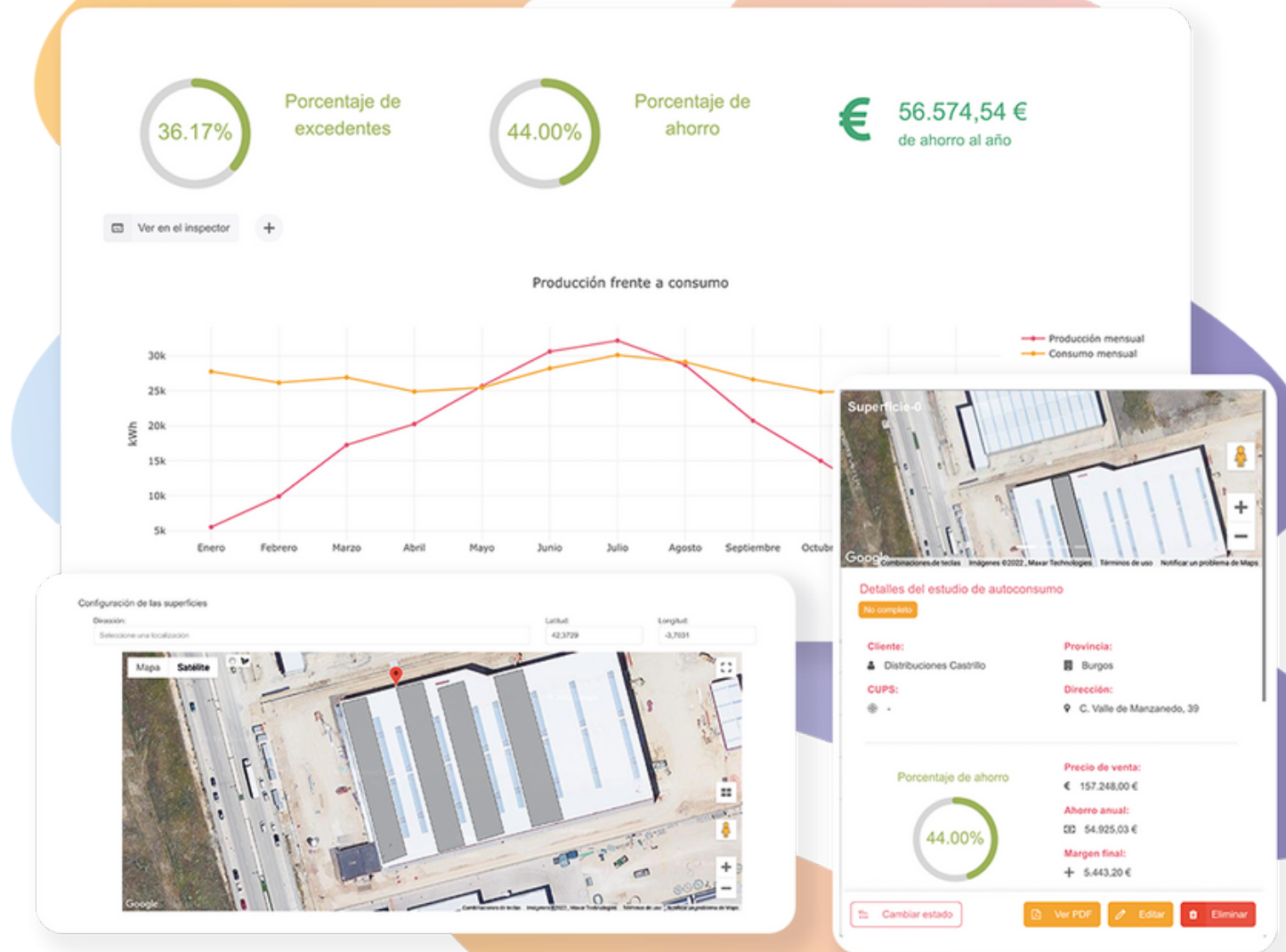
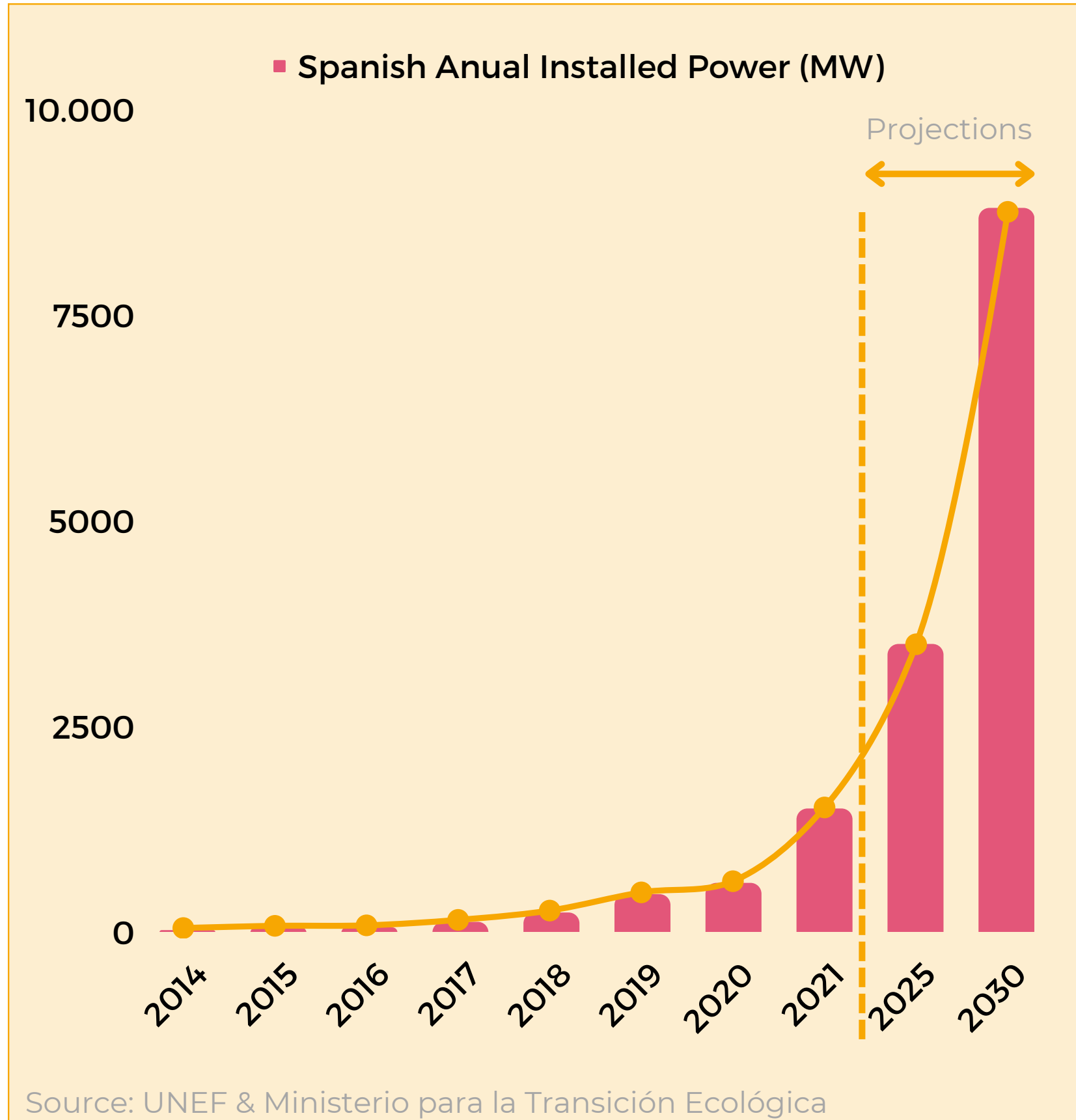


