

BUSINESS CONCEPT

Developer of next generation solar modules with high-efficiencies. The company is developing a system based on concentrated solar power plant design for the building envelope to generate electricity and thermal energy.

FINANCIALS

We seek venture capital of US\$32M in a series of 3 funding rounds for a total of 72% equity.
Business Status: Startup

CONTACT

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Founded: August 2013

UNIQUE SELLING POINT, TECHNOLOGY AND IP

- Our products are high-efficient and high translucent.
- The patent grants strong unique selling points, especially based on a unique sun tracking solution.
- With high-tech PV cells the translucency has reached the terms of a window that made new applications.
- In architecture we enlarge the net surface of the envelope by 50%.
- With 400 times less cell material, the carbon footprint is smaller by 50%.
- The performance is certified and stage of R&D is between level 5-10.

BUSINESS MODEL

Marketing and distribution of solar charger. IP Licensing of building material for third parties.

CUSTOMER AND PARTNER

- With the development of a series of solar chargers for the consumer electronic market, we target to the end consumer using smartphones, tablets and notebooks (1TSD pre-orders).
- With the launch and demonstration of the technology, we start targeting to the real estate industry.
- First successful meetings with the building material industry are made to have strategic partners for the start of new key directives from the European Commission to achieve net-zero buildings.

PRODUCT- AND COSTUMER ORPPORTUNITY

- Our products ensure 3 cores: Efficiency in renewables, a compact, economic and a high aesthetic design and durability.
- The costumer of the consumer electronic market purchase a product that is much smaller with the same performance and that is designed for modern and sustainable live.
- Architects have to work soon (2019-EU directive) with products, which many usually don't want to apply.
- Our solution is a next generation technology by high translucency and hybrid efficiency. It offers the architect a modular, scalable and individually designed solution and allows a 100% surface mounting rather than a fifty-fifty design for the envelope.

MARKETPOSITION AND COMPETITION

Competitors in the consumer electronics field are small and medium sized enterprises (SME) selling mainly accessories. Main competitors for the building material are seen as PV panel and thermal collector (ST) manufacturer. The building material industry is seen as a future partner or competitor as well as power supplier.

MARKET FORECAST

- US\$ 519 billion global market forecast consumer electronics. 5 years target: 0,001% market share.
- US\$ 825 billion German market forecast. 5 years target: 0,005% market share.

MARKET LAUNCH, DISTRIBUTION AND MARKETING

Since our test marketing campaign in 2012, our network growth by 5 K contacts. Distributor inquiries account with 500 worldwide. The next marketing campaign and dissemination plan goes over social networking and design blogs. Demonstration and visits of special-interest trade fairs, conferences and pilot projects are planned for the entry to the real estate industry. Distribution contracts are already signed for some regions/countries.

STAGE

- With the expertise of measurements and the development of a series of prototypes proof of concept and prototype has been demonstrated.
- The crowdfunding marketing campaign has been successfully finished with 1.3K contributions. Further to the campaign the project got: 7 times broadcasted by international TV , a 1.st ranking on the biggest European platform in the field of economics, nominations as from the WORLD ECONOMIC FORUM and competition prizes as from the Council of Barcelona.
- Milestones: Certifications (CE/TÜV mark) and the mount of pilot projects in architecture.

TEAM AND MANAGEMENT

André Broessel manages Rawlemon LTD. He is founder and director. With a building project in Düsseldorf and the detailed insights of HVAC systems, he founded the base of the Rawlemon project.

Christoph Erfurt (CFO) is responsible for financials and business development. He is manager and owner of Manhart Performance GmbH & Co.KG. Christoph Erfurt completed his studies at the University of St. Gallen.

Eric Dufourd is responsible for marketing and distribution. He has a brought experience in marketing and brand design as Burberry, Nike and others.

FINANCIAL PRO FORMA FORECASTS

IN US\$ THOUSAND	2016	2017	2018	2019	2020
SALES	1.230	7.000	14.215	54.220	394.370
Sales other/Licensing	-	100	300	1000	2.500
Cost of Production	2.360	3.432	6.315	18.752	151.418
Cost Employees	1.125	2.175	4.800	13.350	30.375
Expenses	1.289	3.576	8.201	20.349	119.656
EBIT	-2.831	79	1.154	18.599	194.352
Venture Capital	10.000	-	12.000	-	10.000