



Funding:

Open Round: \$500K, \$50K min | Capital Raised: \$0 | [Slide Deck](#) | [Whitepaper](#)

Use of Funds:

MVP Development: \$153,600 (31%) | Rewards Treasury: \$171,591 (34%)

Marketing & Legal: \$157,762 (32%) | Operations: \$13,794 (3%)

Revenue Forecast:

2019: \$4,542,120 | 2020: \$7,432,560 | 2021: \$8,919,072 | 2022: \$10,702,886

Competitive Advantage:

[Solar Site Design](#) & [Correlate](#) are existing market platforms that partner today to scale distributed energy resources (DERs). These platforms will be the initial Energy Applications for EBN. EBN will leverage the network effects and successful business models of these existing market platforms to execute projects immediately.

Advisory Board:

Lead Advisors: [John Parzych](#) | [Naoum Anagnos](#) | [Professor Todd Taylor](#) | [Ryan Denke](#)

Problem:

The biggest challenge the renewable energy industry faces today with scaling low-carbon energy projects is a lack of quality lead origination.

Solution:

EBN is a multi-sided platform which coordinates lead originators (sales agents/ reps), engineers, developers, integrators, installers, utilities, customers, etc. to find & build distributed energy resource (DER) projects. EBN is an interoperable market coordination and network infrastructure layer for the energy industry featuring first-of-its-kind solutions.

Market:

According to Navigant Research, global DER capacity is expected to grow from 132.4 GW in 2017 to 528.4 GW in 2026.



MVP / Go-to-Market:

1. Rewards Program to Accelerate Lead Origination Velocity

Designed to recognize and reward value associated with originating, engineering, and installing DER infrastructure assets (e.g. rooftop solar PV, batteries).

- The Lead Registry will serve as a shared, trusted, and immutable registry to facilitate compensation for the value provided by participants who originate, engineer, and install new DER projects.
- The EBN ecosystem will leverage blockchain and distributed ledger technologies to establish the early structure (via smart contracts) needed to ensure value creators are adequately recognized and rewarded (compensated) for the value they deliver.
- When programmed correctly, blockchains and distributed ledger technologies are extremely effective at exposing who in a value (supply) chain actually delivers value.
- Formalizing the process and adding real-time, autonomously triggered events (via smart contracts) will increase value for early-state work. This will drive increased participation and leverage network effects of the ecosystem leading to a large increase in DERs coming online.

2. Programmable Processes for Building Asset Registries & Enabling Use Cases

Data captured during the Lead Registry process above will be used to build the DER Asset Registry so each DER infrastructure asset has a unique digital identity. Technical data will be structured in a blockchain-managed and organized DER Asset Registry, and provide an interoperable layer to coordinate information, customers, and industry activities related to lifecycle asset management and participation in the energy industry.

- The DER Asset Registry is a community registry of DER assets which will store and organize data on the blockchain to provide easy retrieval for various future energy+blockchain applications.
- The EBN platform encourages third-party application layer development and partnerships to enable existing and emerging market solutions.

With EBN, business activities are automated and managed using blockchain, distributed ledger, and smart contract technologies. The technologies are being used to enable unique, programmable methods to incentivize behavior that leverages game theory and mechanism design.





ENERGY BLOCKCHAIN NETWORK

Business Model:

Revenue Model: Recurring SaaS Subscription Fees

\$249 for Originators/Developers/Integrators | Call-for-Pricing for Enterprises

Energy Industry Users: Originators (Sales Agents/Reps), Developers (Engineers) Installers, Energy Brokerage Firms, Retail Electric Providers (REPs), Utilities

Service: Accelerating Lead Velocity | Industry Layers for Executing Energy Projects Worldwide

Management & Founding Team:

[Jason Loyet](#) - Director of Origination & Founding Member

[Todd Michaels](#) - Chief Network Officer & Founding Member

Accomplishment to Date:

Strategic Alliance: [Sweetbridge](#) | [Announcement](#)

Partnerships: [Correlate](#) | [Solar Site Design](#) | [Phoenix Blockchain](#)

Arizona Corporation Commission: [Announcement](#) | [PV Magazine Article](#)

Third-Party ([Oracle Blockchain Cloud Services \(OBCS\)](#)): Collaboration [Webinar](#) & [Blog](#)

Corporate: [Publications](#) | [Website](#) | [LinkedIn](#)

