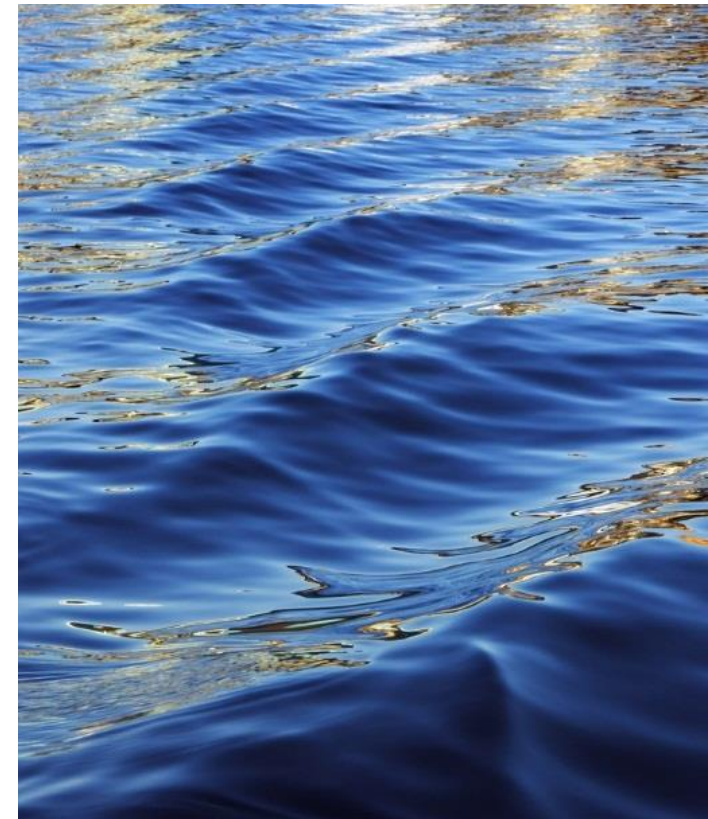
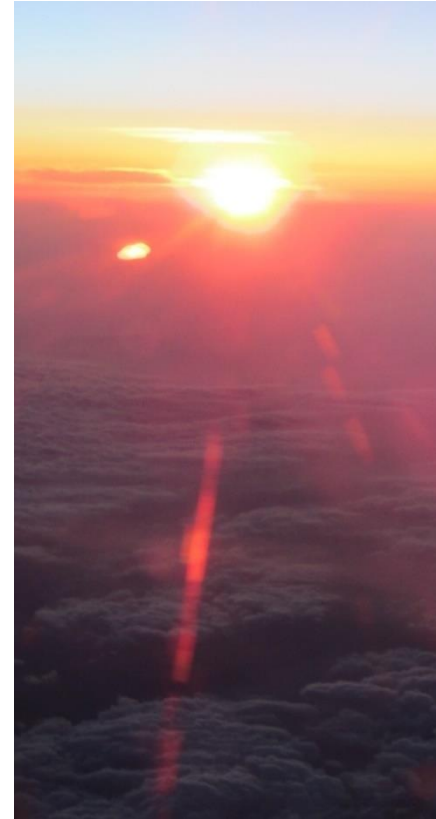


A vertical rectangular image on the left side of the slide showing a bright blue sky with scattered white clouds.

Technology for 100% Renewable energy

Introduction @ SolarImpulse Foundation

Easy Smart Grid GmbH, Oct. 13th, 2021
Dr.-Ing. Thomas Walter



Easy Smart Grid - Overview

Vision:

- A 100% Renewable Energy System

Mission:

- Smart & Resilient ICT to Coordinate it

Core idea (patented):

- Translate grid states to price signals and harvest customer flexibility

Key Benefits:

