

SESIUNEA PARALELĂ

1. SERVICII INTEGRATE DE RENOVARE ENERGETICĂ A CLĂDIRILOR REZIDENȚIALE ȘI PUBLICE

Tranziția Energetică în Mediul Rezidențial –
instrumente inteligente, inițiativa Renergia

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A photograph of a residential roof with several solar panels installed. The background shows lush green trees and a clear sky. The image has a dark green tint. A large white semi-circle is at the bottom of the frame.

Renergia

Save energy as nobody does!

We are facing an energy crisis.

We are facing a climate crisis.

Energy waste is a costly habit.

A stylized illustration of a sustainable city. It features several green buildings of varying heights, some with solar panels on their roofs. Wind turbines are integrated into the cityscape, with one tall tower having a turbine on top. The background includes green clouds, a bird in flight, and wavy lines representing water or air. The entire scene is set against a dark green background.

Sustainable lifestyle is a **MUST**

To be sustainable in Romania comes with an **additional cost**, and the economic pressure that people will be subjected to in the coming months will push sustainability somewhere towards the bottom of Maslow's pyramid, towards the lower end of the priority list

Yet little attention has been paid to educating and guiding residential consumers.



I feel THEY take me for a fool. I don't know how to make my energy consumption more efficient and stop burning my budget.



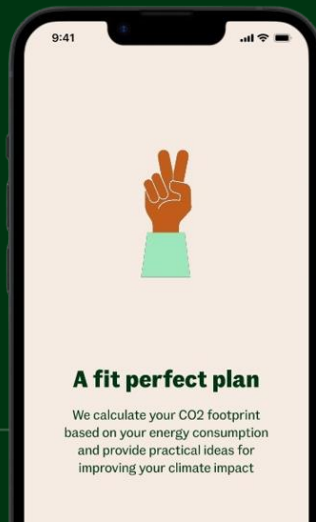
**"We need education, simplicity, numbers,
and to understand the role WE HAVE in
this equation."**

But also to find out what our personal "**selfish**" advantages are; that is, what do I personally gain from this

So how can we be sustainable in a crisis?

Renergia

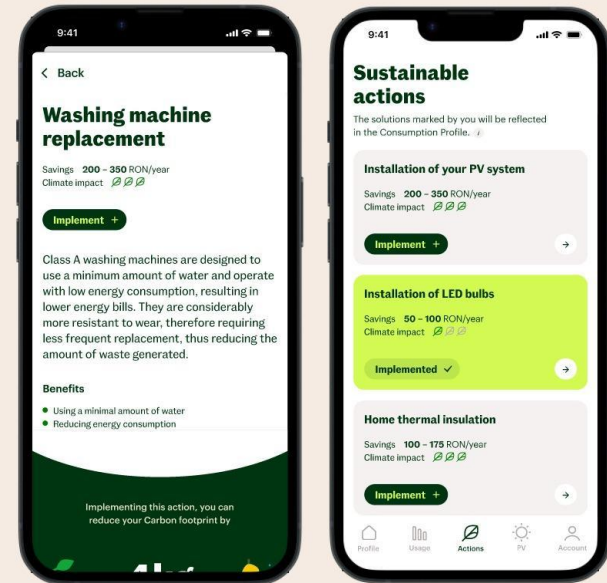
has the answer.



The first app that gives you the power to cut off your energy bill and save money.

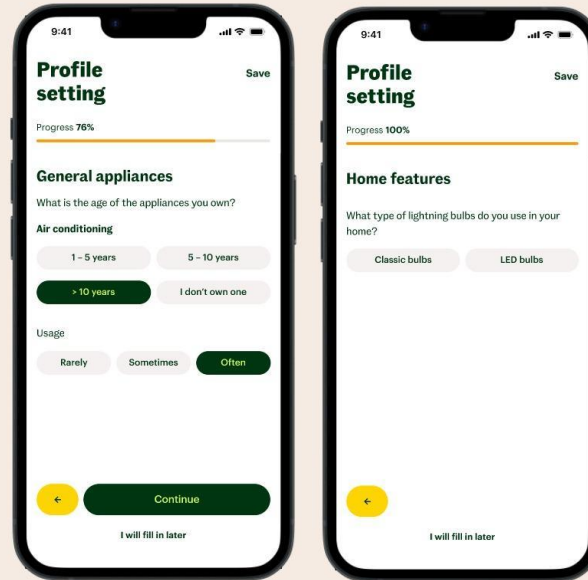
Renergia is a brave startup that wants to be a catalyst in the energy transition process of consumers in Romania and later in Europe.

Renergia is **a sustainability and energy efficiency app** that helps individuals reduce their household energy consumption and produce their own green energy using statistical, probabilistic, and artificial intelligence algorithms.



