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# Fusebox: Your full-service demand response partner

Fusebox will provide you with all the necessary tools and know-how to **set up a profitable demand response business:**

- All the necessary hardware for managing assets flexibly
- Access to Fusebox's white-label SaaS automation platform
- Access to all energy markets
- Productized demand response services
- Fully automated reporting and billing system
- All necessary sales materials for approaching customers
- Consultation for setting up the new business direction
- Training of sales and aggregation staff

**Full Service**

With over 8 years on the market, Fusebox is a specialized company, whose core competence is demand response software. Through our software, you can offer your clients new services that are easy and fast to integrate and manage and are always up to date.

**40 000+** assets in pipeline

**4000** MWh of flexible energy delivered

**20+** partners in **9** markets

**1500** tons of $CO_2$ emissions reduced

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Fusebox
**in general**

# Our white-label SaaS platform benefits

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- Fully automated demand response and peak price optimization

- Battery storage system management

- Easy integration with customer's machinery

- Access to various energy markets

- Measurement data accurate to 1 second

- Dedicated customer and partner portal

- Automatic reporting and billing

- Real-time data visualization

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## For Asset Owners

| | |
|---|---|
| Wide asset type management | Standard |
| Aggregation of cloud-based automation | Standard |
| Battery storage system management | Standard |
| Secure and high-availability connections | Standard |
| Regulation rules for each asset | Standard |
| Up to 1-second based measurement data | Standard |
| Platform access to asset owners | Extended |
| Controller for non-cloud automation | Extended |
| API to partner's trading systems (if applicable) | Extended |

## For Partner

| | |
|---|---|
| Operational 24/7 | Standard |
| Multi-user access | Standard |
| Real-time asset management | Standard |
| Real-time reporting | Standard |
| Forecasting the usage of assets | Standard |
| Building different portfolios | Extended |
| Portfolio rule management (price, priority, source, etc) | Extended |
| White-label capability | Extended |

## For TSO

| | |
|---|---|
| Composing orders for different loads | Standard |
| Connection to TSO energy market services | Standard |
| Automated bidding | Standard |
| Offering flexibility for partner's trading desk | Extended |
| Offering flexibility to energy markets | Extended |

# Software capability

# 3 main services

**You have at your disposal 3 main products with infinite possibilities:**

1.  ELECTRICITY PRICE OPTIMATION
2.  DEMAND RESPONSE
3.  OPERATIONAL INSIGHTS

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### 1. ELECTRICITY PRICE OPTIMIZATION

- Save 5% from electricity bill

### 2. DEMAND RESPONSE

- Generate 3500€ per year*
- Save 12% from electricity bill
- Save 40 tons of $CO_2$ annually

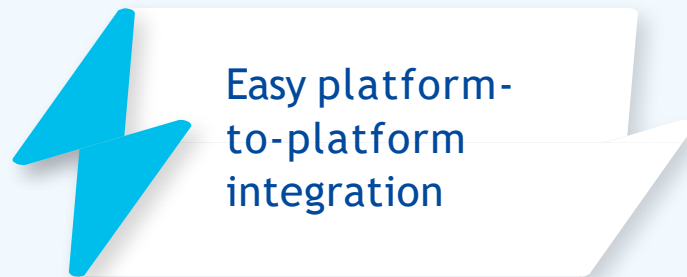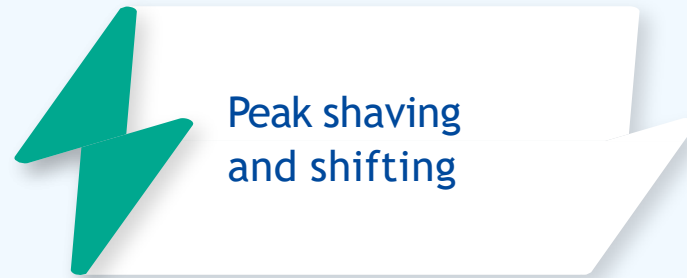*\* Calculations based on 400 kWh of flexible power*

### 3. OPERATIONAL INSIGHTS

- Additional benefits for clients
- Real-time monitoring of every client
- Possibility to use metering data for additional services
- Easy API integration to other platforms

# Service 1: Electricity price optimization

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**Reduces** customers' energy bill **by 5%** simply by **avoiding** electricity market peak prices.
Software shifts the consumption to the lowest pricing periods

**24/7**
real-time price optimization

Peak shaving and shifting

Personal data visualisation

Cloud-based access to the platform

Easy platform-to-platform integration

Connection to global energy markets

Fusebox's core business is to generate revenue for customers through demand response

- 24/7 real-time consumption optimization
- Generate passive income
- Flexible consumption automatization
- Participation in demand response
- Personal data visualization
- Cloud-based access to the platform
- Easy platform-to-platform integration
- Connection to global energy markets
- Automatic reporting
- 0 risk to assets

# Service 3: Operational insights

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Thanks to precise consumption measurements you have all the **necessary information** to analyse your customer's needs and build future services on top of it.