Saving solar energy SMEs 80% of their time

> 2300 registered users & 140 customers





Solar Market is growing year over year all over the world

101%

Growth of installed power in Spain last year

Source: UNEF

>28 k

Solar energy business

Source: El Economista

3.7 €B

Total market size in 2021

Source: UNEF

58 k

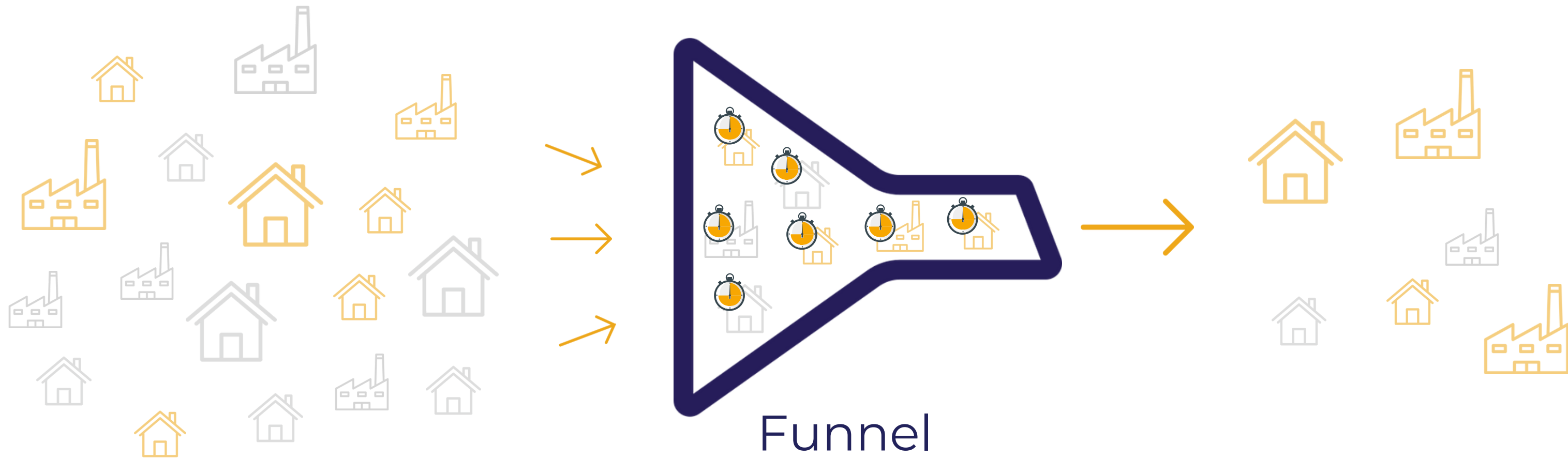
New jobs in Spain in 2021

Source: UNEF



Problem

Solar market growth increases proposals demand



Huge demand causes solar SMEs to lose business opportunities

Because

45 min - 1 hour
for each proposal

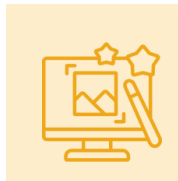
And

Traditional tools may cause businesses to lose hundreds of opportunities each year

Saas platform that **reduces by 80% the time needed** for each solar proposal and allows them to:



Analyze, design, and quote new solar energy projects.