How does it work?

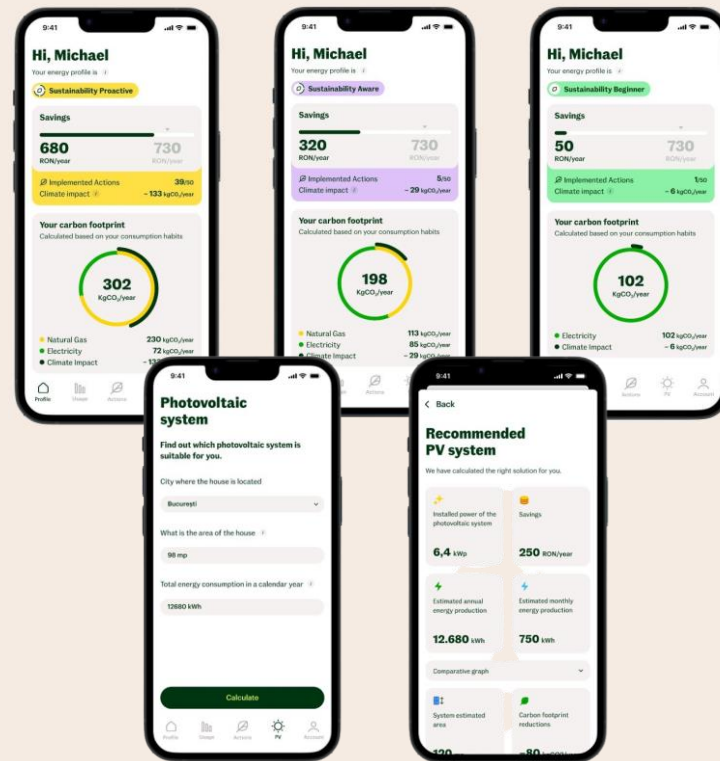
- Renergia's algorithm creates a **personalized energy profile**.
- It uses data such as energy use patterns to provide **information and recommendations** on how the user can be more energy efficient.
- **Renergia creates a tailor-made package of sustainable actions.**
- **The user is guided towards a more sustainable behaviour.**



Save time, money and energy!

Renergia provides users with recommendations and suggestions on how to reduce energy consumption, such as purchasing Class A appliances, adopting renewable energy sources or unplugging electronics when not in use.

As a starting point, we will automatically design for users a free photovoltaic system.



Concept validation



We won the first place and \$200k funding through a competition to develop our POC.



Our team has a strong background in energy research, with more than 200 publications.



Our team has a strong background in project management, with more than 30 coordinated projects.



We are on the verge of signing our first B2B client.

We are living in the energy transition momentum where our audience wants the fastest solutions to streamline their costs. They are open to being guided towards taking smart decisions.

Target audience

1. Residential users from Romania

Home and apartment owners:

- 30-60 years old.
- with higher education.
- with an average income of 2000 euro/household and above and
- at least average general and energy literacy.

Their biggest need is to understand what's going on in the energy market, and they want others to stop deciding for them.

2. Our partners

Various energy efficiency service providers/and or manufacturers/traders of household appliances and photovoltaic panels.

They are looking for

(1) communities of digitally savvy people who understand the role of eco appliances and green living and

(2) long-term commercial partners with a desire to educate and grow the market's economical value, whilst reducing the climate impact.