Cost of Storage & ICT 

Customer Centricity 

Multiple Use Cases 

Who we are

Our Business Backgrounds



Dr.-Ing.
Thomas Walter
Founder and CEO

- Technology & Innovation
- Builder of New Businesses
- Early ESG Investor



Dipl.-Ing.
Stefan Werner
Solution Manager

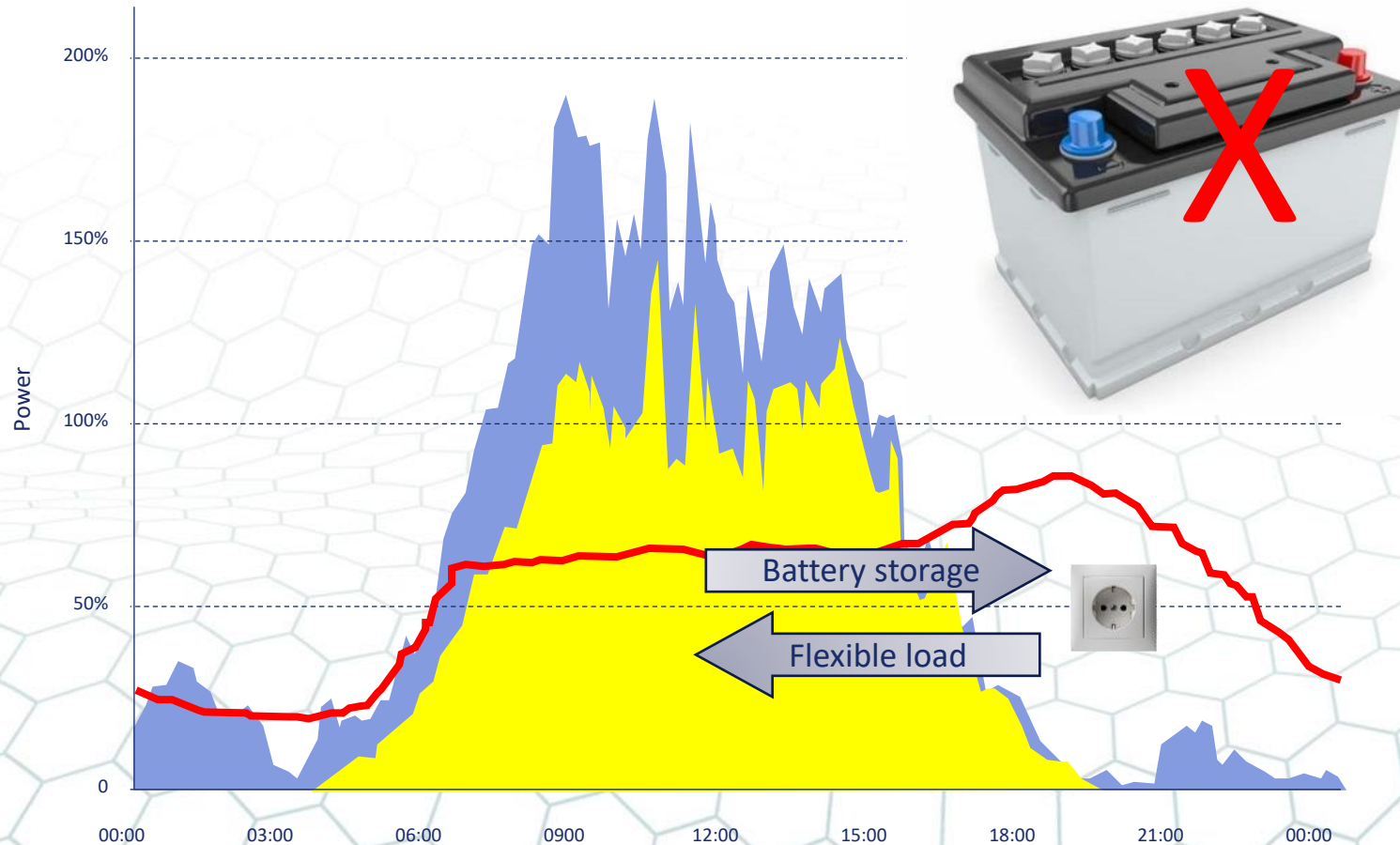
- Technology & Innovation
- R&D and Product Management
- Climate Activist



