Epsilon energy

Business presentation

Entrepreneur & Business

Antoine, founder.

I'm a software developer with 10 years of experience.
My career has brought me to work on various innovative fields such as New Space, cybersecurity, private finance and retail.

I'm also a homeowner and a Father, with about 3 years of experience in each.
My hobbies include working on new ideas, research and self-education, and spending time close to nature.

I consider myself a creative and forward-thinking person, and have a drive for finding common interest solutions.

personal experience of business

I've done contracting as a light entrepreneur, and worked in startups on the technical side.

I have a close friend who successfully runs his own business, and a family friend who retired from theirs.

education/experiences

I've studied digital entrepreneurship at HEC, and ran my own consulting business.

Professional competencies (software engineering) are applicable to many domains / industries.

business idea

Thanks to recent advancements in energy management and their availability to consumer markets, there's high efficiency gains to be made on current modes of consumption.
In addition, energy is a growing concern in many minds, increasing susceptibility to the matter.

I want to offer better, affordable and reliable means of energy use and delivery to stakeholders in this market.
This is accomplished via power stations designed to support the existing network by optimising use, delivery and production.

Schedule:
summer 24 -> prototype definition
EOY 24 -> 5kWh prototype, pilot customers
2025 -> public sales, target 100kWh

Goals for entrepreneurship

Realisation of my idea, financial autonomy.

Goals for business

Market validation / adoption, growth and expansion.

Company Stakeholders

Stakeholder	Role	Schedule
Markus Vilmi (associate)	Co-founder, field expert (electrical engineering, home installations, PV)	Regular meetings + as needed
Thomas Lecoffre (advisor)	PV Business expert, entrepreneur (PV, Regis Electric)	As needed
Jérôme Baronheid (friend)	Preseed Investor (2k€ for 2%)	Initial financing
ENTSO-E	Business partner (domain)	Ongoing / As needed
Fingrid	Business partner (domain)	Ongoing / As needed
Hardware suppliers	Source hardware	When financed
Pilot customers 1 (Mäke)	Check subventions	When offer available
Pilot customers 2 (Terafamer)	Early buyer, Support development	When offer available
Friends	Support, Initial customer data	Ongoing / As needed

Mission statement

Energy is a commodity of first necessity, and the keystone of modern society.
We believe in better, affordable and reliable energy for the common good.

Business idea

“10 years of energy for the price of five.”

Recent developments in energy open up new market perspectives.

Storage enables control over time of delivery for both production and consumption.
This creates opportunities and challenges for consumers, producers, and network operators.

I aim to facilitate the ongoing energy transition.

To do so, I'm developing a network smart micro-stations.
These reduce operation costs by supporting optimal delivery at the endpoint.

The business assembles, installs and operates the stations, for a share of the gains and savings.

Customers

- Energy consumers: homeowners, businesses
- Renewable energy producers
- Grid operators

Product

- Energy optimisation micro-station
- Monitoring and management software
- Optimisation services

Value

- Control: visibility / transparency
- Savings: lower consumption costs
- Profits: improved production income

Method of operation

Tailor-built integrated solution, from case study to deployment and operation.

- Study customer case, e.g consumption patterns and needs
- Design a solution to optimise their energy delivery point
- Deploy the solution, costs covered by the end user
- Offer operations for a share of the profits

Image, naming

epsilon energy

Epsilon (ε, uppercase E) is the fifth letter of the Greek alphabet.
It originates from the Phoenician letter He (𐤄), which is used as logo.

In mathematics, ε denotes the smallest quantifiable unit of positive change. It is used to define the rate of progress over time.

This conveys our vision of the energy transition as not just a technical challenge, but a collective goal where the sum of small differences can lead to positive impact at scale.

We provide quality solutions, technical expertise, and support all the way through the journey of renewable energy transition.

As such, the company seeks to develop an image of caring and putting expertise at the service of the common good.

SWOT analysis

STRENGTHS

- **Innovative thinking**: smart micro-stations networking is a novel, cost-efficient solution.
- **Own expertise**: background in software development and innovative start-ups.
- Associate expertise in domain-specific knowledge (Electrical engineering, PV, home automation)
- **Support from close contacts**: Thomas Lecoffre provides expertise on entrepreneurship, support and guidance, and potentially early investments.

WEAKNESSES

- **Limited financial resources**: challenges for initial funding.
- **Dependence on partners**: success requires good relations with suppliers, Grid Operators (GO), and initial customers.
- **Regulations**: The energy industry regulatory landscape is constantly shifting
- No internal specialist in marketing/sales. Hopefully, “a good product sells itself”. Current prospects feedback seemed positive though.

OPPORTUNITIES

- **Growing market**: Energy market is constantly growing, and renewables are trending up. Energy efficiency presents significant opportunities.
- **Government incentives**: subventions and support programs may facilitate adoption and initial funding.
- **Rising costs**: Despite growing availability, prices haven’t stopped going up. Incidents like winter 2023 energy crisis with threats of blackouts looming over Europe are still fresh in memory.
- **Partnerships**: collaboration with GO, energy producers, and other stakeholders can yield mutually beneficial relationships.

THREATS

- **Competition**: Established energy players and emerging startups may offer competing solutions in the near future.
- **Economic fluctuations**: energy prices vary a lot, and with them customer interest, spendings, and investment capacity.
- **Technological obsolescence**: technological change requires monitoring to remain at the edge of progress.
- **Regulatory changes**: change in policies and regulations may affect operations
- **Public acceptance**: Resistance to new energy technologies or concerns about privacy and data security may impede adoption.