1-second-based consumption measurement

Real-time data visualization

Automatic reporting

Custom reporting capability

Comparison between forecast and delivery

Our software saves in each sector

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CO$_2$ reduced
(tons per year)

Revenue made
(% from electricity bill)

Electricity Price
Optimization (% money saved)

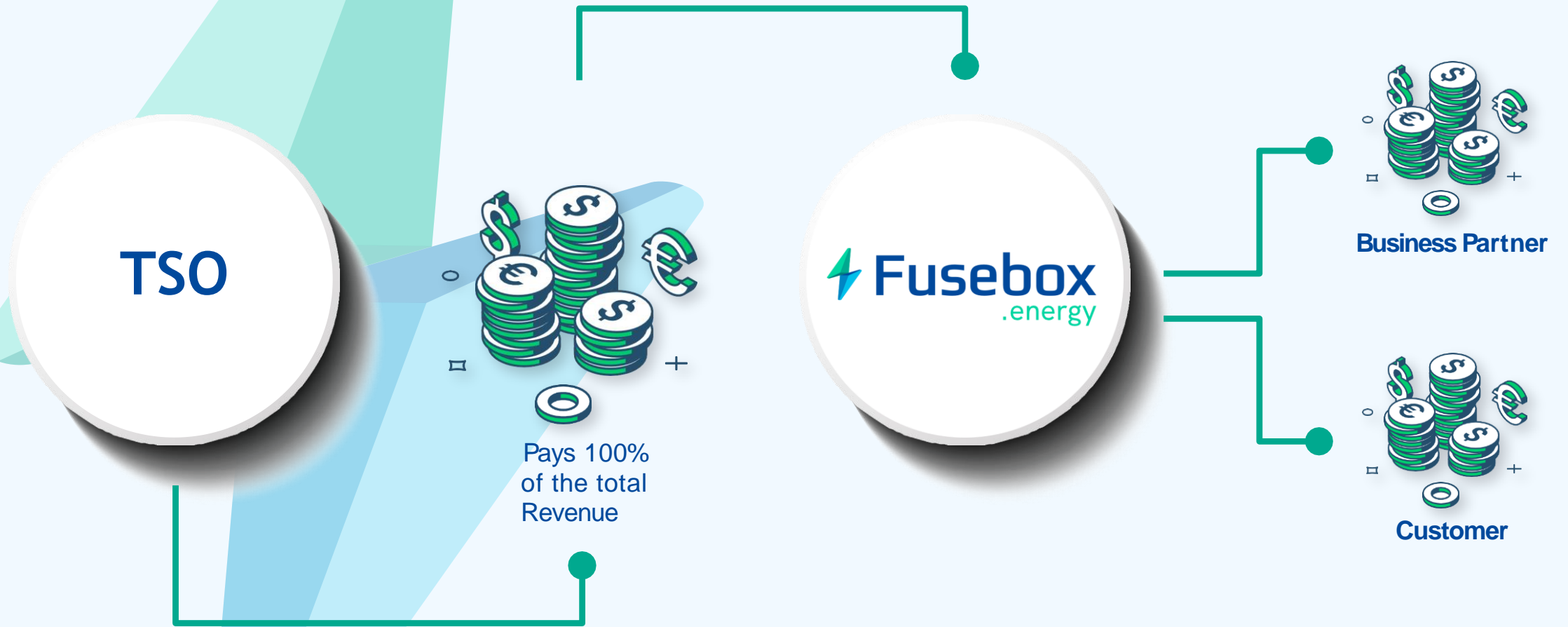| EV CHARGERS (per 100 units) | COMMERCIAL BUILDINGS | COLD STORAGES | HEAT PUMPS | BATTERIES (200kWh) |
|---|---|---|---|---|
| 50 | 20 | 40 | 40 | 50 |
| 15 | 10 | 20 | 20 | 25 |
| 5 | 3 | 7 | 7 | 8 |

Main
customer
segments

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**Revenue model**

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**TSO**

Pays 100% of the total Revenue

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Business Partner

Customer

We propose **a revenue-sharing model** that benefits all sides.