Preisverleihung 2010
„Klimaneutrale Kommune“

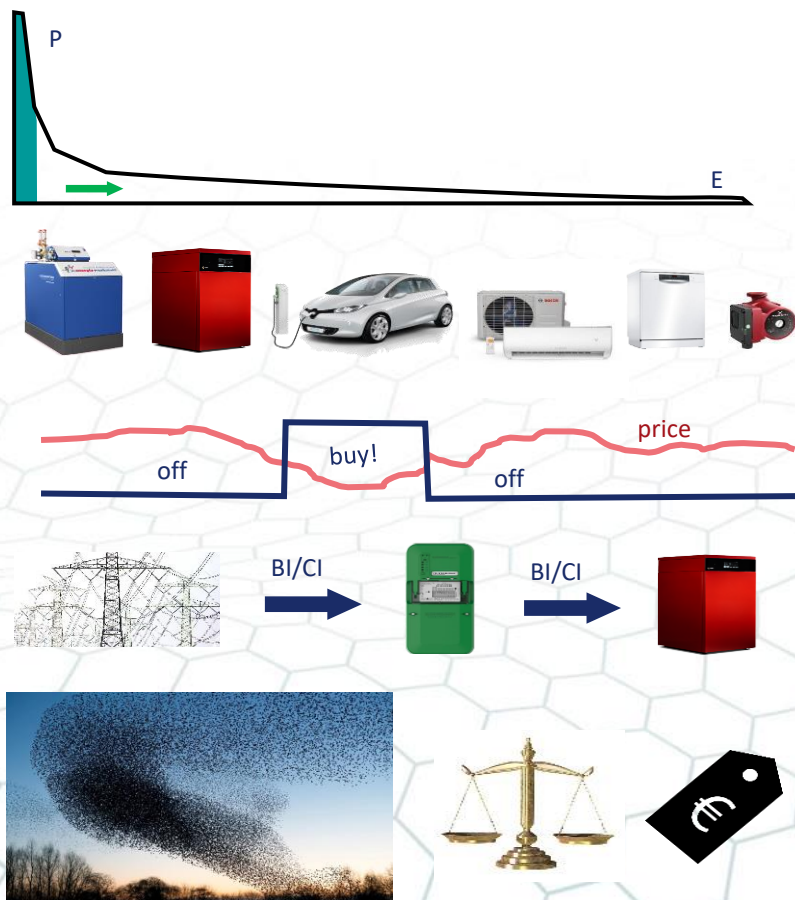
The Solution

Slash Cost of Storage with „Virtual Batteries“



POC and MVP

Convert Flexibility into Money



- ✓ Use any flexibility of the customers
- ✓ Grow with decarbonized heating and mobility
- ✓ Enable Customer Centric Energy Markets:
Simple contracts, no bidding, no penalties
- ✓ Patented operational ICT (OT) allows cost scaling:
Efficient, simple, local/stackable, privacy ensured
- ✓ Resilient against failures and attacks
- ✓ Financial optimisation every second for every device

Many Applications, easy to Differentiate and Scale

Local energy market platform

- Automated self-dispatch
- Win-win of customer & system
- „Customer Centricity“ (EU requirement)

Transversal solution

- Heating/cooling, EV charging...
- Flex of any number, time, size, availability
- Step-by-step migration

Multiple use cases

- Housing, work, infrastructure
- Minimize energy and grid cost
- DNO to DSO, Smart Cities, autonomous grids...

Protected Know-How

- International IP protection
- Easy know-how transfer
- Business model: Value sharing
- Regional focus: D, Europe and US

POC and MVP

Real World Demo (22 HH, 100 Flexibilities)



Project page: solarlago.de/solar-allensbach/

Project supported by:



Contract Partners:



Associated Partners:



Supporting Partners:



Where we stand

Our Evolution



- R&D Contracts
- Subcontracts from 5 Institutes
 - Direct partner in international project

2012
Patents
filed

2014
ESG
founded

2017
Seed
round

2019
Demo
simulated

2021
Demo &
hot leads

2021
Industry
Partnering

2022
Copy and
paste

2023
Next
Segment

2024
Sell
Licenses

- Hot leads
- Partnership with TSO
 - 5 Companies to integrate LEC function
 - 2 Companies for industrial applications

