

# CROSSBREED

Pitch deck

2021-11-17



# Crossbreed AB

- Vision - to accelerate the global transformation into a flexible and sustainable energy system by facilitating the use of AI-supported energy optimization.
- Mission - to aid our customers to focus on the functional and business-related aspects rather than the technology, interconnecting a digital ecosystem of algorithms, systems, and sensors.
- Business idea i- to utilize this ecosystem, building OEM Energy Optimization Solutions to vendors in the HVAC industry, offered on a recurrent licensing model.



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HVAC – Heating, Ventilation, Airconditioning

# Our market and business at a glimpse

50% of the EU's total energy consumption is used to heat and cool of real-estate

- To achieve the EU's zero-carbon plan we, need to:
  - Reduce usage
  - Optimize production and distribution
  - Utilize renewable energy sources into the energy mix.
- Studies show that for more than 50% of the heat demand in 2050 an optimized district heating would be the most efficient way to do this, up from today's 13%.
- Our current focus is, therefore, optimization services for district heating, a virgin but possibly enormous market with a potential annual turnover of:
  - Sweden, €100 Million
  - The EU, €1,8 billion
  - Counting growth in DHC to 2050, €7 billion



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# The Egosystem

## A siloed market

- Today providers of optimization algorithms, systems, and sensors for HVAC approach their customers with proprietary offerings.
- This leaves it to the customer to interconnect it into an end-to-end energy optimization solution which makes time to market a long and frustrating process.
- We call it an Egosystem.

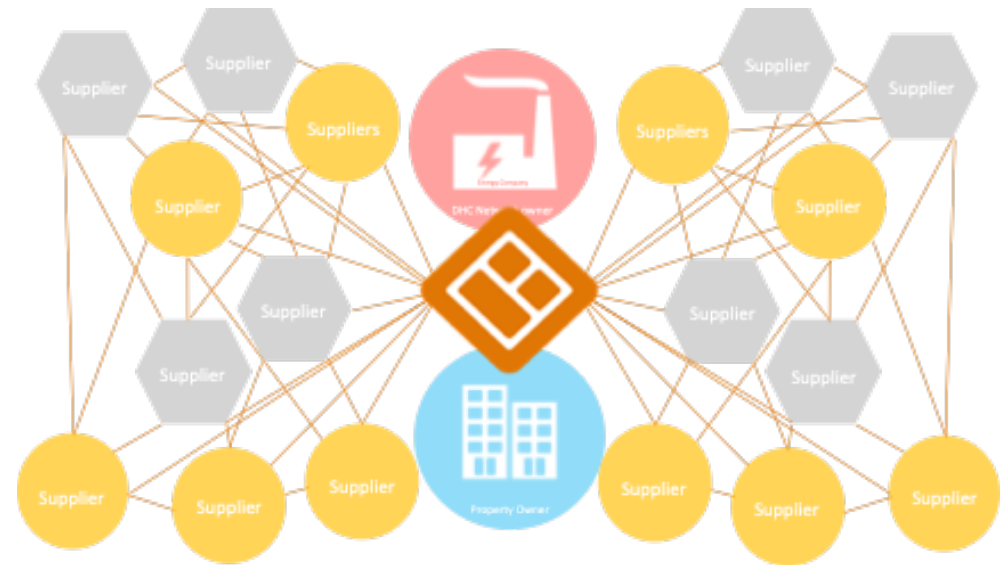


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# The Ecosystem - EnergyOS

Crossbreed “connects the dots”

- Crossbreed is the missing piece of the puzzle to accelerate the energy optimization market within district heating.
- Using our platform EnergyOS, we commercialize and industrialized energy efficiency solutions.
- The first service commercially launched through EnergyOS is the Cetetherm Optimizer, an intelligent district heating substation that reduces a buildings heat demand by 10-12%.

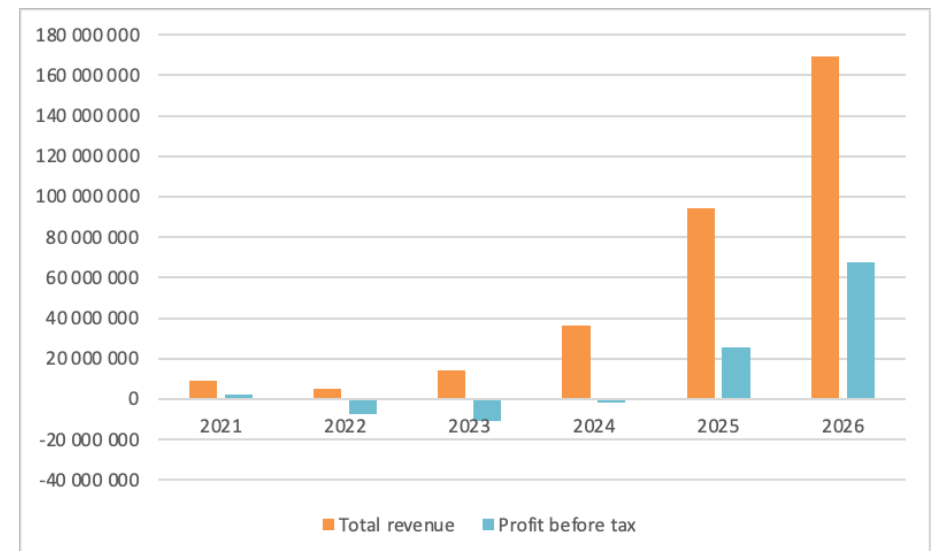


# Investment Summary

We ask an investment of €2 million to:

- Expand and internationalize our current Heating & Cooling offerings:
  - Increase sales and marketing activities in designated markets within the EU
  - Extend our energy optimization offerings by implementing new algorithms, systems, and devices suppliers.
- Professionalize the organization, strengthen our processes and compliance to certifications, standards etc.
- Strengthening platform development to pave the way for an open ecosystem marketed on AWS and Azure Marketplaces.

- The team behind crossbreed merges incomparable marketing and strategic experience of digitalization in general and energy optimization specifically, with deep technological expertise.







# Thank you!

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