



It's your power.  
Own it.

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CEO + Founder

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# Ripple is a clean energy ownership platform

We put people at the heart of the world's clean energy future

Climate change

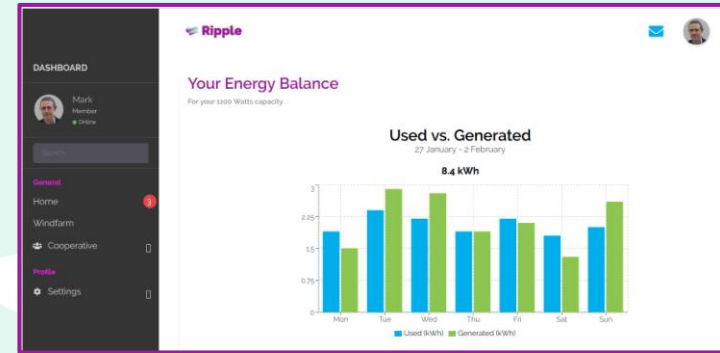
Consumers want to act

Wind is the UK's cheapest source of power

Energy sector transformation



Ripple's platform enables people to own and be supplied by large scale, low cost wind power.  
Simply + easily.



# Big benefits for customers

We fulfil customers' emotional + rational drives

**Big climate impact** – an easy way to reduce your climate impact

**Lower electricity bills** – save up to £3900\* from direct access to UK's cheapest source of electricity

Up to **75% cheaper than rooftop solar** – upfront cost approx. £1250 vs £5500\*\*

**Protection** from rising power prices

Consumer ownership - the backbone of a **smart, connected home energy** system



Low carbon



Low cost



Stable prices

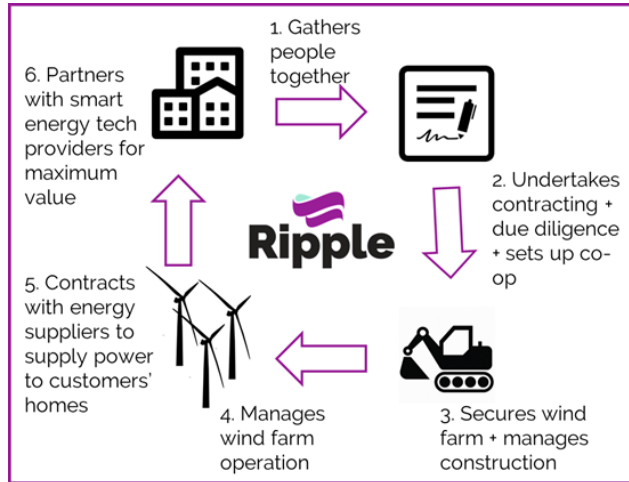


Smart

# The business model – a clean energy ownership platform

## Ripple makes energy ownership possible + hassle free

Customers simply choose how many Watts they want to own, we do the rest



Ripple's revenue streams:

- Arrangement fee + Management fee (from customers)
- Acquisition fee (from supply partners)

Progress so far:

Lead team in place

Highly experience team in London + Edinburgh, together since May 2018

Finance partner secured

Energy charity in place to provide project finance if needed

Wind farms identified

Pilot project + back-ups identified, launch approx. 3 months after investment secured

Supply partners

Preferred supply partner, in discussions with 2 others for full scale project (>1m customers)

Customer portal

Customer dashboard + app under development

Building customer traction

320 pre-registered customers, building social media following

# An operational team with the skills to deliver

## Focused, highly experienced team

London and Edinburgh based, operational team has worked together since May 2018



**Sarah Merrick**  
CEO

Former Vice-Chair of  
RenewableUK

18 years in wind sector  
inc Vestas, the world's  
largest wind turbine  
manufacturer and RES



**Miklos Parrag**  
Chief Technology  
Officer

Ex-CTO of online health  
product website

Strong experience with  
online technology start  
ups (Blinkbox)



**Simon Peltenburg**

Chief Projects Officer

Director of Scottish  
Renewables

14 years UK wind-farm  
development experience  
(RES, Dulas)



**Mike Longden**

Marketing Advisor  
(p/t)

Extremely strong track  
record of digital start up  
marketing

# Supremely knowledgeable Advisory Board

## Specialists covering all critical areas



**Barry Holloway**  
Marketing  
Specialist

Ex-Marketing Director  
eHarmony + uSwitch

Extremely strong digital  
marketing track record  
Successfully driven a  
number of start-ups from  
seed to scale



**Danielle Lane**  
Market Specialist

Senior transactional roles in  
European and US wind  
markets

Strategic view of new  
market opportunities. Can  
secure maximum value in  
market project contracting



**Ian Temperton**  
Investment  
Specialist

Ex-Head of Advisory at  
Climate Change Capital,  
clean-tech private asset  
management.

Strong experience in  
energy trading, risk  
management and  
investment structuring



**Jon Ferris**  
New Technology  
Specialist

Strategy Director at leading  
blockchain energy  
company.

Strong track record in risk,  
data and market  
intelligence across energy  
sector



**Mike Anderson**  
Turbine  
Technology  
Specialist

Ex-CTO at RES, UK's largest  
independent wind developer

35 years in the wind industry.  
Understands wind turbine  
technology and performance  
inside out

# Invest in a disruptive, people centred, clean energy platform

## Investment sought to launch platform in UK

Investment **launches platform** with pilot wind farm in summer 2019, + first full scale project late 2019

Ripple is **highly scalable**, with the potential to **disrupt the global home energy sector**

By 2023 we forecast:

- **560k evangelical customers**
- **19 projects** launched
- **>700MW** clean energy capacity
- Operating across **4 markets**