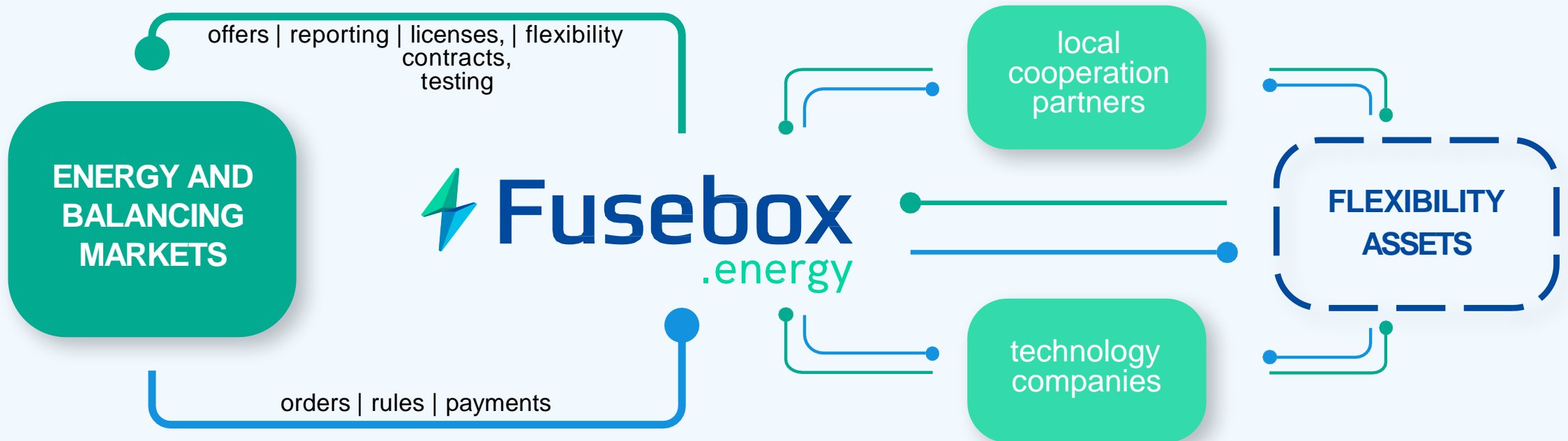# Fee structure

| Item | Description | | Details |
|---|---|---|---|
| **Revenue share/transaction fees** | Up to 1MW | Fusebox takes XX% of the partner´s share of gross revenue | Charged monthly |
| | 1MW to 2MW | XX% of the partner´s share | |
| | 2MW to … | XX% of the partner´s share | |
| **Minimum monthly fee** | 1st year | … | For the avoidance of doubt, only the greater of the minimum fee or the revenue share fee is due in each quarter (not both). |
| | 2nd year and onward | … | |
| **Localization Fee** | Up to … (not applicable if Fusebox design and united portfolio can be used). Time for localization 1-2 months. | | Unique URL Customized visuals Language pack |
| Development Fee | Should additional upfront development be required for functionality which is not currently present in the Fusebox platform (e.g., integration with a specific in-house trading system, new type of program, etc.) this will be mutually specified in detail and Fusebox can then provide pricing and a timeline for development and delivery. | | Pricing to be provided upon detailed mutual scoping of functionality required |
| Hardware | Price per Fusebox PLC: €299 Applicable in case hardware is needed in the aggregation process of a site. Other MQTT controllers are also available for use from the market. Sites with cloud-connected automation systems are preferred. | | Delivery costs will be added to every delivery |

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offers | reporting | licenses, | flexibility contracts, testing

ENERGY AND BALANCING MARKETS

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orders | rules | payments

local cooperation partners

technology companies

FLEXIBILITY ASSETS

**Fusebox platform** positioned to enable market transformation

# Communication plan

To facilitate timely delivery, communication and issue resolution between the partner and Fusebox during the implementation phase, the following is proposed:

Setting up a dedicated Teams channel (https://teams.com/) for instantaneous communication between all personnel involved (online chat tool).

Weekly conference calls set up by Fusebox personnel and the relevant partner´s counterparts.