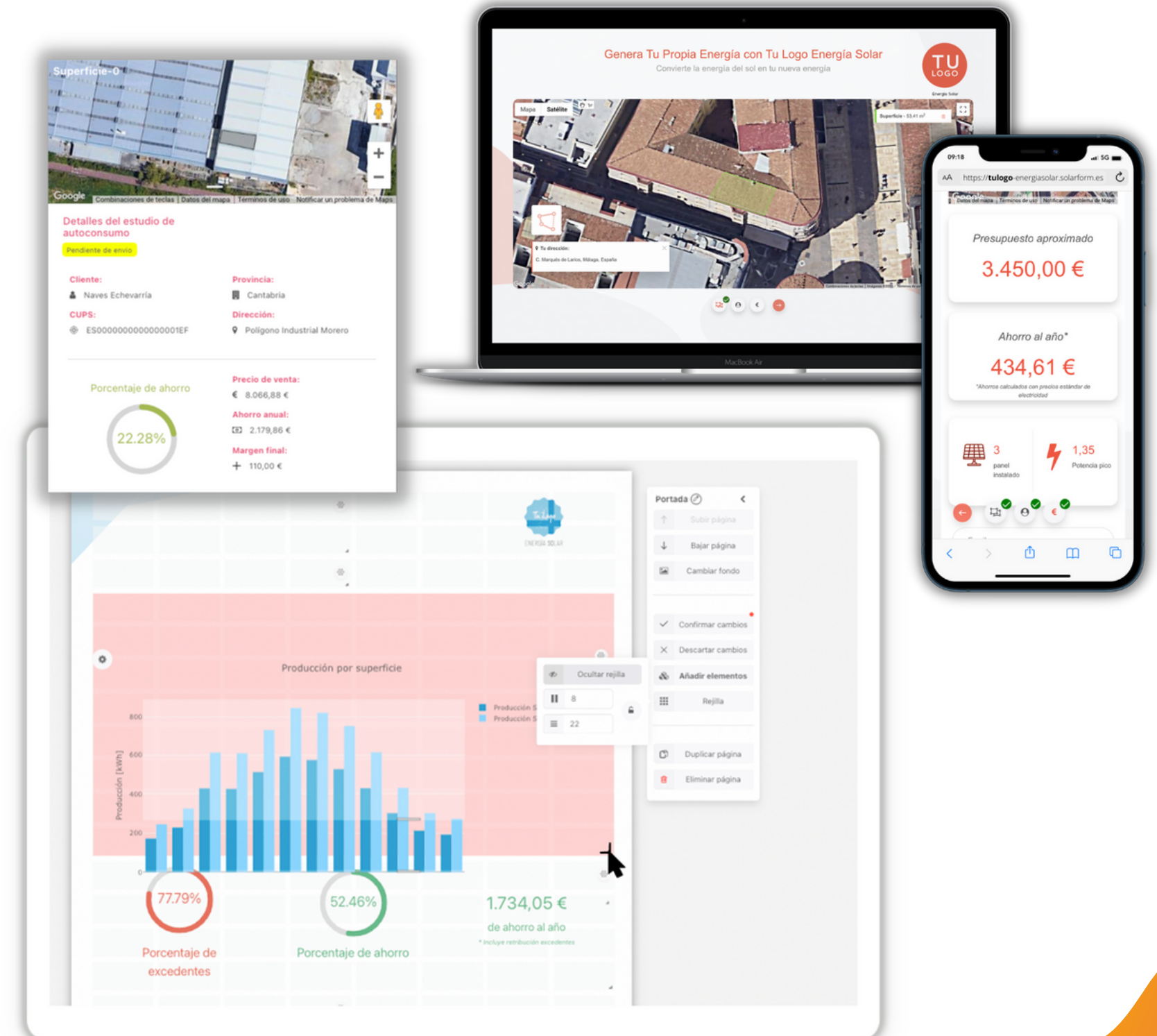
Design unique and customized solar proposals



Centralize communication, never lose traceability



Increase their sales



Solution

Increasing solar energy business by **5 times**



Widen the funnel and sell more

Suntropy

Suntropy today

More than 140 companies are already trusting us



Energía

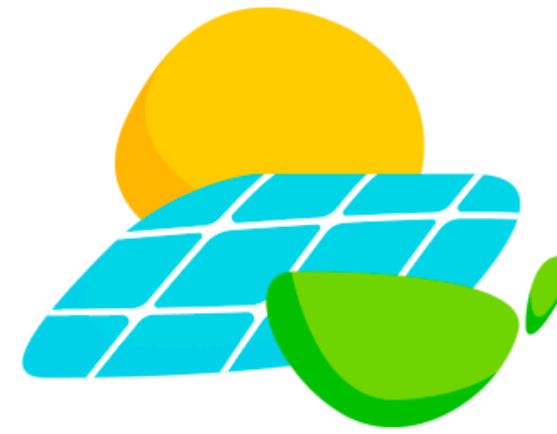
Greenvolt Next entra en España con el objetivo de alcanzar los 340 MW de fotovoltaica industrial para 2030



Source:

<https://www.eleconomista.es/energia/noticias/12037969/1/22/Greenvolt-Next-entra-en-Espana-con-el-objetivo-de-alcanzar-los-340-MW-de-fotovoltaica-industrial-para-2030.html>

From 0 to 30 people sales team in 3 months



Comunidad Solar

Sold 6M € in residential solar installations in 2022



Sold all of its 4 first installations quoted with Suntropy



Saas Revenue Model

| Free Plan | Basic Plan | Professional Plan |
|--------------------------------|--------------------------------|------------------------------|
| 0,00 | 29,99 | 69,99 |
| (10 projects/month) €/month | (30 projects/month) €/month | (unlimmited) €/month·user |