Opportunity

Target markets

Smart Quarters á la Allensbach

- 250 €/a additional value per HH
- Start with 1% of Germans: 50 M €/a
- 20% for our technology: **10 M €/a**
- + Carbon and grid connection savings, industry and international markets

Competitors

Many actors, yet none can deliver:
Real time pricing & system friendliness
& cost/performance & IP protection



Grid Stability & Resilience

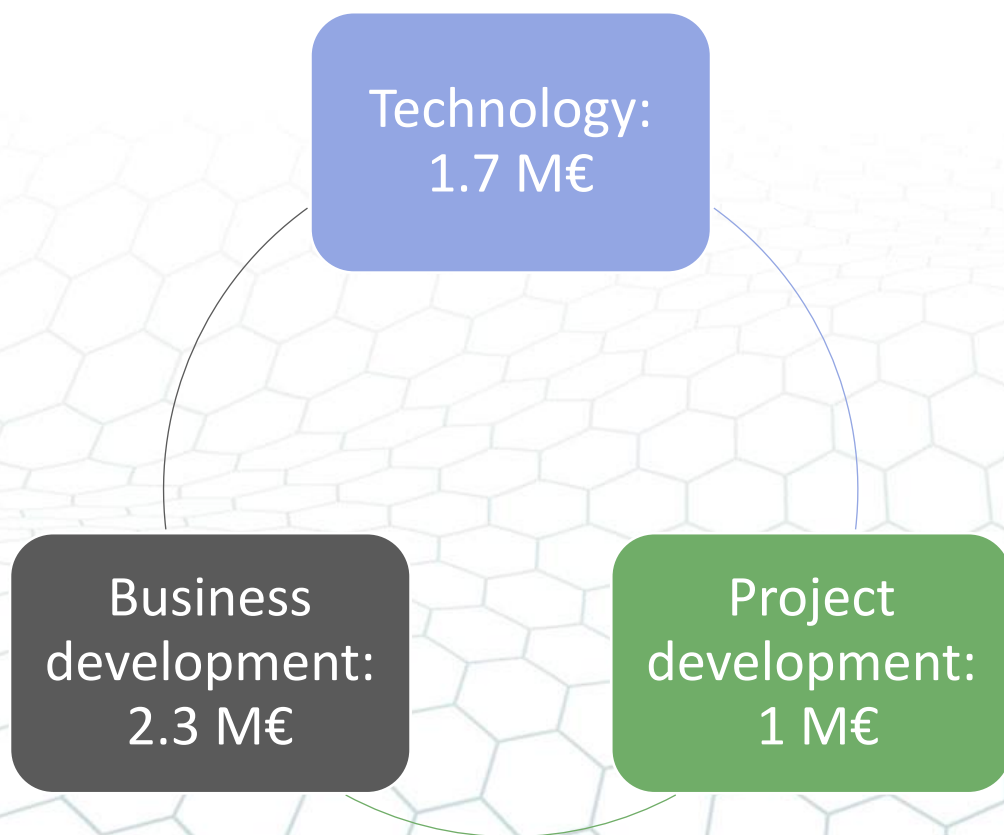
New solutions are needed to master more critical events with fewer controllable assets.
TSO staff member: „Applying ESG could mean creating a self-stabilizing energy system“

Grid Infrastructure

UK plan 2023-28 assumes annual savings of 16.7 b GBP through flexibility from heating and transport
(Source: SSEN RIO ED 2, +800,000 HPs, +1.3 M EVs)

Opportunity

We look for 5 M € for next 3 years of growth



- Universal technology for all segments
- Business development focus: Replicate & scale „smart Quarters“
- Seek partnerships, particularly for industrial and international markets (UK, IRL, NL, B, F, E, P, I, GR, USA)
- Company evaluation: 25 M € (2017: 4 M € before MVP and POC)

A vertical image on the left side of the slide showing a bright sun setting or rising over a layer of white clouds, with a red lens flare effect.

Remember
the “Swiss Army Knife”
for more renewable energy!



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