Audience Size

**RO: 9.5 million
households**

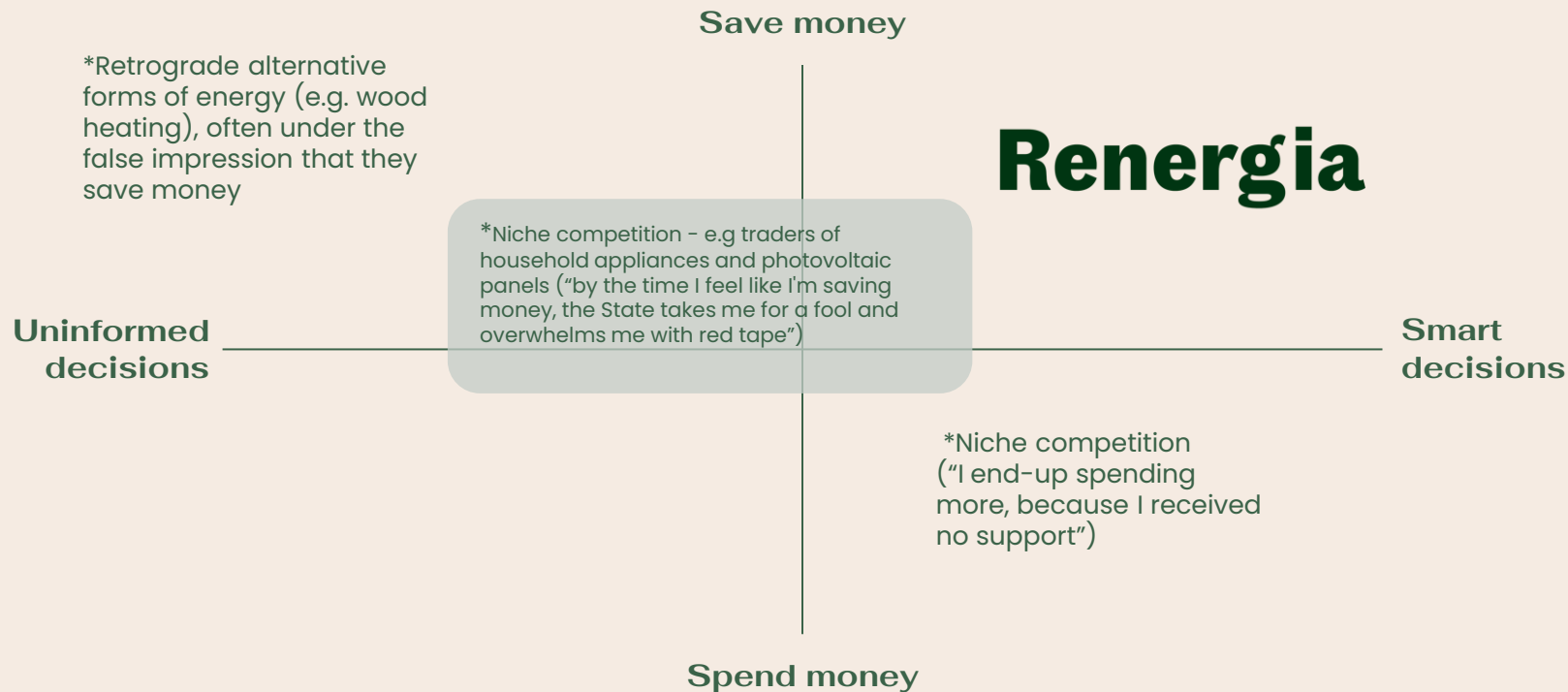
**EU: 197 million
households**

**US: 131,2
million
households**

Europe is one of the world's biggest energy consumers electricity in the world. In 2019, Europeans consumed about four petawatt-hours, equivalent to roughly the same as Africa, Eurasia, the Middle East and Latin America combined.

The path of energy consumption vs. the way we currently produce energy is not sustainable. We need clean global energy to make up for the future.

Positioning



MVP Targets

- Launching, product on the market
- Business plan elaboration for the photovoltaic systems market;
- Market positioning:
- Closing B2B partnerships

Renergia MVP

VI Targets

- **Internationalization** - The app will be launched in both English and a secondary language;
- **Brand identity**, media campaigns;
- **Integrating energy suppliers**

V2 Targets

- **Brand identity**, media campaigns
- **Targeting new emergent markets** - Bulgaria, Hungary, Croatia, Greece;

V3 Targets

- **Brand identity**, media campaigns
- **Targeting new markets** - Spain, France, Germany, Italy, Turkey;



The Team



Dacian I. Jurj 
 (Dr. Eng.)
Co-Founder / COO


Former Head of Business at AlphaBlock Technologies Inc. AI Specialist with more than 10 years in the start up industry.



Alexandru Mureşan 
 (Dr. Eng.)
Co-Founder / CEO

Sustainability Engineer and Researcher/Energy Specialist, Urban Energy Manager, Research Assistant at TUCN.



Elena Hurjui 
CMO

20y marketing experience in leading brand comm for over 40 international tech companies (including unicorns & Series A+ startups) and global consumer brands.



Dan D. Micu 
 (Dr. Eng. Mat. Prof.)
Research Director


Double Fulbright Fellow, lectured at more than 50 Universities all over the world, Project Manager, at 8 Horizon2020 Projects.



Andrei Ceclan 
 (Lect. Dr. Eng.)
Strategic Partner

Lecturer at TUCN. President of the Romanian Society of Energy Auditors and Managers. Board Member in the Romanian Fund for Energy Efficiency. Urban Energy Manager.



Tudor Vesa 
CTO

Multi-disciplinary leader with 15+ years of experience in software dev, software architecture. Leading high-performing teams to drive development of world-class platforms.

We are supported by a strong community

Being part of a strong academic community can offer numerous benefits for our start-up.

We have a strong network sustained by cities, universities, research centres and energy clusters.



Renergia

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