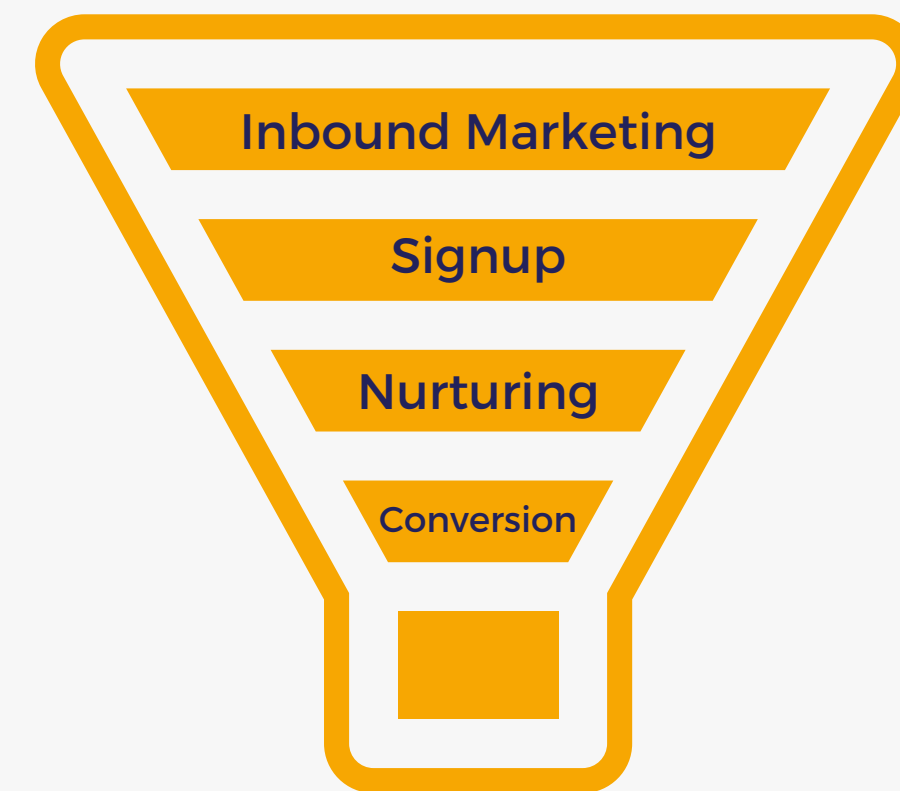
Other Revenue Streams

Sales proposal template design

280€ - 920 €
(15% customers)