Monthly steering conference calls set up by Fusebox Partnership Manager and attended by responsible personnel from the partner´s office.

In addition, in-person meetings can be arranged. Before the start of the implementation, an all-person kick-off meeting will be organized to discuss all details.

# Dedicated people

**Commercial lead**

**Tarvo Õng**
CEO

**Sales expertise & technical lead**

**Aleksandr Sepp**
Strategic Partnership Manager

**Software Delivery Management**

**Aleksandr Požidajev**
IT Manager

**Software Delivery Management**

**Erik Tamsalu**
Development Manager

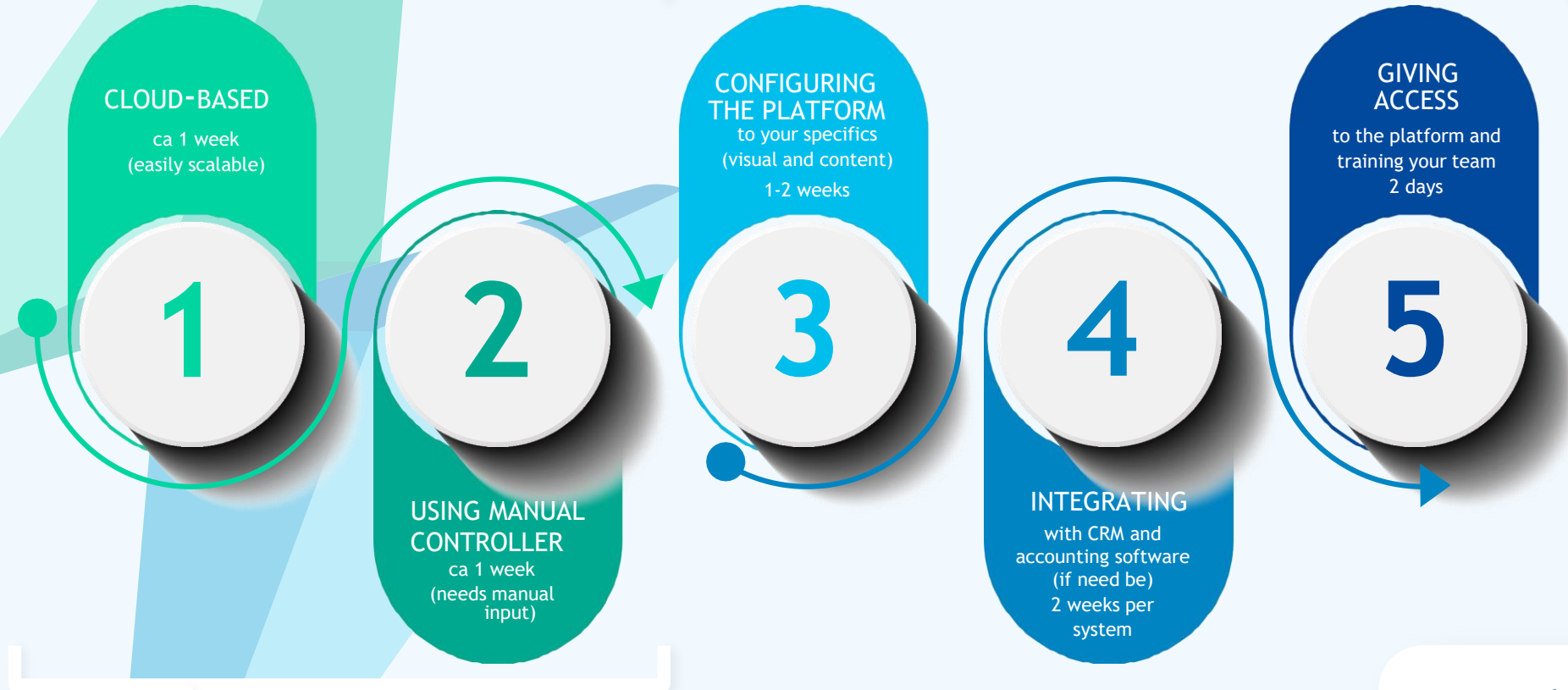**Communication, blogs, materials, etc**

**Jaan Tiiman**
Marketing and PR Manager

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# Roadmap

**Integrating** new customers to our software **is easy and scalable** and can be done by your technical team.

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**Fusebox** is comprised of 32 professionals working across the globe.

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