customers
200 Business Users

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Team



PETER ALLAN / CEO

- Sales and marketing experience in the Loyalty/Rewards industry
- Experience in B2B sales, partnerships and account-based marketing
- BSc Business Management @ Swansea University



OWEN MORGAN / CTO

- Full-stack developer with advanced knowledge of data-science
- Experience in building scalable enterprise software solutions
- MSc Mathematics @ Southampton University

See our Board here: <https://surple.co.uk/about-us/>

Smarter Energy System

Investment

RAISING TO SCALE PRODUCT & MARKETING

Pre-seed	Raised £325k	Build MVP and gain initial traction with businesses
Seed	Raising £1.2M	Acquire EV assessment technology, grow our user-base and further develop the Recommendation Engine

TARGET MILESTONES

Product	Recommendation Engine embedded in product
Users	10,000 business users
ARR	£1.2m



Thank you