Users acquisition

Product Led Growth



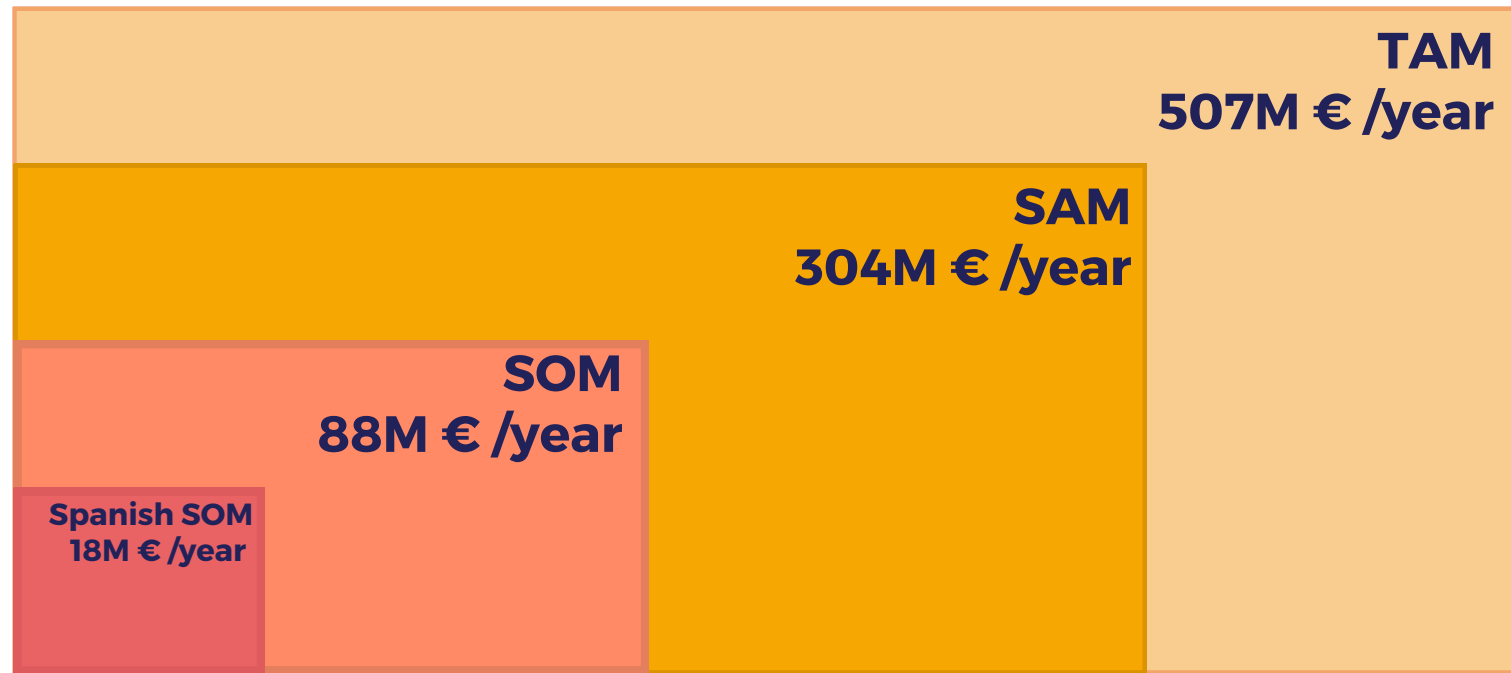
Customer

Self service

30% percent of new customers convert by self-service



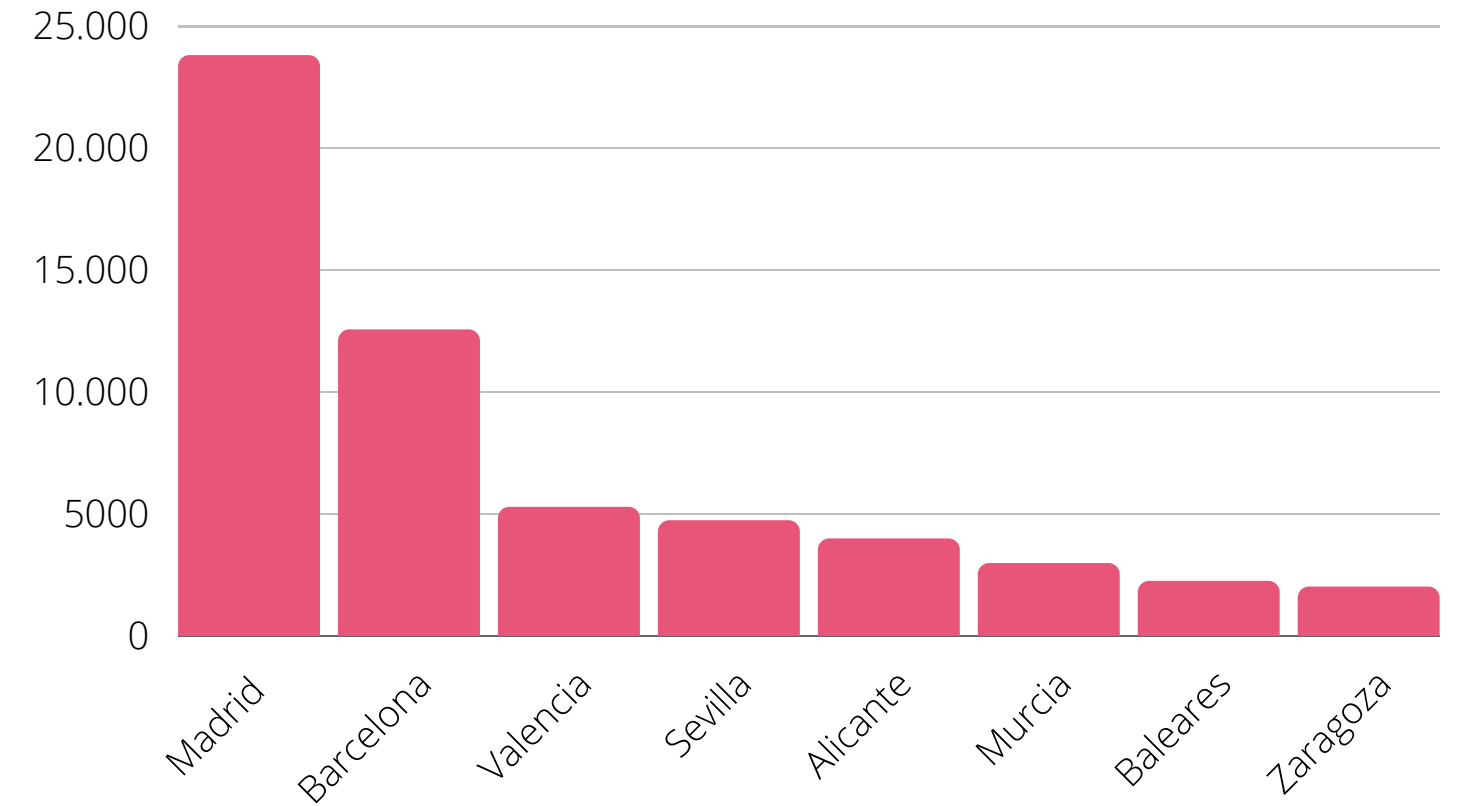
ARR Solar SMEs Saas European Market:



Sources: El economista & strom-report.de & solarpowereurope.org

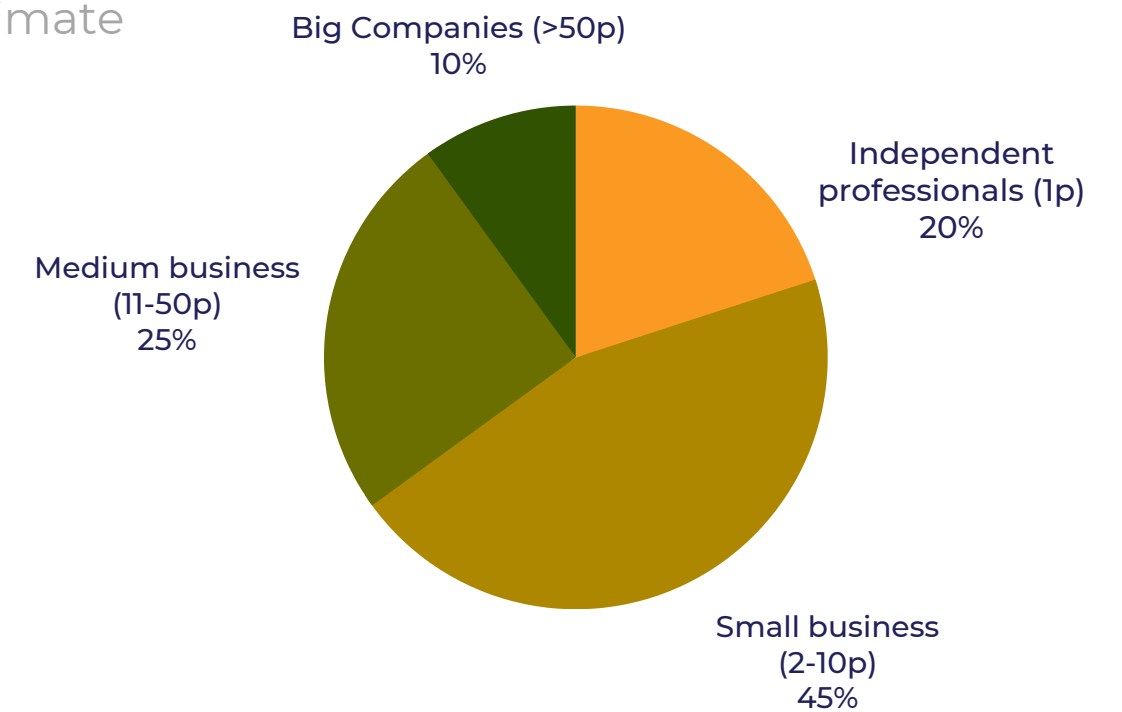
Spanish Market

Number of Solar Energy Companies (El Economista, Empresite)



Market by customer size

*Estimate



Solar Software Total Addressable Market (TAM)

Solar Software TAM vs ARR Forecast in 2025



Source(s): Aurora, SEA, Energize Analysis

Confidential & Proprietary. Please see important definitions, disclaimers and disclosures at the end of this report.

Last Aurora Solar \$200M series D market size estimation



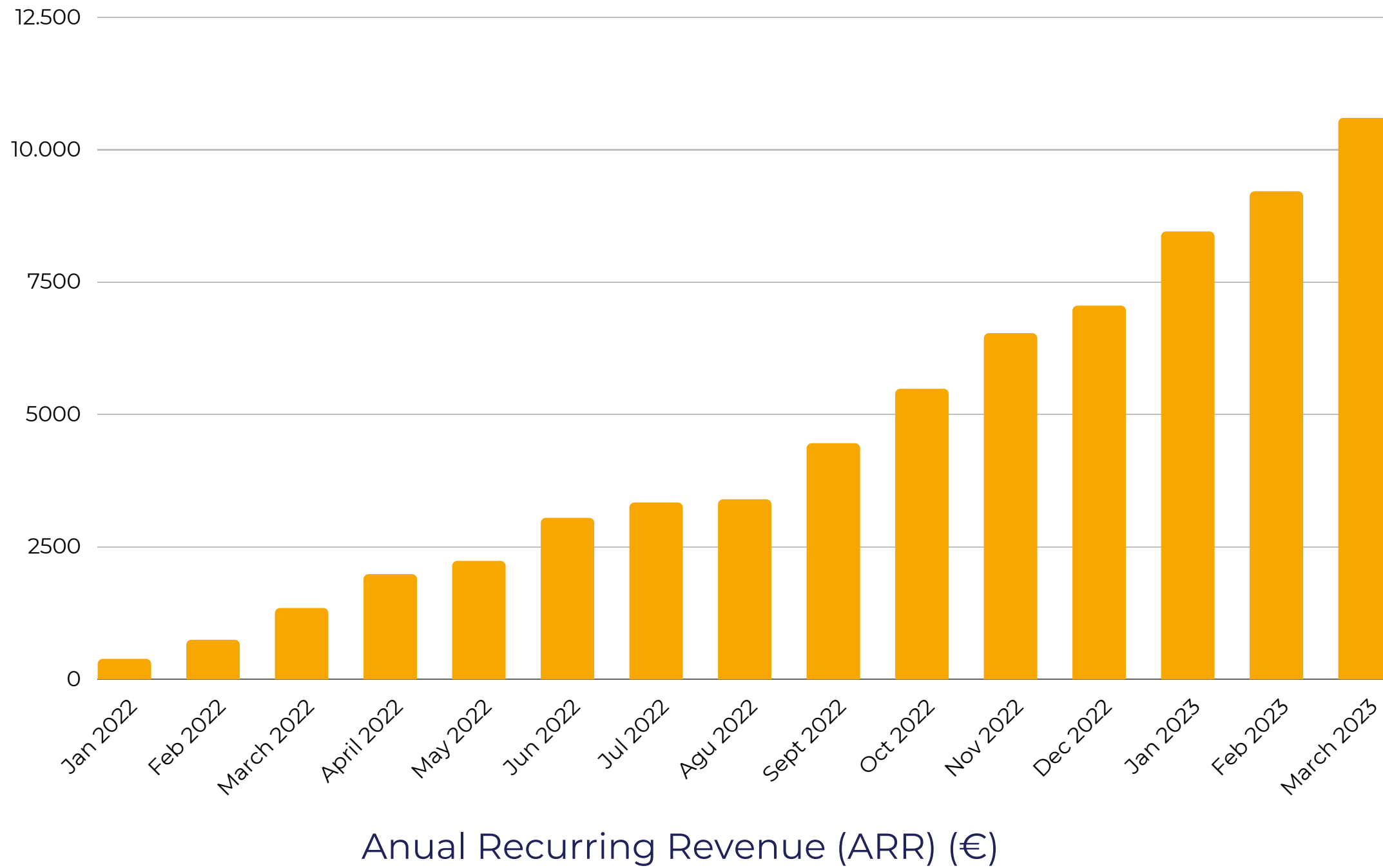
Quoting Focused Saas

| | GTM | PRICING | EQUIVALENT COST PER PROJECT | PRODUCT |
|---|---------------------------|-------------------|---------------------------------------|-----------|
|  Solar Monkey * | SALES LED | €/project | 9,80 € | ★ ★ ★ ★ ★ |
|  | SALES LED/FREE TRIAL | €/project | 5-15 € | ★ ★ ★ ★ ★ |
| easysolar | PLG - FREE TRIAL | LICENSE | - (30 €/month) | ★ ★ ★ ★ ★ |
| aurora * | SALES LED | LICENSE | (180 €/month up to 50 projects/month) | ★ ★ ★ ★ ★ |
|  Suntropy | PLG FREEMIUM Self-service | €/project LICENSE | 0.99 € (70 €/month) | ★ ★ ★ ★ ★ |

* Just raised a 4M€ investment round

* Last 200M\$ Series D at 2B\$ valuation





147
Customers

200
Freemium Active Users

128.000 €
ARR

74€
ARPU

10.000 €
Template design services

20.000€
Revenue from turn-key projects and integrations

66%
Self service customers (last 30)
35% of total customers



Funding team



Pablo Sánchez

CEO

4+ years of experience in software projects in the energy sector



Marcos Diez

+10 years commercializing and managing enterprise SaaS products
<https://www.linkedin.com/in/marcosdiezglez/>



Jose Luís Royano

CFO Zeus Consultores
+10 years as startups advisor & serial investor



Miguel Sierra

+10 years managing enterprise SaaS teams of more than 50 people
<https://www.linkedin.com/in/miguelsierrasanchez/>



Angel Tezanos

+8 designing and developing software architectures
<https://www.linkedin.com/in/angeltzanos/>



Samantha Valenzuela
Customer Success and KAM



Isaac Fernandez
Product Specialist and Support



Javier de la Hoz
Software engineer



Lucia Castrillo
Marketing



Miguel Echevarría
Software engineer



Adrian Quijano
Inside Sales





Luis Candela

CEO en The MPV Solar Refernce

<https://www.linkedin.com/in/luisca ndela/>



Jordi Cano

Co-fundador de Wallbox Chargers

<https://www.linkedin.com/in/jordi-cano-65a8131b/overlay/photo/>

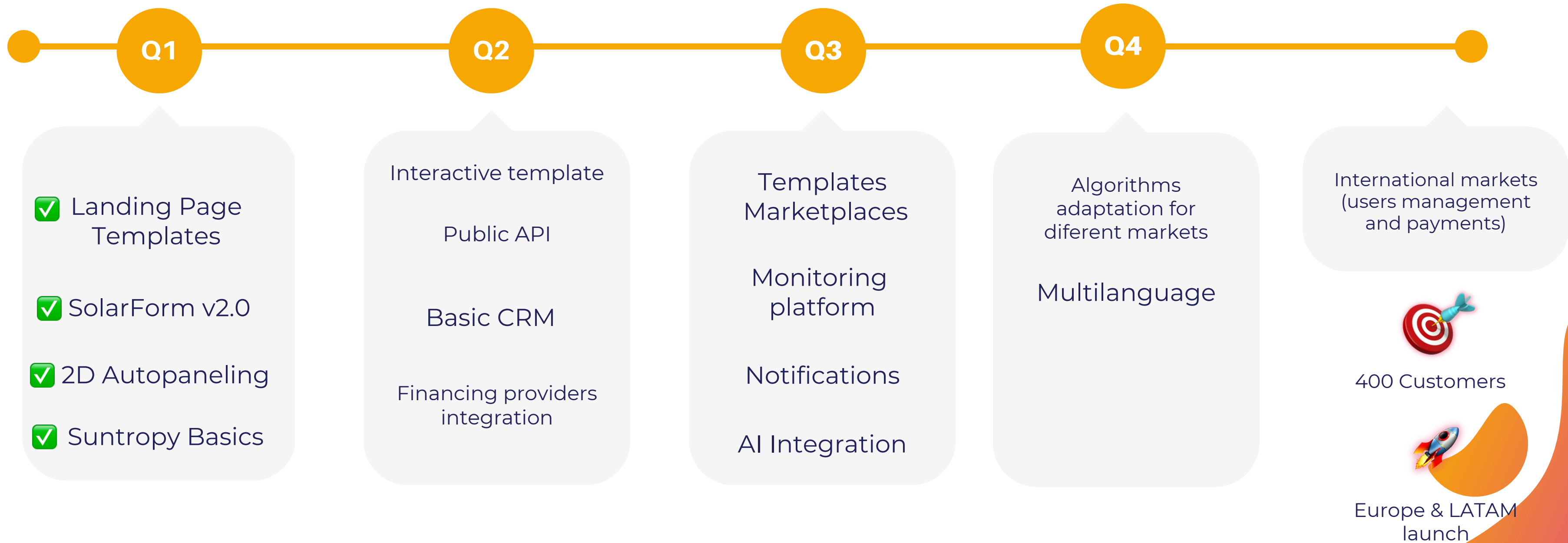


Pablo Campo

CEO de Distribuciones Solares del Principado

<https://www.linkedin.com/in/pablo-campo-martinez-20917072/>

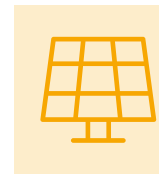
Product roadmap



From Saas to Saas Enabled Marketplace



Solar Energy specialized financing products



Solar equipments. Panels, inverters kits



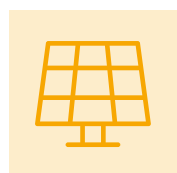
Remote monitoring and data aggregation



Insurance products. For home owners and installation



Solar Energy SMEs



Solar equipments. Panels, inverters kits

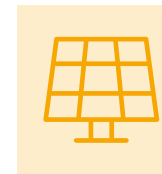


Consultancy services.

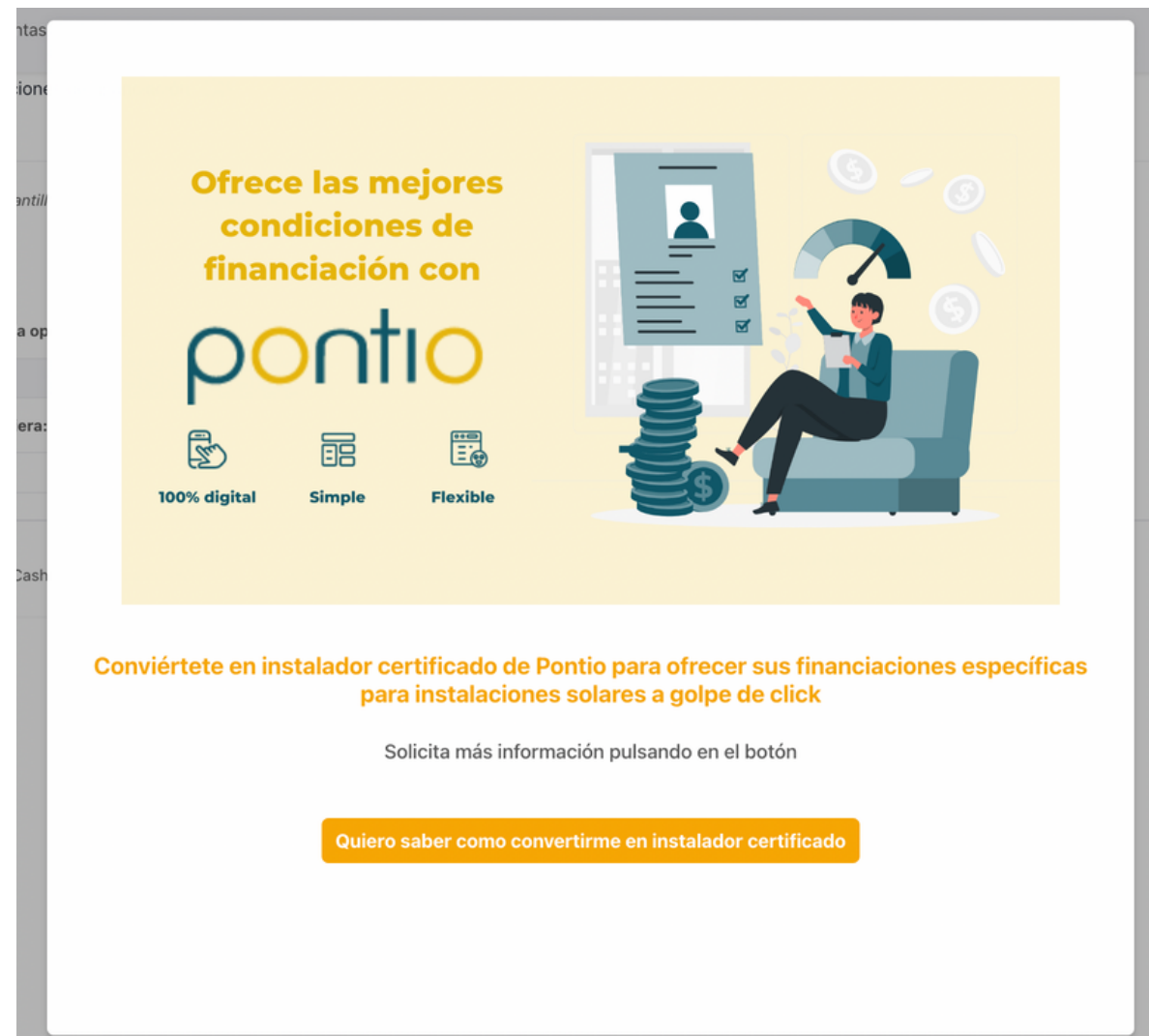
From Saas to Saas Enabled Marketplace



Solar Energy specialized financing products



Solar equipments. Panels, inverters kits



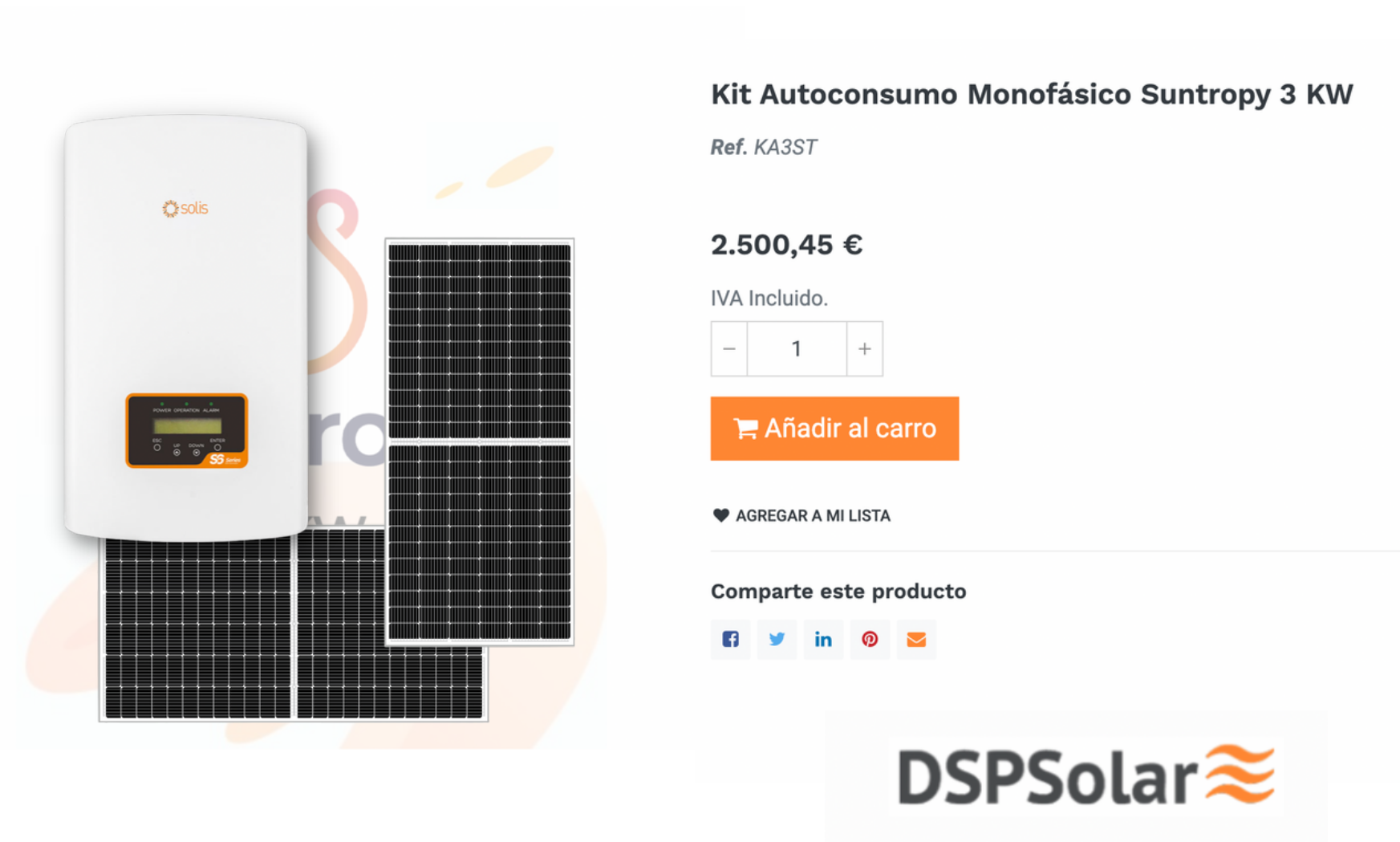
Ofrece las mejores condiciones de financiación con **pontio**

100% digital Simple Flexible

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Quiero saber como convertirme en instalador certificado



Kit Autoconsumo Monofásico Suntropy 3 KW
Ref. KA3ST

2.500,45 €
IVA Incluido.

- 1 +

Añadir al carro

AGREGAR A MI LISTA

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DSPSolar



Thank you



Suntropy

Contact to pablo.sanchez@suntropy.es

+34 690 667 994

